Zomato Expansion analysis

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What Problem Are We Solving?

Zomato is exploring opportunities to expand its restaurant footprint across Countries.
The key challenges include:

Identifying high-potential cities and localities

Understanding customer preferences and market behavior

Aligning expansion efforts with data-driven insights

Our goal:
Develop a strategic roadmap to recommend optimal locations and cuisine types for new restaurants.

What Data Did We Use?

We analyzed a dataset containing:

9,551 **restaurants**

Spanning across 15 **countries**

Featuring:

Location, cuisine, cost, rating, votes

Online delivery, booking status, and opening year

Data was cleaned, enriched, and visualized to uncover patterns in pricing, popularity, and profitability.

The image above displays data key about Zomato Sales Performance, including:

- **Restaurant ID:** Unique identifier for each restaurant.
- **Restaurant Name:** The name of the restaurant.
- **CountryCode:** Country code of the location where the restaurant is situated.
- **City:** The city where the restaurant is located.
- **Address:** The specific address of the restaurant.
- **Locality:** The locality or neighborhood where the restaurant is situated.
- **Locality Verbose:** Detailed information about the locality.
- **Longitude:** The geographical longitude coordinate of the restaurant.
- **Latitude:** The geographical latitude coordinate of the restaurant.
- **Cuisines:** The type of cuisine offered by the restaurant.
- **Currency:** The currency used for transactions in the restaurant.

- **Has_Table_booking:** Indicates whether the restaurant has a table booking option (Yes/No).
- **Has_Online_delivery:** Indicates whether the restaurant offers online delivery (Yes/No).
- **Is_delivering_now:** Indicates whether the restaurant is currently delivering (Yes/No).
- **Switch_to_order_menu:** Indicates whether users can switch to the order menu (Yes/No).
- **Price_range:** A numeric value indicating the price range category of the restaurant.
- **Votes:** The number of votes or ratings/(feedback) received by the restaurant.
- **Average_Cost_for_two:** The average cost for two people dining at the restaurant.
- **Rating:** The overall rating of the restaurant is based on user reviews.
- **Datekey_opening:** The date when the restaurant was opened.

Restaurant Distribution by Country
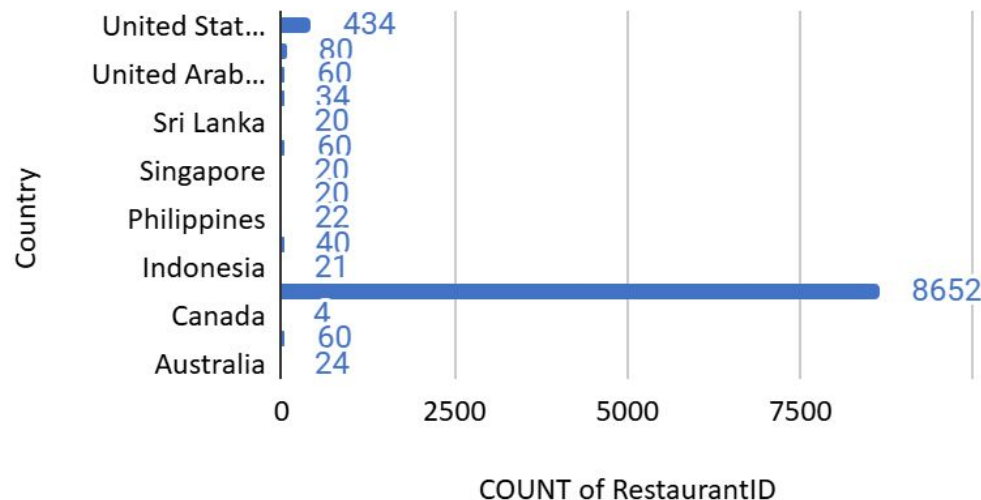
Insight:

India dominates with 8652 restaurants.

USA and UK follow distantly.

Countries like Singapore, Qatar, and Canada have very few.

Recommendation:

Focus expansion on countries with fewer restaurants but strong economic profiles (e.g., Singapore, Qatar, Canada).

COUNT of RestaurantID vs Country
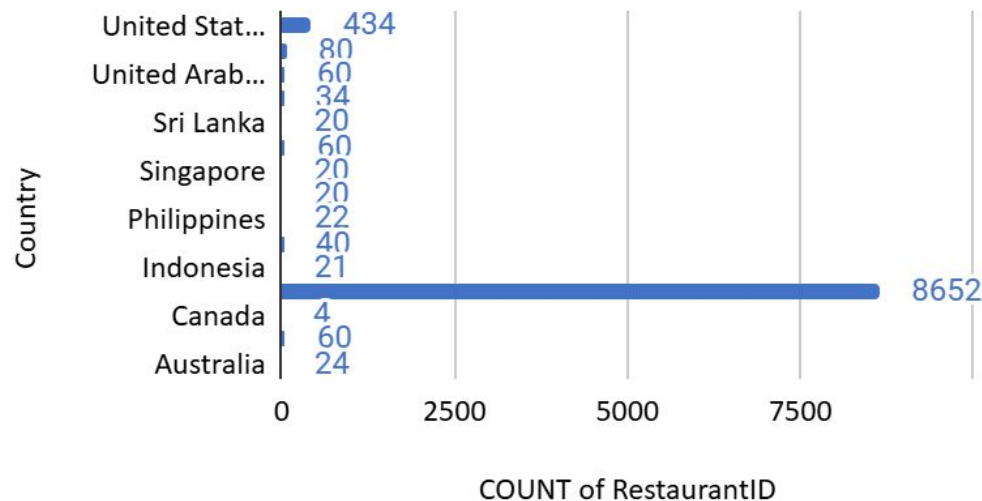
Restaurants Opened Over Time

Insight:

Steady growth from 2010 to 2018.

Peak opening in 2018.

Recommendation:

Use historical opening patterns to identify active markets and seasonality of expansion.

COUNT of RestaurantID vs Country

Average Votes by Country

Insight:
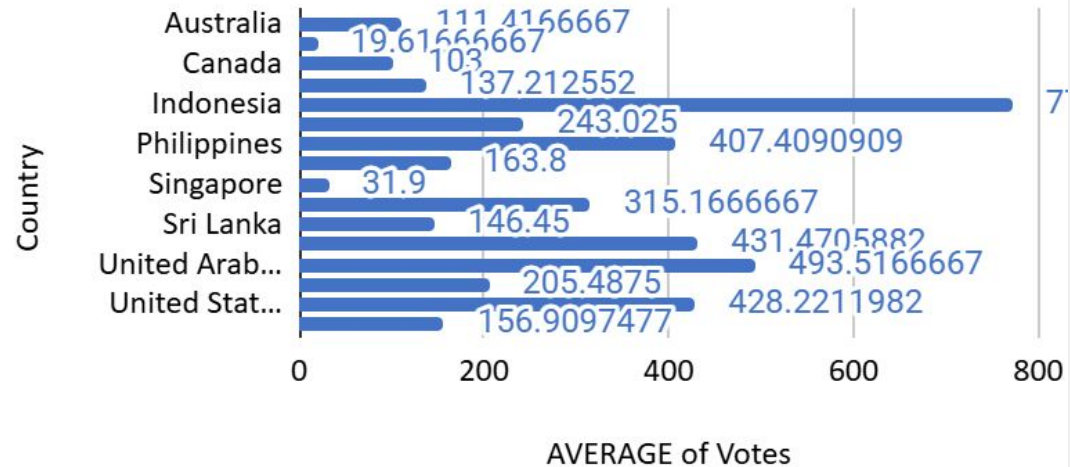
UAE, USA, and Turkey show high user engagement.

Brazil and Singapore have lower average votes.

Recommendation:

Target countries with both fewer competitors and higher user engagement for maximum brand attention.

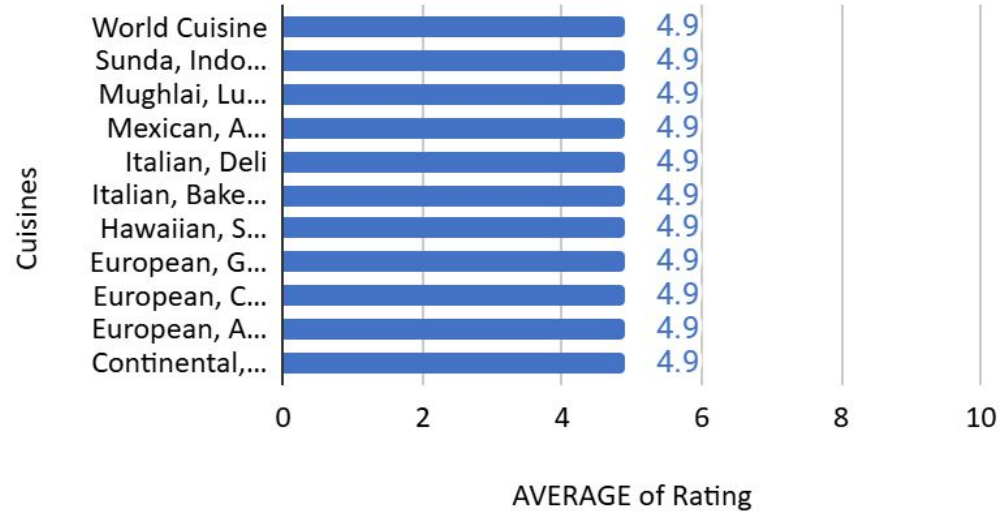AVERAGE of Votes vs Country

Cuisines vs Average Ratings

Insight:

Italian and Mexican cuisines consistently earn higher ratings.

Recommendation:

Prioritize these cuisines in new regions to appeal to global taste preferences.

Top 10. Cuisines by rating

Restaurant Distribution by Country

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Recommendation:

Focus expansion on countries with fewer restaurants but strong economic profiles (e.g., Singapore, Qatar, Canada).

COUNT of RestaurantID vs Country

Country	COUNT of RestaurantID
United Stat...	434
United Arab...	80
	60
	34
Sri Lanka	20
	60
Singapore	20
	20
Philippines	22
	40
Indonesia	21
	8652
Canada	4
	60
Australia	24
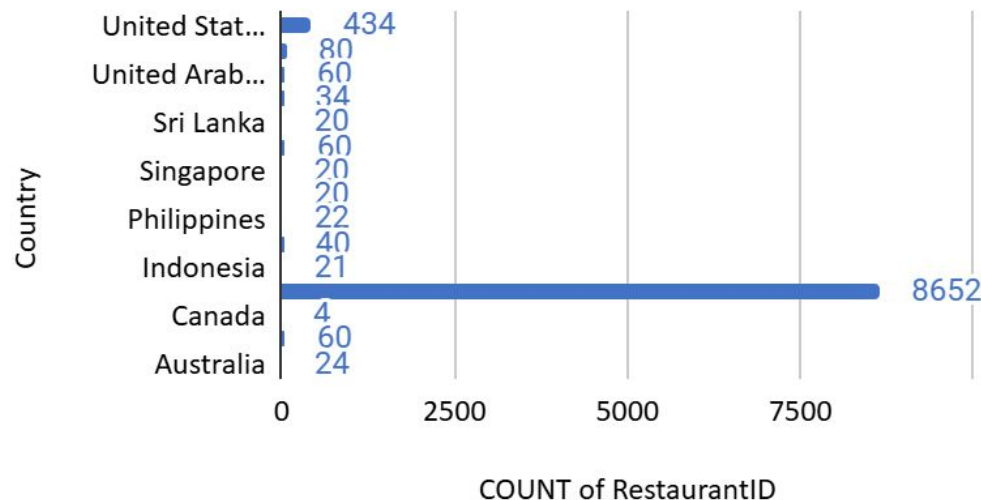
Effect of Online Delivery & Table Booking on Ratings

Insight:

Minimal impact observed on ratings (~3.2 vs 3.3)
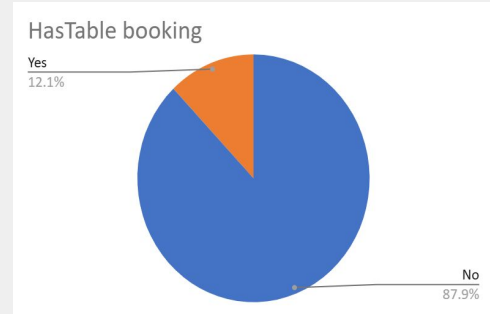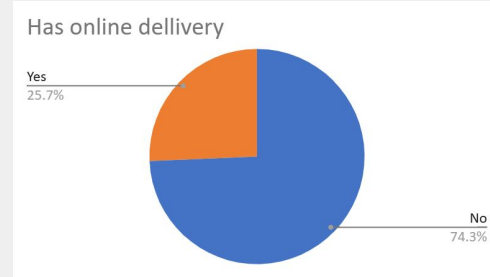
Weak correlation (0.47) between cuisine variety and ratings

Recommendation:

Don't overinvest in delivery tech. Emphasize dine-in service quality for better ROI.

Has online dellivery

Yes
25.7%

No
74.3%

HasTable booking

Yes
12.1%

No
87.9%

Key Insights from Dashboard Analysis

- **India** has the highest number of restaurants (8,652), mostly in low price range
- **Singapore** has high cost per meal (INR 4964), low competition → Ideal for expansion
- Ratings ~3.6 suggest room for quality improvement
- **Italian & Mexican cuisines** have better feedback → should be prioritized
- No strong link between delivery/table booking and ratings
- Balanced **pricing** (range 2–3) yields better customer engagement

The Analysis Conducted

• Data Cleaning & Preprocessing:
  - Removed duplicates and handled missing values using mode for categorical fields
  - Standardized inconsistent entries (e.g., 'Yes'/'No') and removed placeholders

• Data Enrichment:
  - Mapped country codes via VLOOKUP
  - Converted costs into INR
  - Created helper columns like 'Formatted Price' and 'Eligible Rating'

• Exploratory Data Analysis:
  - Assessed distribution of restaurants by country and year
  - Analyzed top cuisines and their impact on ratings
  - Studied delivery, booking, and pricing in relation to customer feedback

• Dashboard & Visualization:
  - Designed an interactive dashboard with slicers
  - Used bar, line, and clustered charts for trend representation
  - Applied conditional formatting to highlight recommended regions

Where Should Zomato Expand?

Top Country: Singapore – premium pricing, fewer competitors, strong spending capacity

Best Cities: Marina Centre, Downtown Core

Winning Formula: Italian/Mexican cuisines + Dine-in experience + Moderate pricing

ZOMATO EXPANSION ANALYSIS

zomato

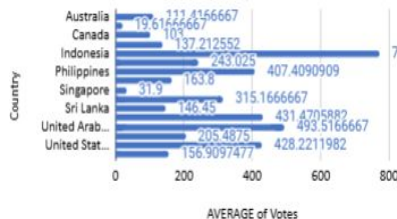| No of Restaurants 9551 | No of Cities 141 | No of countries 15 | Average Rating 2.89 | No of Votes 14,98,645 |

AVERAGE of Votes vs Country

Country (Australia, Canada, Indonesia, Philippines, Singapore, Sri Lanka, United Arab..., United Stat...)

- 111.4156667
- 19.61666667
- 103
- 137.212552
- 243.025
- 407.4090909
- 163.8
- 31.9
- 315.1666667
- 146.45
- 431.4705882
- 493.5166667
- 205.4875
- 428.2211982
- 156.9097477

AVERAGE of Votes

COUNT of RestaurantID vs Year Opened

Year Opened (2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, Grand...)

AVERAGE of Average_Cost_for_two in INR vs C...

Country (Australia, Canada, Indonesia, Philippines, Singapore, Sri Lanka, United Arab...)

- 1330.1225
- 2259.706667
- 2191.3125
- 623.370310
- 1462.190476
- 3495.87
- 10058.68182
- 5072.4125
- 12886.1
- 1930.773333
- 878.75
- 581.2426471
- 3742.710833
- 4951.4625

AVERAGE of Average_Cost_for_two in INR

Has online dellivery

Yes 25.7%
No 74.3%
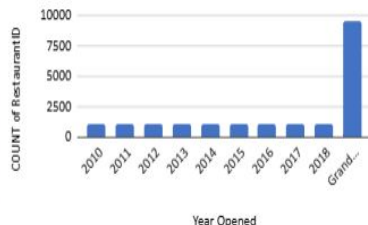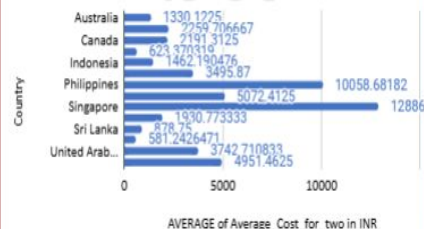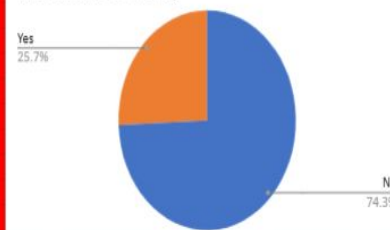
AVERAGE of Rating vs Country

Country (Australia, Canada, Indonesia, Philippines, Singapore, Sri Lanka, United Arab..., United Stat...)

- 3.658333333
- 3.846666666
- 3.575
- 2.770550162
- 4.2952
- 4.2625
- 4.468
- 4.06
- 3.575
- 4.21
- 3.87
- 4.3
- 4.23333
- 4.11
- 4.011290
- 2.89126793

AVERAGE of Rating

COUNT of RestaurantID vs Country

Country (United Stat..., United Arab..., Sri Lanka, Singapore, Philippines, Indonesia, Canada, Australia)

- 434
- 80
- 60
- 34
- 20
- 60
- 20
- 22
- 40
- 21
- 8652
- 4
- 60
- 24

COUNT of RestaurantID

Top 10. Cuisines by rating

Cuisines:
- World Cuisine — 4.9
- Sunda, Indo... — 4.9
- Mughlai, Lu... — 4.9
- Mexican, A... — 4.9
- Italian, Deli — 4.9
- Italian, Bake... — 4.9
- Hawaiian, S... — 4.9
- European, G... — 4.9
- European, C... — 4.9
- European, A... — 4.9
- Continental,... — 4.9

AVERAGE of Rating

HasTable booking

Yes 12.1%
No 87.9%