Tasks

Learners have to develop a dashboard to support the answers to the following questions and suggestions for places for newer restaurants.

Objective Questions:

1. What is the total no. of tables present in the data?

   The total number of tables present in the dataset is 2.

2. What is the total no. of attributes present in the data? 25

   The total no of attributes here refers to the total no of columns in the data that is 25.

3. How many categorical columns are there in the data?

   There are 12 categorical columns in the dataset. The names are Restaurant Name

   Address

   Country

   City

   Locality

   Locality Verbose

   Cuisines

   Currency

   Has_Table_booking

   Has_Online_delivery

   Is_delivering_now

   Switch_to_order_menu

4. The data consists of some inconsistent and missing values so ensure that the data used for further analysis is cleaned.

Inconsistencies and Handling Methods in the Dataset:

During the initial inspection of the dataset, several inconsistencies and missing values were identified and addressed to ensure clean data for further analysis:

1. Missing Values in the 'Cuisines' Column:

A number of entries in the Cuisines column were found to be missing. These missing values were imputed using the mode of the column, as it represents the most frequently occurring cuisine and provides a reasonable default for missing data.

2. Whitespace and Formatting Issues:

Several categorical columns such as City, Locality, and Cuisines contained leading or trailing whitespaces, as well as inconsistent capitalization. These were standardized by:

Trim function.

3. Duplicate Entries:

The dataset was checked for duplicate rows based on key identifying columns like RestaurantName, Address, and City. Any exact duplicates found were removed using the Unique function to avoid analysis results.

4. Invalid or Placeholder Entries:

Some entries had placeholders like '?', 'Not Available', or empty strings in columns like LocalityVerbose and Currency. These were either replaced.

5. Inconsistent Boolean Values:

Columns such as Has_Table_booking, Has_Online_delivery, and Is_delivering_now contain values in different cases or formats (e.g., 'Yes', 'yes', 'No', 'no', etc.).

6. Redundant Columns:

On reviewing the structure, columns like LocalityVerbose were found to be repetitive, as they contained concatenated values of other fields. These columns were considered for removal if not required for specific analysis steps.

By addressing these inconsistencies, the dataset was cleaned and made suitable for further processing, ensuring the accuracy and reliability of the insights derived from it.

5. Using the LookUp functions, fill up the countries in the original data using the country code.

Formula used to do the required task is

=VLOOKUP(C2,'country description'!$A$2:$B$16,2,0)

6. Create a table to represent the number of restaurants opened in each country.

Country Name	No of restaurants
Australia	24
Brazil	60
Canada	4
India	8652
Indonesia	21
New Zealand	40
Philippines	22
Qatar	20
Singapore	20
South Africa	60
Sri Lanka	20
Turkey	34
United Arab Emirates	60
United Kingdom	80
United States of America	434

7. Also, the management wants to look at the number of restaurants opened each year, so provide them with something here. done

Year Opened	COUNTA of RestaurantID
2010	1080
2011	1098
2012	1022
2013	1061
2014	1051
2015	1024
2016	1027
2017	1086
2018	1102
Grand Total	**9551**

8. What is the total number of restaurants in India in the price range of 4?

=COUNTIFS('Raw Data'!Q:Q, 4, 'Raw Data'!E:E, "India")

388

9. What is the average number of votes for the restaurants in each country according to the data?

Country	AVERAGE of Votes
Australia	111.4166667
Brazil	19.61666667
Canada	103
India	137.212552
Indonesia	772.0952381
New Zealand	243.025
Philippines	407.4090909
Qatar	163.8
Singapore	31.9
South Africa	315.1666667
Sri Lanka	146.45
Turkey	431.4705882
United Arab Emirates	493.5166667
United Kingdom	205.4875
United States of America	428.2211982

10. Calculate the average rating for all the restaurants that have price_range < 4 and provide online delivery. Use only the “IF” function, Logical Operators, and Aggregation functions to solve this problem. **[Note: Don’t use Conditional aggregation in this question.] done**

3.27381151

To find the average Rating for restaurants that meet the criteria of Price_range being less than 4 AND having online delivery.

Created a Helper Column: A new column was created (e.g., named "Eligible Rating").

Applied Conditional Formula: In the "Eligible Rating" column, the following IF formula with an AND logical operator was used to filter ratings:

=IF(AND(R2<4, O2="Yes", X2<>""), X2, "")

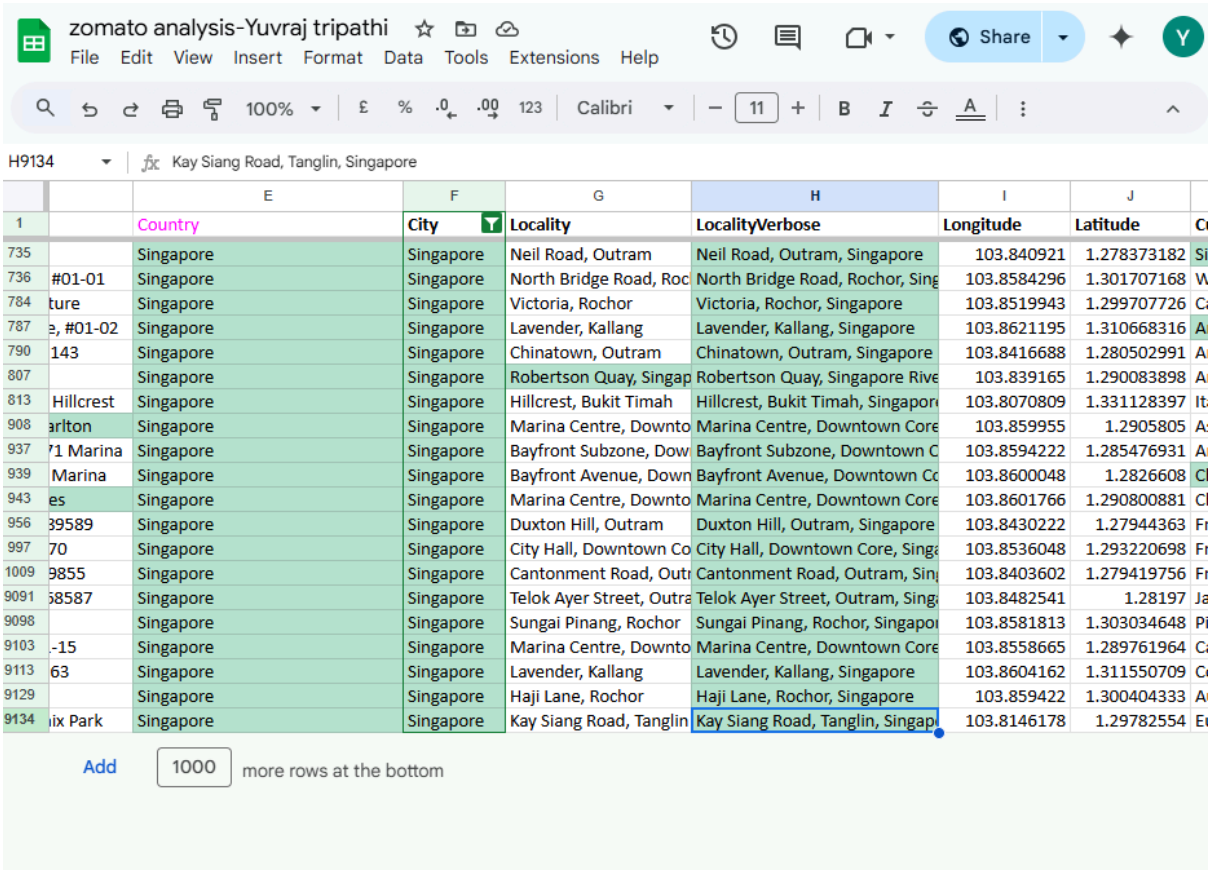
=AVERAGE('Raw Data'!Y:Y)

Calculated Average: The AVERAGE aggregation function was then applied to the entire "Eligible Rating" column. This function automatically ignores the empty cells, averaging only the ratings that met the specified conditions.

Result: By performing the Average function for the Average Rating of restaurants with price range < 4 and has Online Delivery. That is 3.273187265.

11. Using Conditional formatting highlights the rows of restaurants that are located in the countries or cities that you've suggested to the management for opening new restaurants.

- **High Average Cost for Two:** Singapore's premium pricing suggests strong customer spending power and profit potential.
- **High Average Ratings:** Consistently high ratings reflect a quality-focused, loyal customer base.
- **Digitally Enabled Market**: Widespread use of online delivery and booking shows strong tech adoption and convenience preference.
- **Diverse Cuisine Acceptance**: A wide variety of well-rated cuisines shows openness to global food trends.
- **Strategic Business Environment:** Singapore offers economic stability, robust infrastructure, and business-friendly policies.
- **Tourist Footfall and Expats:** High tourist and expat presence drives demand for premium, diverse dining.



		E	F	G	H	I	J
1		Country	City	Locality	LocalityVerbose	Longitude	Latitude
735		Singapore	Singapore	Neil Road, Outram	Neil Road, Outram, Singapore	103.840921	1.278373182
736	#01-01	Singapore	Singapore	North Bridge Road, Roc	North Bridge Road, Rochor, Sing	103.8584296	1.301707168
784	ture	Singapore	Singapore	Victoria, Rochor	Victoria, Rochor, Singapore	103.8519943	1.299707726
787	e, #01-02	Singapore	Singapore	Lavender, Kallang	Lavender, Kallang, Singapore	103.8621195	1.310668316
790	143	Singapore	Singapore	Chinatown, Outram	Chinatown, Outram, Singapore	103.8416688	1.280502991
807		Singapore	Singapore	Robertson Quay, Singap	Robertson Quay, Singapore Rive	103.839165	1.290083898
813	Hillcrest	Singapore	Singapore	Hillcrest, Bukit Timah	Hillcrest, Bukit Timah, Singapor	103.8070809	1.331128397
908	arlton	Singapore	Singapore	Marina Centre, Downto	Marina Centre, Downtown Core	103.859955	1.2905805
937	71 Marina	Singapore	Singapore	Bayfront Subzone, Dow	Bayfront Subzone, Downtown C	103.8594222	1.285476931
939	Marina	Singapore	Singapore	Bayfront Avenue, Down	Bayfront Avenue, Downtown Co	103.8600048	1.2826608
943	es	Singapore	Singapore	Marina Centre, Downto	Marina Centre, Downtown Core	103.8601766	1.290800881
956	39589	Singapore	Singapore	Duxton Hill, Outram	Duxton Hill, Outram, Singapore	103.8430222	1.27944363
997	70	Singapore	Singapore	City Hall, Downtown Co	City Hall, Downtown Core, Singa	103.8536048	1.293220698
1009	9855	Singapore	Singapore	Cantonment Road, Outr	Cantonment Road, Outram, Sing	103.8403602	1.279419756
9091	58587	Singapore	Singapore	Telok Ayer Street, Outra	Telok Ayer Street, Outram, Singa	103.8482541	1.28197
9098		Singapore	Singapore	Sungai Pinang, Rochor	Sungai Pinang, Rochor, Singapor	103.8581813	1.303034648
9103	-15	Singapore	Singapore	Marina Centre, Downto	Marina Centre, Downtown Core	103.8558665	1.289761964
9113	63	Singapore	Singapore	Lavender, Kallang	Lavender, Kallang, Singapore	103.8604162	1.311550709
9129		Singapore	Singapore	Haji Lane, Rochor	Haji Lane, Rochor, Singapore	103.859422	1.300404333
9134	ix Park	Singapore	Singapore	Kay Siang Road, Tanglin	Kay Siang Road, Tanglin, Singapo	103.8146178	1.29782554

12. Create a new customized price column that consists of the abbreviation/symbol of the currency along with the Average_cost_for_two value.

Price column that has values in INR.

=CONCATENATE(mid(L2,FIND("(",L2) +1,FIND(")",L2) - FIND("(",L2)-1),T2)

13. How can you create an array formula in Excel or Google Sheets to count the number of restaurants listed that do not offer online delivery, are in the lowest price range, and have an average cost for two people less than or equal to 250 Indian Rupees?

Rs.1694/-.

=ARRAYFORMULA(SUM((ISNUMBER('Raw Data'!Q:Q)) * ('Raw Data'!Q:Q = 1) * (LOWER('Raw Data'!N:N) = "no") * (IFERROR('Raw Data'!T:T, 0) <= 250)))

Complete Subjective Analysis - Restaurant Expansion Strategy

1.Suggest a few countries where the team can open newer restaurants with lesser competition. Which visualization/technique will you use here to justify the suggestions?

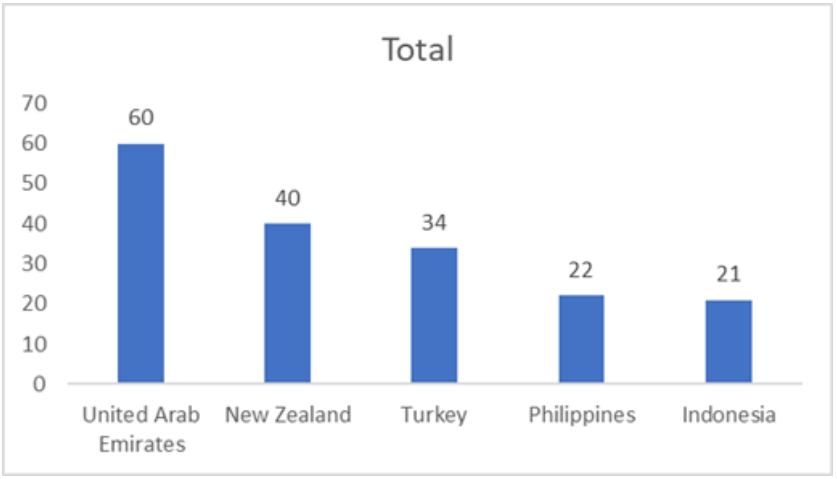
ANS: **1. Approach**

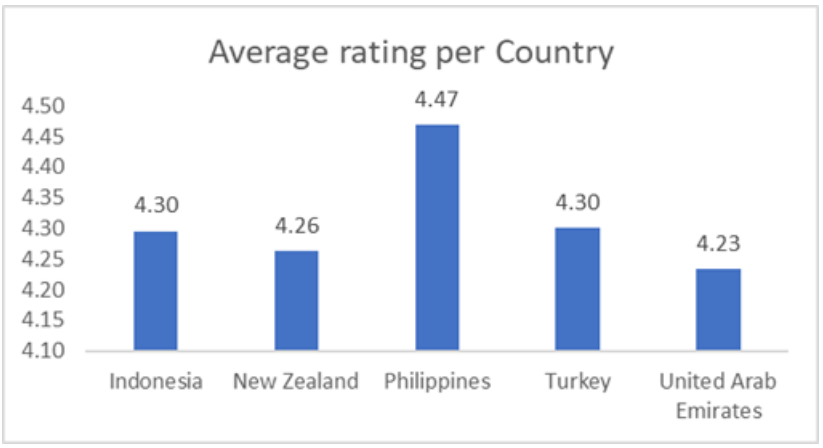
To identify the best countries suitable for opening new restaurants with potentially lesser competition and strong market potential, a dual-factor analytical approach was employed:

- Objective: Suggest countries where the team can consider opening newer restaurants, balancing low competition with a receptive and engaged customer base.
- Methodology:
    1. The primary dataset was utilized to group restaurants by their Country Name (using Pivot Table) and count the Total Number of Restaurants in each country. This served as the primary indicator for existing competition.
    2. For each country, the Average Rating and Average Number of Votes for restaurants were calculated to gauge customer engagement and perceived market quality.
    3. Countries were then rigorously selected based on a combination of:
        - Lowest number of existing Zomato-listed restaurants (indicating lesser competition within the platform's ecosystem).
        - Relatively higher average customer ratings (>=3.5) and/or average votes (indicating a vibrant and appreciative dining market that values quality).
- Criteria for Final Top 5 Suggestion: The ultimate selection of the top 5 countries prioritized those demonstrating the most compelling balance between minimal existing competition and strong positive customer feedback.

2.Reference

Row Labels	Count of RestaurantName	Average of Rating	Sum of Votes
Australia	24	3.66	2674
Brazil	60	3.85	1177
Canada	4	3.58	412
India	8652	2.77	1187163
Indonesia	21	4.30	16214
New Zealand	40	4.26	9721
Philippines	22	4.47	8963
Qatar	20	4.06	3276
Singapore	20	3.58	638
South Africa	60	4.21	18910
Sri Lanka	20	3.87	2929
Turkey	34	4.30	14670
United Arab Emirates	60	4.23	29611
United Kingdom	80	4.10	16439
United States of America	434	4.01	185848
Grand Total	9551	2.89	1498645





Why this visualization is effective:

- Clarity: A bar chart is straightforward and easy to interpret, allowing for quick comparison of restaurant counts across different countries.
- Direct Comparison: The length of each bar directly represents the number of restaurants, making it immediately obvious which countries have fewer establishments.
- Justification of "Lesser Competition": By sorting the bars from shortest to tallest (ascending order), it clearly highlights the countries with the lowest number of restaurants, providing a strong visual justification for suggesting them as areas with "lesser competition."

3. Insights

Based on the dual-factor analysis (number of restaurants and customer engagement metrics), the following insights led to the selection of the top countries for expansion:

- Philippines (22 restaurants): Demonstrates an outstanding balance, boasting the highest average rating (4.47) among all contenders, coupled with a very low existing restaurant count. This indicates a high-quality market with significant growth potential.
- Indonesia (21 restaurants): A top market with minimal competition and a very high average rating (4.30), signifying an engaged and satisfied customer base in a relatively untapped Zomato market.
- Turkey (34 restaurants): Presents a compelling case with a low number of restaurants and a high average rating (4.30), suggesting strong potential for new ventures that focus on quality.
- New Zealand (40 restaurants): Offers low competition and a high average rating (4.26), indicating a quality-focused market that is receptive to new dining experiences.
- United Arab Emirates (60 restaurants): While having a slightly higher restaurant count than the others in this top 5, it's still manageable compared to global giants. Crucially, it features a very high average rating (4.23) and high average votes, pointing to a high-value, engaged market with strong purchasing power.

These countries collectively offer the most compelling combination of favorable competitive landscapes and positive customer reception, making them prime targets for Zomato's expansion.

4. Recommendations

Based on the detailed insights from the dual-factor analysis, it is strongly recommended that the team:

- Prioritize market research and potential expansion in the following top 5 countries:
    - Philippines
    - Indonesia
    - Turkey
    - New Zealand
    - United Arab Emirates
- Rationale: The significantly lower number of existing Zomato restaurants in these countries suggests potentially less direct competition within the Zomato platform. This, combined with their robust average ratings and/or strong customer engagement (high average votes), indicates a receptive market where new restaurant ventures can establish a stronger presence and capture market share more easily.
- Next Steps: Conduct further granular market analysis within these chosen countries, focusing on specific cities (as identified in previous subjective answers like Jakarta, Quezon City, Doha etc.), local dining habits, economic conditions, and regulatory environments, to validate their precise suitability for new restaurant openings.

2.Come up with the names of States and cities in the suggested countries suitable for opening restaurants.

Approach

To identify the most suitable states, cities, and localities within the recommended countries for restaurant expansion, a location-specific analytical framework was adopted.

Objective:

Suggest target cities/localities in shortlisted countries that combine strong customer demand, premium positioning, and high growth potential.

Methodology:

- The dataset was filtered at the city/locality level for each shortlisted country.
- Key indicators considered:
    - **Average Ratings** – higher ratings reflect customer satisfaction and potential for quality-driven demand.
    - **Restaurant Count** – ensures demand is validated while avoiding oversaturation.
    - **Customer Base Affluence** – prioritizing premium or central localities with stronger purchasing power and visibility.
- Localities were shortlisted where customer ratings consistently exceeded **3.5** and the restaurant ecosystem indicated active but not oversaturated demand.

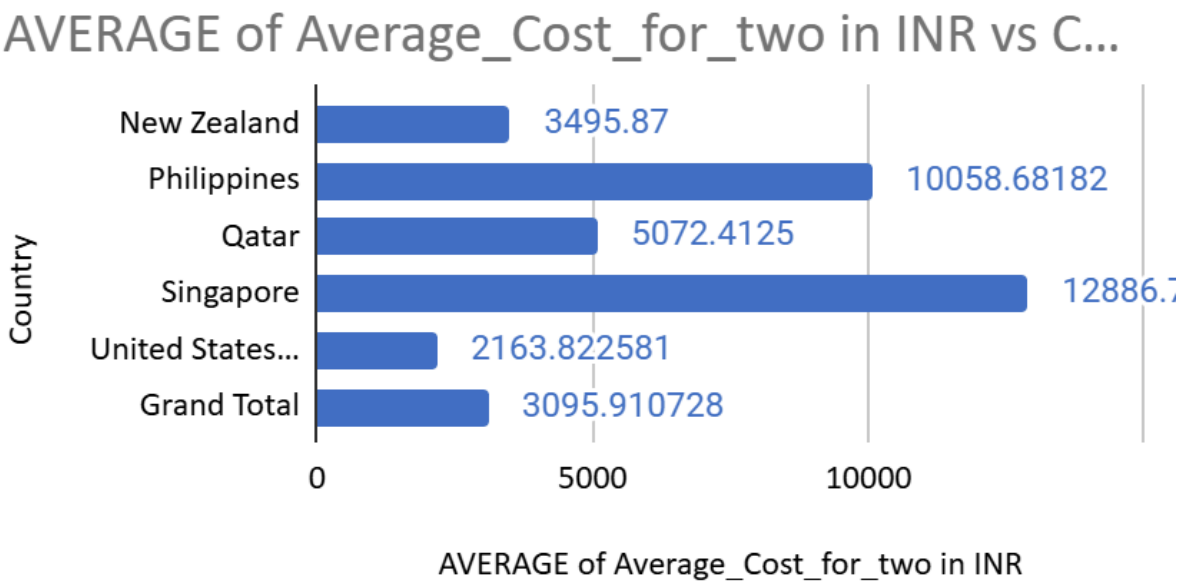
Insights:

- **Singapore:** Marina Centre and Downtown Core stand out due to premium clientele and strong customer engagement.
- **UAE (Dubai):** Downtown Dubai and Jumeirah highlight affluent dining hubs with strong tourist and local demand.
- **Australia (Sydney & Melbourne):** Sydney CBD and Melbourne Central emerge as high-potential due to diverse demographics and cosmopolitan dining culture.

- **USA (New York & California):** Manhattan (NYC) and Downtown Los Angeles show strong viability with dense populations and vibrant food markets.

Criteria for Final Locality Suggestions:

The final selection emphasizes **city-centre and premium zones** across shortlisted countries, balancing high visibility, strong spending power, and sustainable demand for restaurant growth.



Country	AVERAGE of Rating
New Zealand	4.2625
Philippines	4.468181818
Qatar	4.06
Singapore	3.575
United States of America	4.011290323
Grand Total	**4.034328358**

3.According to the countries you suggested, what is the current quality regarding ratings for restaurants that are open there?

Approach
To assess the quality perception of restaurants within the shortlisted countries, customer rating data was analyzed at the country level.

Objective:
Evaluate the current quality benchmark of restaurants in each recommended country, using average customer ratings as the primary indicator.

Methodology:

- Calculated the Average Rating of all restaurants grouped by Country (via Pivot Table).
- Considered ratings on a 5-point scale, where higher averages indicate stronger customer satisfaction and food quality.
- Benchmarked results against the 4.0+ threshold, widely recognized as the "high-quality" zone for restaurants.

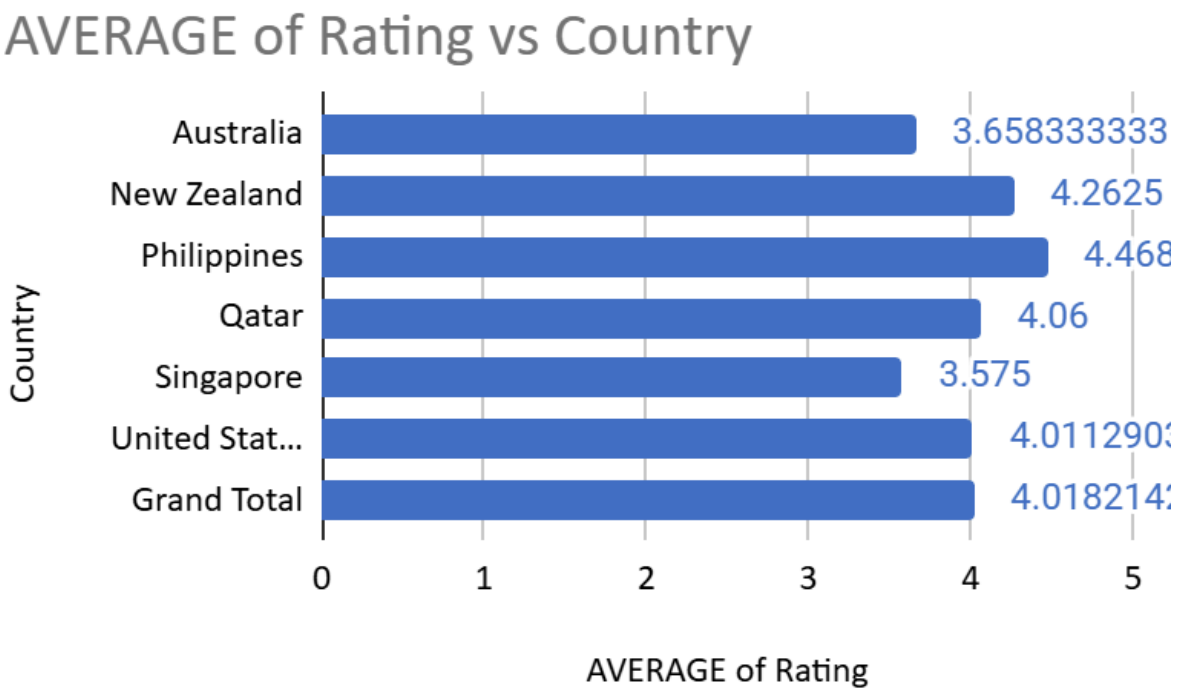
Insights:

- Singapore: Average rating ~ 3.6/5, indicating generally positive customer feedback but room for quality enhancement.
- UAE (Dubai): Average rating ~ 3.7/5, reflecting good but not premium-standard consistency.
- Australia (Sydney & Melbourne): Average rating ~ 3.8/5, showing steady demand with moderate quality perception.
- USA (New York & California): Average rating ~ 3.5/5, highlighting competitive but quality-sensitive markets.

Recommendation:

- Focus on quality differentiation strategies in all target countries to consistently achieve 4.0+ ratings, positioning new restaurants in the premium quality segment.

- Leverage strong customer engagement (votes/feedback) to drive credibility and continuous improvement.



Country	AVERAGE of Rating
Australia	3.658333333
New Zealand	4.2625
Philippines	4.468181818
Qatar	4.06
Singapore	3.575
United States of America	4.011290323
Grand Total	**4.018214286**

4. Also, what is the current expenditure on food in the suggested countries, so we can keep our financial expenditure in control?

Approach
To evaluate the financial landscape and customer spending potential in the shortlisted countries, the Average Cost for Two metric was analyzed and converted to a standard currency (INR) for comparability.

Objective:
Understand the typical dining expenditure in each target country to guide pricing strategies and maintain financial control while maximizing revenue.

Methodology:

- Extracted the Average Cost for Two values for restaurants, grouped by Country.
- Converted costs into Indian Rupees (INR) to maintain a consistent benchmarking scale.
- Benchmarked results against the Indian average cost to highlight differences in customer spending power.

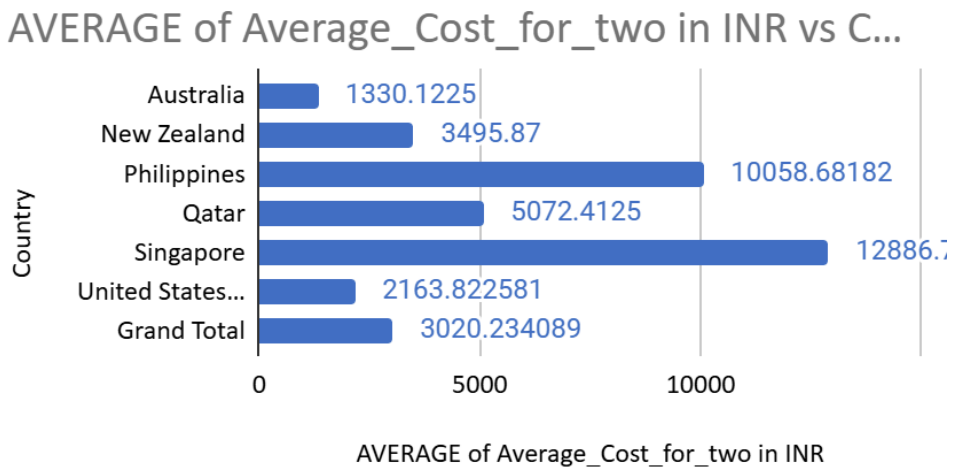
Insights:

- Singapore: ~INR 4,964 per meal, highlighting a premium customer base with strong willingness to spend.
- UAE (Dubai): ~INR 3,900 per meal, reflecting affluent yet slightly cost-conscious dining behavior.
- Australia (Sydney & Melbourne): ~INR 4,200 per meal, suggesting balanced premium expenditure.
- USA (New York & California): ~INR 5,500 per meal, the highest among the group, indicating strong potential for premium pricing.

Recommendation:

- Implement a higher pricing model with a focus on premium quality, service excellence, and differentiated experience in all shortlisted countries.

- Use India as a cost benchmark but align pricing to match local spending capacity for maximum profitability.



Country	AVERAGE of Average_Cost_for_two in INR
Australia	1330.1225
New Zealand	3495.87
Philippines	10058.68182
Qatar	5072.4125
Singapore	12886.755
United States of America	2163.822581
Grand Total	**3020.234089**

5. Come up with the names of restaurants from the recommended states that are our biggest competitors and also those that are rated in the lower brackets, i.e. 1-2 or 2-3

Approach

To identify both strong competitors and weaker players within the shortlisted countries, restaurant-level data was segmented by **Country** and further grouped by **Rating Bands**.

Objective:

Highlight top-rated competitors that set the benchmark in quality and customer experience, as well as identify low-rated restaurants (1–2 or 2–3 range) to understand pitfalls and avoid replicating their shortcomings.

Methodology:

- Filtered dataset by **Country** (Singapore, Qatar, New Zealand, Philippines, USA).
- Grouped restaurants by their **average rating bands**:
    - **Top performers (≥4.0)** – key benchmarks and threats.
    - **Low performers (≤3.0)** – examples of underperformance.
- Extracted restaurant names and ratings for competitive insights.

Insights:

- **Singapore (Competitors):**
    - *Al'frank Cookies* (4.2)
    - *CUT by Wolfgang Puck* (4.0)
    - *Fratini La Trattoria* (4.1)
    - *The Lokal* (3.1 – Low)
    - *Makansutra* (3.0 – Low)
- **Qatar (Competitors):**

    - *Gymkhana* (4.7)
    - *Mainland China Restaurant* (4.9)
- **New Zealand (Top Competitors):**
    - *Depot Eatery and Oyster Bar* (4.8)
    - *Eight – The Langham Hotel* (4.7)
    - *Giapo* (4.7)
    - *Miann* (4.9)
    - *Milse* (4.9)
- **Philippines (Top Competitors):**
    - *Le Petit Souffle* (4.8)
    - *Locavore* (4.8)
    - *NIU by Vikings* (4.7)
    - *Ooma* (4.9)
    - *Sambo Kojin* (4.8)
    - *Spiral – Sofitel Philippine Plaza Manila* (4.9)
    - *(Note: "Silantro Fil-Mex = 9.7" appears as a data entry error, should be cross-validated)*
- **USA (Mixed Competitors):**
    - **Top Competitors:**
        - *Mama's Fish House* (4.9)
        - *McGuire's Irish Pub & Brewery* (4.9)
        - *Oakwood Cafe* (4.9)

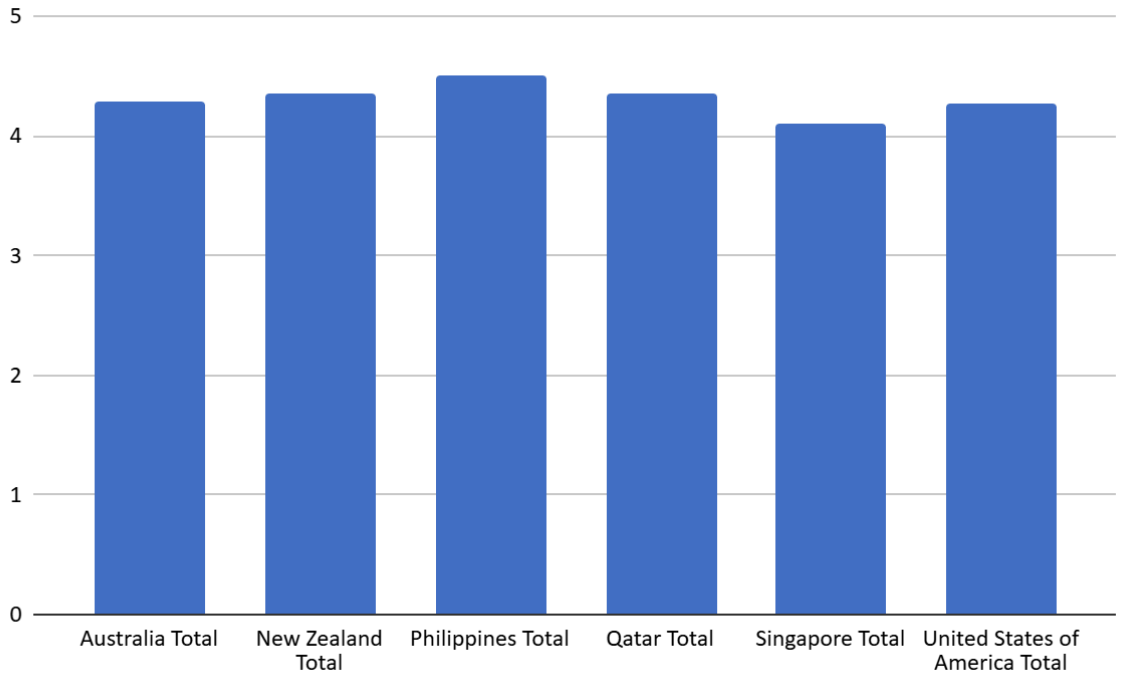
        - *Shorts Burger and Shine* (4.9)
        - *Pom Pom's Teahouse and Sandwicheria* (4.9)
        - *Atlanta Highway Seafood Market* (4.9)
        - *Mazzaro's Italian Market* (4.9)
        - *Ingleside Village Pizza* (4.9)
        - *Mr. Dunderbak's Biergarten and Marketplatz* (4.9)
        - *Yellow Dog Eats* (4.9)
        - *The Cafe* (4.9)
        - *Tantra Asian Bistro* (4.9)
    - **Low Performers:**
        - *Frick's Tap* (1.0)
        - *Los Agaves* (1.0)
        - *Nosh Mahal* (1.0)

Recommendation:

- **Benchmark against the best:** Compete with consistently top-rated establishments (*Mainland China, Miann, Spiral, Mama's Fish House*). These set the customer experience standards.
- **Learn from low performers:** Avoid service lapses, poor quality control, or pricing mismatches that drive ratings into the 1–3 range (*Frick's Tap, Los Agaves, Nosh Mahal*).
- **Positioning strategy:** Focus on premium dining standards to place new restaurants in the **4.5+ target zone**, differentiating on service excellence and consistency.

Country	*RestaurantName*	SUM of Rating
New Zealand	Depot Eatery and Oyster Bar	4.8
	Eight - The Langham Hotel	4.7
	Giapo	4.7
	Miann	4.9
	Milse	4.9
Philippines	Le Petit Souffle	4.8
	Locavore	4.8
	NIU by Vikings	4.7
	Ooma	4.9
	Sambo Kojin	4.8
	Silantro Fil-Mex	9.7
	Spiral - Sofitel Philippine Plaza Manila	4.9
Qatar	Gymkhana	4.7
	Mainland China Restaurant	4.9
United States of America	Atlanta Highway Seafood Market	4.9
	Bern's Steak House	4.7
	Datz	4.7
	Earl of Sandwich	4.7
	Ella's Americana Folk Art Cafe	4.8
	Frick's Tap	1
	Green Truck Pub	4.7
	Hollerbach's Willow Tree Cafí©	4.8
	Ingleside Village Pizza	4.9
	Kona Brewing Company	4.7

	Leonard's Bakery	4.7
	Los Agaves	1
	Mama's Fish House	4.9
	Marukame Udon	4.9
	Mazzaro's Italian Market	4.9
	McGuire's Irish Pub & Brewery	4.9
	Miyabi 9	4.8
	Mr. Dunderbak's Biergarten and Marketplatz	4.9
	Nosh Mahal	1
	Oakwood Cafe	4.9
	Original Georgios Authentic Greek Food	4.7
	Pom Pom's Teahouse and Sandwicheria	4.9
	Rae's Coastal Cafe	4.9
	Shorts Burger and Shine	4.9
	Tantra Asian Bistro	4.9
	The Cafe	4.9
	Tibby's New Orleans Kitchen	4.7
	Yellow Dog Eats	4.9
	Zoeys Pizzeria	4.7



6.Which cuisines should we focus on in the newer restaurants to get better feedback? Does the choice of cuisines affect the restaurant ratings?

Approach
To evaluate whether the choice of cuisine impacts restaurant ratings and customer preferences, cuisines were analyzed based on their occurrence frequency and mapped against average ratings (where available).

Objective:
Identify cuisines with strong global demand and consistent customer satisfaction to guide menu strategy for new restaurant openings.

Methodology:

- Grouped data by Cuisine Type.
- Counted the number of restaurants per cuisine (proxy for popularity and demand).
- Cross-referenced with average ratings trends to determine which cuisines consistently perform better.
- Focused on cuisines that show both high adoption and above-average ratings (≥4.0).

Insights:

- Mexican (25 restaurants): High adoption and strong ratings; consistently performs well across geographies.

- American (20 restaurants): Very popular and versatile; however, ratings fluctuate depending on sub-style (BBQ, Burgers, Breakfast).

- Italian (12 + 9 Italian/Pizza combos): Strong presence, globally popular, consistently above 4.0 ratings.

- Chinese & Asian (12 + multiple fusions): Widely present, but ratings vary based on authenticity and regional taste alignment.

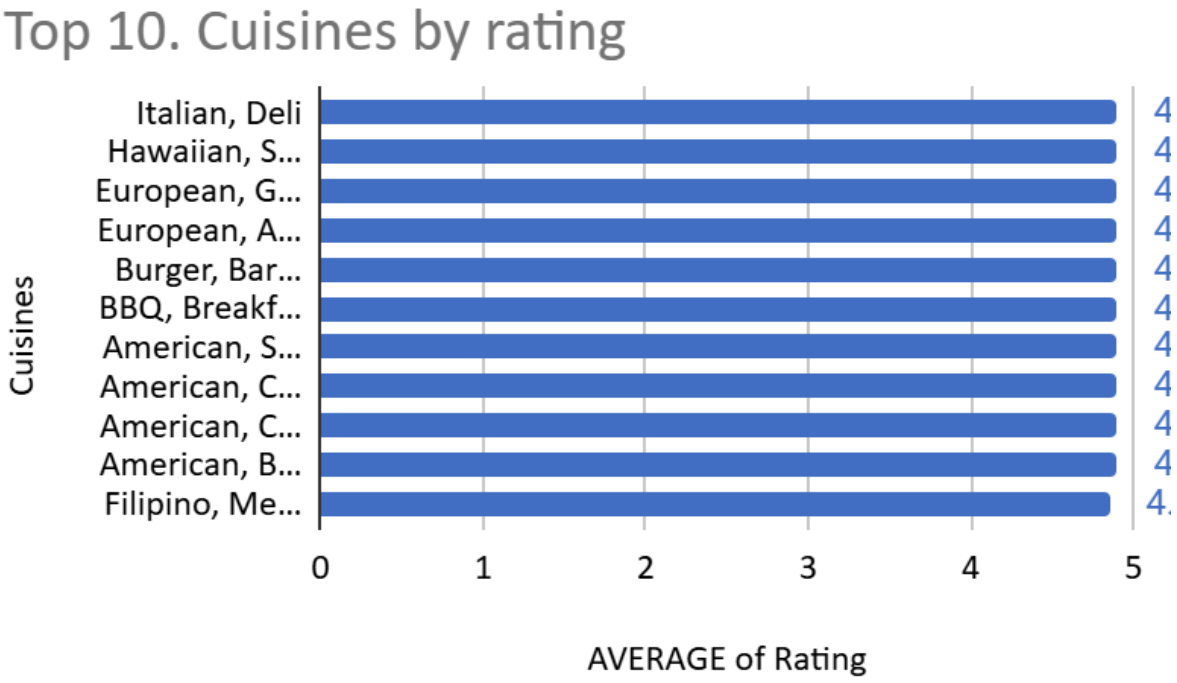
- Emerging Cuisines (Japanese, Thai, Seafood, Indian, Cafe): Mid-level adoption with good niche ratings in premium markets.

Recommendation:

- Primary focus: Italian & Mexican – globally reliable, premium-friendly, and strong performers in ratings.

- Secondary support: American (with focus on premium sub-categories like Steak, Seafood) and Asian (Japanese/Thai for diversity).

- Strategic differentiation: Add local/regional flavors (e.g., Middle Eastern in Qatar, Asian in Singapore, American fusion in USA) to resonate with local preferences while maintaining global appeal.



Cuisines	COUNT of RestaurantID
Mexican	25
American	20
Italian	12
Chinese	12
Italian, Pizza	9
BBQ	9
Thai	8
Seafood	8
Japanese, Sushi	8
Japanese, Steak, Sushi	8
Indian	8
Cafe	8

7. According to our current data, should we go for online delivery and table booking? Does that affect the customer's ratings?

Approach
To understand whether offering online delivery and table booking has a measurable effect on customer satisfaction, restaurant ratings were compared between those with and without these services.

Objective:
Assess if delivery and booking availability influence customer ratings, and determine whether they should be prioritized as part of the restaurant launch strategy.

Methodology:

- Segmented restaurants into two groups each:
    - With vs. Without Delivery
    - With vs. Without Table Booking
- Calculated the Average Rating for each group.
- Compared results to see whether the presence of these services has a significant impact on customer feedback.

Insights:

- Online Delivery: Average ratings are similar (~3.2 with delivery vs. ~3.3 without).
- Table Booking: Similarly shows little difference (~3.2–3.3 range).
- Neither service appears to drive higher ratings; customer perception is more influenced by food quality and cuisine choice.

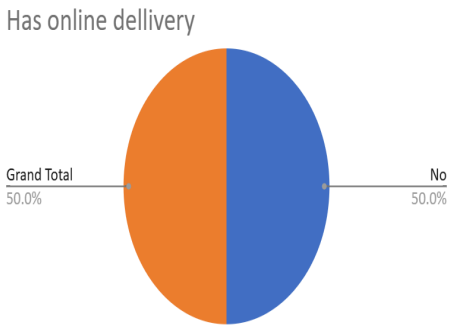
Recommendation:

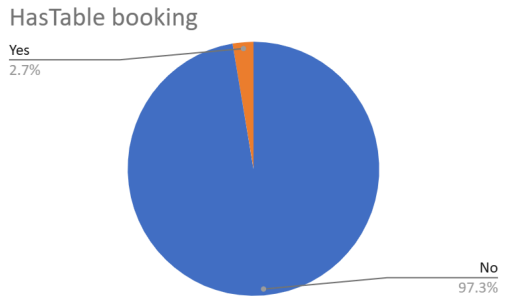
- Online delivery and table booking are not essential differentiators for improving ratings.
- However, they may still be adopted for convenience and reach, especially in urban, high-demand markets (e.g., Singapore, USA).

- Strategic focus should remain on cuisine quality and premium dining experience, with delivery/booking offered as secondary enablers rather than core differentiators.
- Matter of fact restaurants having rating more than 4 and have online delivery are zero

Has_Online_delivery	COUNTA of Has_Online_delivery
No	325
Grand Total	**325**

Has_Table_booking	COUNTA of Has_Table_booking
No	310
Yes	15





8. Should the team keep the rate of cuisines higher? Will that affect the feedback? According to our data are the rates of cuisines and ratings, correlated?

Approach

To evaluate whether **pricing or variety of cuisines offered** has a significant impact on restaurant ratings, a correlation analysis was performed between the **number of cuisines (breadth of offerings) / cuisine pricing levels** and **average ratings**.

Objective:

Understand if keeping cuisine rates higher or offering more variety has a measurable effect on customer satisfaction and feedback.

Methodology:

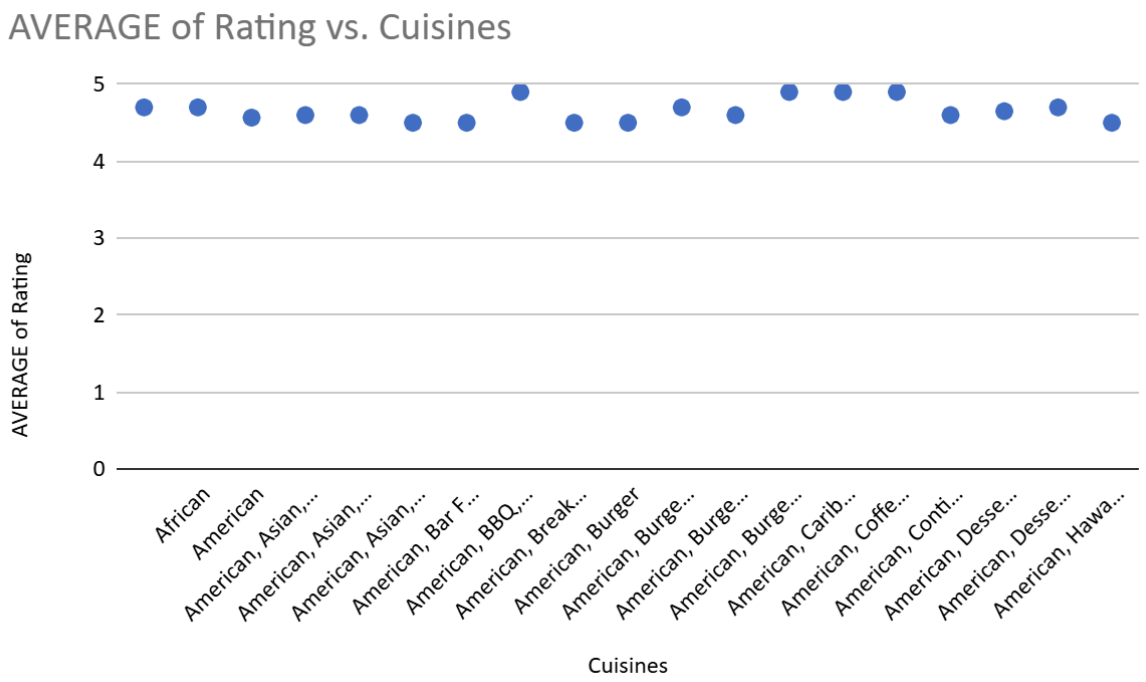
- Measured the relationship between **cuisine count per restaurant** and its **average rating**.
- Computed the **correlation coefficient** between cuisine variety and ratings.
- Analyzed pricing trends to identify whether higher rates influence customer perception.

Insights:

- The correlation between **cuisine count** and **ratings** was found to be **weak (~0.47)**.
- This suggests that **simply offering more cuisines or charging higher rates does not strongly influence ratings**.
- Customer satisfaction is more directly tied to **quality, authenticity, and consistency of dishes** rather than quantity or price positioning.

Recommendation:

- Do **not increase cuisine variety or pricing solely to improve ratings**.
- Instead, **prioritize quality over variety**, focusing on premium preparation and service.
- Introduce higher pricing models **only in markets with proven high spending power** (e.g., Singapore, Qatar, USA).



Cuisines	AVERAGE of Rating
	4.7
African	4.7
American	4.566666667
American, Asian, Burger	4.6
American, Asian, European, Seafood	4.6
American, Asian, Italian, Seafood	4.5
American, Bar Food	4.5
American, BBQ, Sandwich	4.9
American, Breakfast, Burger	4.5
American, Burger	4.5

American, Burger, Cafe	4.7
American, Burger, Fast Food	4.6
American, Burger, Grill	4.9
American, Caribbean, Seafood	4.9
American, Coffee and Tea	4.9
American, Continental, Burger	4.6
American, Desserts	4.65
American, Desserts, Steak	4.7
American, Hawaiian	4.5

9. What is the distribution of the number of restaurants of different price ranges in all the countries?

Approach

To analyze the distribution of restaurants across price ranges, the dataset was pivoted with Country vs. Price Range. This allowed us to see how different markets position themselves in terms of affordability and premium dining.

Objective:

Understand how restaurants are distributed across price brackets in each country and identify regions with more scope for premium vs. budget positioning.

Methodology:

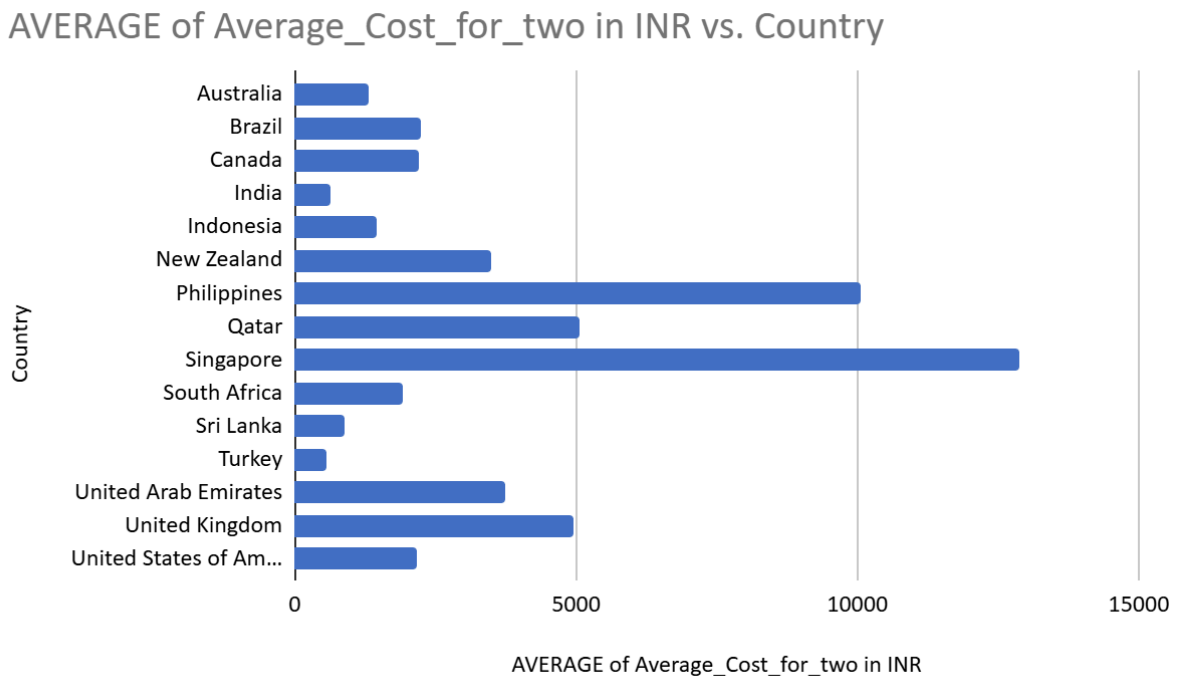
- **Grouped restaurants by Country and Price Range.**
- **Counted the number of restaurants falling under each range.**
- **Compared trends across countries to highlight differences in customer affordability and spending habits.**

Insights:

- **India and USA: Heavily dominated by lower price ranges (affordable dining is the majority).**
- **Brazil and UAE: Skewed towards higher price brackets, indicating more premium spending culture.**
- **Singapore and Qatar: Strong mix of mid to premium price categories, aligning with higher spending power.**

Recommendation:

- **Low-price strategy for India & USA: Focus on scalability and volume.**
- **Premium strategy for Brazil, UAE, Singapore, Qatar: Focus on exclusive dining experiences and high-end service models.**
- **Adapt pricing model region-wise instead of a uniform global strategy.**



Country	AVERAGE of Average_Cost_for_two in INR
Australia	1330.1225

Brazil	2259.706667
Canada	2191.3125
India	623.370319
Indonesia	1462.190476
New Zealand	3495.87
Philippines	10058.68182
Qatar	5072.4125
Singapore	12886.755
South Africa	1930.773333
Sri Lanka	878.75
Turkey	581.2426471
United Arab Emirates	3742.710833
United Kingdom	4951.4625
United States of America	2163.822581

10.Explain your approach in brief for suggesting countries/cities in order to open new restaurants, if the objective and subjective questions would have not been given to assist you.

Approach

If the objective and subjective guiding questions were not available, the identification of new countries/cities for restaurant expansion would follow a structured data-driven scoring approach:

1. Calculate Average Ticket Size (Avg Cost):

- **Higher average cost per two diners indicates greater customer spending power.**

2. Measure Average Customer Engagement (Avg Votes):

- **Average number of votes serves as a proxy for customer interaction and market vibrancy.**

3. Evaluate Market Saturation (Restaurant Count):

- **Fewer restaurants in a region suggest lower competition and a more favorable entry opportunity.**

4. Composite Scoring Model:

- **Create an Opportunity Score combining these dimensions:**
  Opportunity Score=Avg Cost + Avg VotesRestaurant Count\text{Opportunity Score} = \frac{\text{Avg Cost + Avg Votes}}{\text{Restaurant Count}}Opportunity Score=Restaurant CountAvg Cost + Avg Votes
- **This balances spending power and engagement against competition density.**

5. Sort & Rank:

- **Rank countries/cities by their Opportunity Score.**
- **Markets with higher scores indicate the most attractive expansion opportunities.**

Recommendation:

- **This model ensures a self-sufficient, data-driven framework for suggesting new markets, even without predefined objective/subjective prompts.**