Sample Report · a made-up restaurant

Thalir Tiffin Centre

Shop 12, 2nd Avenue, Anna Nagar, Chennai 600040

South Indian · ₹350 for two · 7 am–10 pm

This is an example. The restaurant, its rivals and every number in this Report are made up.

This report is about your restaurant and the area within 1 km of it. It shows who lives, works and studies nearby, when the street is busy, how your ratings and reviews stand next to the restaurants near you, what will pull crowds in the next 90 days and where nobody nearby is strong yet. Read it through once. By the end you should know your neighbourhood, and your place in it, better than before.

Data as of 9 Nov 2026 · Sample report, nearby restaurant names are fictional

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Tap a line to jump to it.

1. Summary

	YOU	NEARBY AVG	DIFFERENCE
Google rating	4.2	4.2	0
Google reviews a month	34	30	+4
Last 90 days' reviews against overall rating	–0.2	0	–0.2
Zomato dine	4.3	4.1	+0.2
Zomato delivery	3.7	4.0	–0.3
Swiggy	4.0	4.1	–0.1
Replies to reviews	12%	30.2%	–18.2%
Rank among the restaurants named in this report, by rating weighted with review count	10 of 15		
The same, among the South Indian places named	3 of 5		

14,200
people live within 500 m

14,350
come here by day: students, workers (estimate)

5–9 pm
busiest hours on the street, weekday

7 of 14
nearby restaurants usually stay open until 11 pm or later. You close at 10 pm.

WHAT STANDS OUT

- Your delivery rating is 0.6 below your dine-in rating. Nearby, that gap averages 0.2.
- Within 500 m, Café Tower and The Filter House are climbing; Annam Mess and Biryani Box are slipping.
- 4,000–5,500 office workers within 500 m (estimate). Anna Nagar Tower is 300 m away with 28,400 entries a day.
- The street reads 30 out of 100 at 10 pm on Saturdays.

WHAT TO WORK ON

- Your reviews of the last 90 days average 4.0, against 4.2 overall.
- You answer 12% of your reviews. The Filter House answers 88% and Café Tower 72%.

Each line is a sum on the numbers in this report. None is a forecast of sales or footfall.

2. People around you

WHO LIVES HERE

	WITHIN 500 M	WITHIN 1 KM
All residents	**14,200**	**52,300**
Children 0–14	1,704 12%	6,799 13%
Young 15–24	2,698 19%	9,414 18%
Working age 25–59	7,526 53%	27,196 52%
Older 60+	2,272 16%	8,891 17%
Growth a year	+1.8%	+1.6%
New buildings in 2024	47	151

WHO COMES HERE BY DAY

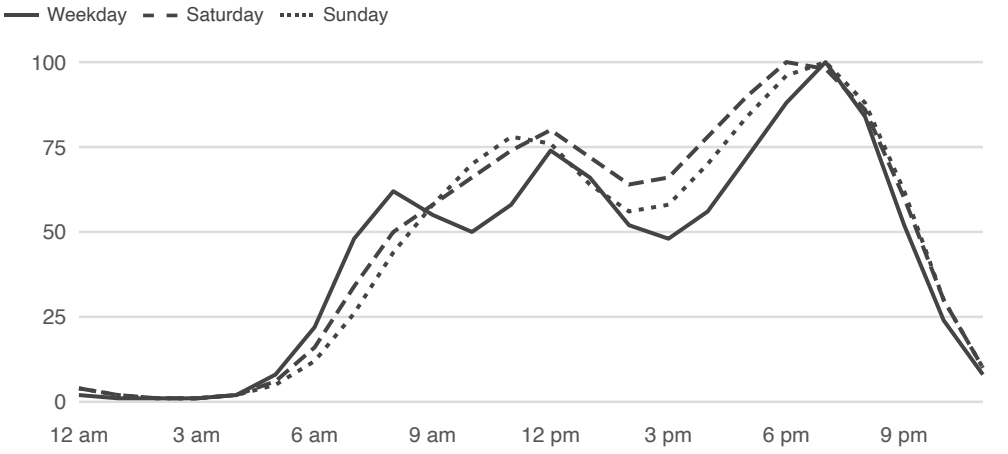
	WITHIN 500 M	WITHIN 1 KM
School students, 3–17	6,200	18,900
College students, 18–24	3,400	7,800
Office workers, 22–45 (estimate)	4,000–5,500	11,000–15,000
People here by day	**14,350**	**39,700**
Day people for every resident	1.01	0.76

PLACES AROUND YOU

	WITHIN 500 M	LAST 3 MONTHS	WITHIN 1 KM	LAST 3 MONTHS
Schools	4	0	11	0
Colleges	2	0	4	0
Offices	38	+2	112	+5
Hospitals	1	0	3	0
Wedding halls	1	0	3	0

Opened within 1 km in the last 3 months: Krea Workspaces, coworking, 180 seats; Smile Dental clinic; Velammal Nexus school block, 1,200 seats; Two IT offices, 3rd Avenue. Closed: Rathna Travels office; Blue Star showroom.

HOW BUSY THE STREET IS, BY HOUR



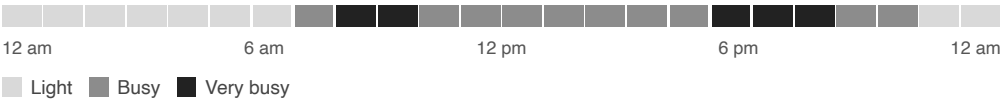
Busiest, weekday	12–1 pm, 5–9 pm
Quiet	11 pm–6 am, and a dip 3–4 pm
Saturday vs weekday, whole day	+11%
Your busy hours	8–10 am, 7–9 pm

0 to 100, relative to the busiest hour of the street. It shows when people are around, not how many.

THE ROAD PAST YOUR DOOR, HOUR BY HOUR

WHAT STANDS OUT

- The road past your door is very busy from 8 am to 10 am and from 5 pm to 8 pm, slowest at 6 pm: 24 km/h, against 42 km/h when traffic moves freely.
- Traffic on the far side, heading west, has to drive 1.4 km to reach your door.
- A driver who passes your door has to drive 1.9 km to come back.
- At 10 pm, when you close, the road past your door is light: 38 km/h.



A usual Tuesday, on your side of 2nd Avenue. Light: over 35 km/h (42 km/h when traffic moves freely). Busy: 28 to 35 km/h. Very busy: under 28 km/h. Slower traffic means a busier road. This is a speed, not a count of vehicles.

THE ROAD DURING YOUR DAY

TIME OF DAY	ROAD PAST YOUR DOOR AT ITS SLOWEST HOUR	YOU
Breakfast, 7–10 am	**Very busy** 25 km/h at 9 am	Open
Lunch, 12–3 pm	Busy 31 km/h at 2 pm	Open
Afternoon, 3–5 pm	Busy 30 km/h at 4 pm	Open
Evening, 6–9 pm	**Very busy** 24 km/h at 6 pm	Open
Late, 10 pm–12 am	Light 38 km/h at 10 pm	**Closed**

Saturday is like a weekday: 25 km/h at its slowest, at 7 pm. Sunday is lighter than a weekday: 34 km/h at its slowest, at 12 pm.

REACHING YOUR DOOR

COMING FROM	TO REACH YOU
Traffic heading east	**Passes your door**
Traffic heading west	1.4 km by road, with a U-turn
A driver who passes your door	1.9 km to come back
On foot from the far side	120 m to the nearest footbridge or marked crossing
Nearest metro	Anna Nagar Tower, 300 m · 28,400 entries a day

Road layout: © OpenStreetMap contributors. Traffic speeds: Google Maps.

3. Restaurants near you

> **Thalir Tiffin Centre** · South Indian · ₹350 for two · 7 am–10 pm · dine-in and delivery · open at least 4 years · Google 4.2 on 1,240 reviews

WHO IS NEARBY

RESTAURANT	CUISINE	DISTANCE	₹ FOR TWO	HOURS
Thalir Tiffin Centre YOU	**South Indian**	—	**₹350**	**7 am–10 pm**
SAME CUISINE AS YOU: SOUTH INDIAN				
Madras Tiffin Co.	South Indian	120 m	₹300 –₹50	6:30 am–10:30 pm
Annam Mess	South Indian	260 m	₹220 –₹130	7 am–10 pm
Shanthi Bhavan	South Indian	410 m	₹350 0	6 am–11 pm late
Idly Kadai Express	South Indian	790 m	₹180 –₹170	6 am–9:30 pm
RELATED: CAFÉ				
Café Tower	Café	180 m	₹450 +₹100	8 am–11:30 pm late
The Filter House	Café	490 m	₹350 0	7 am–10 pm
Brew & Bake	Café	850 m	₹550 +₹200	9 am–10:30 pm
OTHER RESTAURANTS NEARBY				
Biryani Box	Biryani	340 m	₹400 +₹50	11 am–11 pm late
Wok 2nd Avenue	Chinese	470 m	₹600 +₹250	12 pm–11 pm late
Dindigul Dum House	Biryani	620 m	₹450 +₹100	11 am–11:30 pm late
Punjabi Rasoi	North Indian	680 m	₹700 +₹350	12 pm–11 pm late
Hunan Bowl	Chinese	730 m	₹500 +₹150	12 pm–10:30 pm
Tandoor Nights	North Indian	920 m	₹650 +₹300	6 pm–12:30 am late
Kalyana Biryani	Biryani	980 m	₹380 +₹30	11:30 am–10:30 pm

Green and red in the price column show the difference from your ₹350.

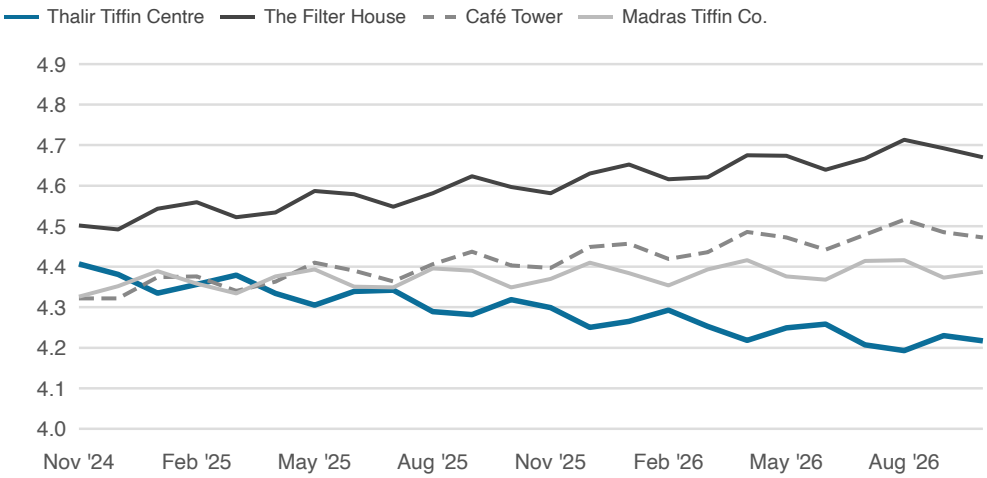
GOOGLE RATINGS, RANKED

Ranked by rating weighted with review count, so a high rating on few reviews counts for less. "90 days" is the average of the last 90 days' reviews minus the overall rating.

#	RESTAURANT	RATING	REVIEWS	A MONTH	90 DAYS
10	**Thalir Tiffin Centre** YOU	**4.2**	**1,240**	**34**	**–0.2**
SAME CUISINE AS YOU: SOUTH INDIAN					
3	Madras Tiffin Co.	4.4	2,180	46	+0.1
5	Shanthi Bhavan	4.3	5,120	40	0
12	Annam Mess	4.1	3,420	28	–0.2
14	Idly Kadai Express	4.0	1,120	30	–0.1
RELATED: CAFÉ					
1	The Filter House	4.7	210	26	+0.2
2	Café Tower	4.5	860	38	+0.2
7	Brew & Bake	4.3	1,480	24	0
OTHER RESTAURANTS NEARBY					
4	Tandoor Nights	4.4	2,040	20	0
6	Dindigul Dum House	4.3	2,760	44	+0.1
8	Hunan Bowl	4.2	560	18	0
9	Biryani Box	4.2	640	52	–0.3
11	Punjabi Rasoi	4.1	1,340	16	–0.2
13	Wok 2nd Avenue	4.0	980	14	–0.1
15	Kalyana Biryani	3.9	890	22	–0.3

Middle rating nearby	4.3
Rating of the 3rd best in this list	4.4
Nearby restaurants above 4.2	50%
Climbing: recent reviews above their rating	Café Tower, The Filter House
Slipping: recent reviews below their rating	Annam Mess, Biryani Box, Punjabi Rasoi, Kalyana Biryani

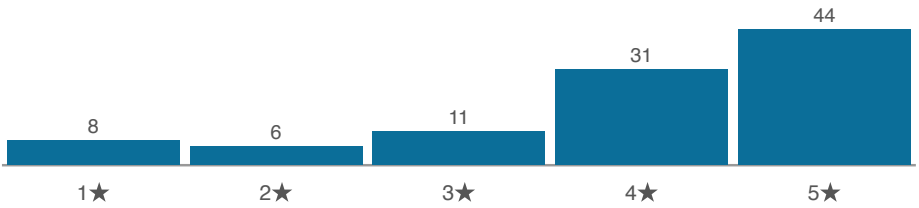
RATING OVER 2 YEARS, YOU AND THE TOP 3



RESTAURANT	NOV 2024	OCT 2025	OCT 2026	2 YEARS
Thalir Tiffin Centre YOU	**4.41**	**4.32**	**4.22**	**−0.2**
The Filter House	4.50	4.60	4.67	+0.2
Café Tower	4.32	4.40	4.47	+0.2
Madras Tiffin Co.	4.33	4.35	4.39	+0.1

STAR SPLIT: YOU VS NEARBY

	1★	2★	3★	4★	5★	1–2★
Thalir Tiffin Centre YOU	**8%**	**6%**	**11%**	**31%**	**44%**	**14%**
All nearby, weighted by reviews	7%	5%	10%	30%	47%	12%



Your stars, percent of all your Google reviews. Many 5s next to many 1s means an uneven experience, not bad food.

MENUS NEAR YOU

RESTAURANT	LISTS MOST	DISHES	MENU FROM
Thalir Tiffin Centre YOU	**Dosa and idli, rice and noodles, coffee**	**11**	**Zomato**
SAME CUISINE AS YOU: SOUTH INDIAN			
Madras Tiffin Co.	Dosa and idli, coffee, sweets	7	Zomato
Annam Mess	Dosa and idli, rice and noodles, breads	6	Zomato
Idly Kadai Express	Dosa and idli, coffee, sweets	7	Zomato
RELATED: CAFÉ			
Café Tower	Coffee, sandwich and wrap, tea	7	Zomato
OTHER RESTAURANTS NEARBY			
Biryani Box	Biryani, starters, fries and sides	6	Zomato
Hunan Bowl	Rice and noodles, starters, momos	6	Zomato
Tandoor Nights	—	listing only	Swiggy 4.2

"Lists most" is read from each place's own menu: the kinds of dish it lists most, not what it sells most. "Listing only": the platform gave its rating but not its menu.

RATINGS ON EACH PLATFORM

RESTAURANT	GOOGLE	ZOMATO DINE	ZOMATO DELIVERY	SWIGGY	DINE – DELIVERY	REPLIES
Thalir Tiffin Centre YOU	**4.2**	**4.3**	**3.7**	**4.0**	**+0.6**	**12%**
The Filter House	4.7	4.5	—	—	—	88%
Café Tower	4.5	4.4	4.2	4.4	+0.2	72%
Madras Tiffin Co.	4.4	4.3	4.0	4.3	+0.3	41%
Tandoor Nights	4.4	4.3	4.1	4.2	+0.2	26%
Shanthi Bhavan	4.3	4.2	4.0	4.2	+0.2	22%
Dindigul Dum House	4.3	4.2	4.1	4.2	+0.1	35%
Brew & Bake	4.3	4.2	4.1	4.2	+0.1	55%

RESTAURANT	GOOGLE	ZOMATO DINE	ZOMATO DELIVERY	SWIGGY	DINE – DELIVERY	REPLIES
Biryani Box	4.2	—	4.1	4.1	—	18%
Hunan Bowl	4.2	4.1	4.0	4.1	+0.1	30%
Annam Mess	4.1	4.0	3.7	4.0	+0.3	6%
Punjabi Rasoi	4.1	4.0	3.9	4.0	+0.1	14%
Wok 2nd Avenue	4.0	3.9	3.8	3.9	+0.1	10%
Idly Kadai Express	4.0	3.9	3.8	3.9	+0.1	4%
Kalyana Biryani	3.9	3.8	3.7	3.8	+0.1	2%

A dine-in rating well above delivery usually points at packaging or delivery time, not the food.

DISH PRICES NEAR YOU

DISH	YOU	NEARBY	YOU – LOWEST	SOLD BY
Filter Coffee	₹40	₹25–90	+₹15	Idly Kadai Express Filter Kaapi, Annam Mess Filter Coffee, Madras Tiffin Co. Filter Coffee, Café Tower South Indian Filter Coffee
Masala Dosa	₹120	₹80–110	+₹40	Idly Kadai Express Masala Dosa, Annam Mess Masala Dosai, Madras Tiffin Co. Masala Dosa
Idli (2 pcs)	₹50	₹30–45	+₹20	Idly Kadai Express Idli (2 pcs), Annam Mess Idli (2 pcs), Madras Tiffin Co. Idli (2 pcs)
Medu Vada (2 pcs)	₹60	₹40–55	+₹20	Idly Kadai Express Medu Vada (2 pcs), Madras Tiffin Co. Medu Vada (2 pcs)
Ghee Roast Dosa	₹140	₹130	+₹10	Madras Tiffin Co. Ghee Roast Dosa
Pongal	₹80	₹60	+₹20	Idly Kadai Express Pongal
Curd Rice	₹70	₹80	–₹10	Annam Mess Curd Rice
Rava Kesari	₹60	₹55	+₹5	Madras Tiffin Co. Kesari Bath

Prices as listed on Zomato in the week to 9 Nov 2026. A dish is set only against the same dish in the same size: "Sold by" names each place's own dish. In "You – lowest", a plus is how much more you charge than the lowest price nearby, a minus how much less.

> **WHAT STANDS OUT**
>
> - None of the 6 menus read near you has ice cream.
> - Your Masala Dosa is ₹40 above the lowest price nearby for the same dish: ₹80 for Masala Dosa at Idly Kadai Express.
> - Your Curd Rice is ₹10 below the lowest price nearby for the same dish: ₹80 for Curd Rice at Annam Mess.
> - 2 of the 6 menus read near you have starters; yours does not.

WHAT CUSTOMERS SAY, LAST 12 MONTHS

RESTAURANT	PRAISED FOR	COMPLAINTS
Thalir Tiffin Centre YOU	**filter coffee, quick service, value**	**parking, slow on weekends, delivery packaging**
Madras Tiffin Co.	filter coffee, ghee roast, fast service	
Annam Mess	meals value, sambar	

RESTAURANT	PRAISED FOR	COMPLAINTS
Shanthi Bhavan	consistency, dosa, parking	
Idly Kadai Express	price, soft idly	
Café Tower	ambience, cold coffee, late hours	
The Filter House	coffee, staff, quiet	
Brew & Bake	cakes, wifi	
Biryani Box	portion, price	
Wok 2nd Avenue	portions	
Dindigul Dum House	seeraga samba, mutton	
Punjabi Rasoi	naan, gravies	
Hunan Bowl	momos, value	
Tandoor Nights	kebabs, late night	
Kalyana Biryani	price	

WHEN THEY ARE BUSY, WHEN THEY CLOSE

RESTAURANT	BUSY HOURS	CLOSES	UNTIL 11 PM OR LATER
Thalir Tiffin Centre YOU	**8–10 am, 7–9 pm**	**10 pm**	**No**
Idly Kadai Express	7–9 am	9:30 pm	No
Annam Mess	12–2 pm	10 pm	No
The Filter House	8–11 am, 5–7 pm	10 pm	No
Madras Tiffin Co.	8–10 am, 7–9 pm	10:30 pm	No
Hunan Bowl	8–10 pm	10:30 pm	No
Brew & Bake	4–8 pm	10:30 pm	No
Kalyana Biryani	1–2 pm	10:30 pm	No
Biryani Box	1–3 pm, 8–10 pm	11 pm	**Yes**
Shanthi Bhavan	7–10 am, 7–10 pm	11 pm	**Yes**
Wok 2nd Avenue	8–10 pm	11 pm	**Yes**
Punjabi Rasoi	8–10 pm	11 pm	**Yes**
Café Tower	4–7 pm, 9–11 pm	11:30 pm	**Yes**
Dindigul Dum House	1–3 pm, 8–11 pm	11:30 pm	**Yes**
Tandoor Nights	8 pm–12 am	12:30 am	**Yes**

The street still reads 24 out of 100 at 10 pm on weekdays and 30 on Saturdays.

Restaurant listings and ratings: Google Maps

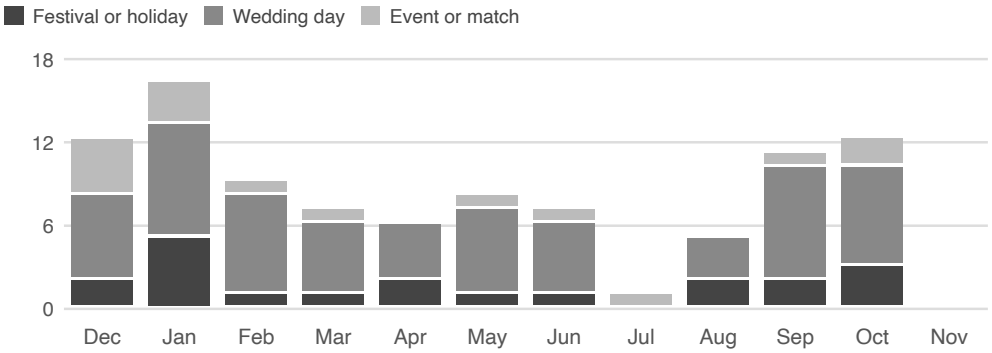
4. Crowd calendar

NEXT 90 DAYS

DATE	WHAT	WHERE, SIZE
14 Nov	Children's Day fair, Tower Park	400 m
19 Nov	India vs South Africa ODI, Chepauk	9.0 km · 38,000 people
21, 23, 27 Nov	Wedding muhurtham, 3 days	3 wedding halls within 1 km
24 Nov	Karthigai Deepam	state holiday · evening lamps, sweets
1, 4, 11 Dec	Wedding muhurtham, 3 days	3 wedding halls within 1 km
11–20 Dec	Anna Nagar Trade Fair, Thirumangalam ground	1.2 km · 10-day fair
15 Dec–15 Jan	Margazhi music season, sabhas	2.1 km · nearest sabha
25 Dec	Christmas	holiday
1 Jan	New Year	holiday · late night
14–17 Jan	Pongal, 4 days	state holidays · home cooking week
26 Jan	Republic Day	holiday

Wedding days in the next 90 days	6, across 3 halls within 1 km
Quietest weeks of the year	17 Jul–13 Aug, Aadi month, no weddings
Busiest week of the year	14–17 Jan, Pongal

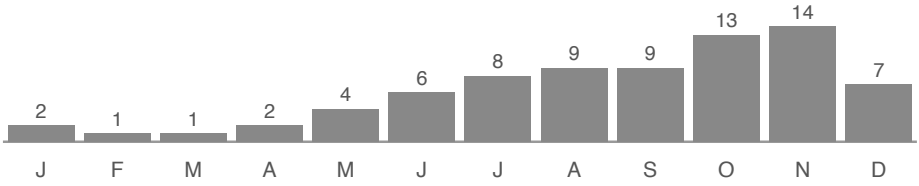
LAST 12 MONTHS, CROWD DAYS WITHIN 1 KM



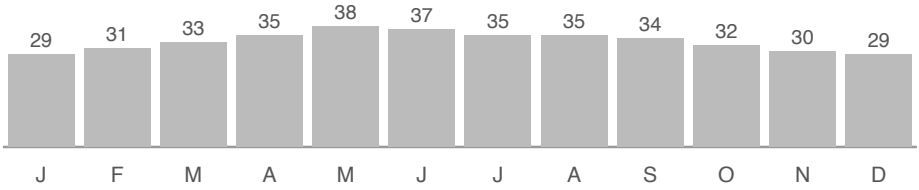
	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Festivals	2	5	1	1	2	1	1	0	2	2	3	0
Weddings	6	8	7	5	4	6	5	0	3	8	7	0
Events	4	3	1	1	0	1	1	1	0	1	2	0

5. Season

RAIN DAYS A MONTH (2.5 MM OR MORE), 10-YEAR AVERAGE



DAYTIME HIGH, °C



WHAT CHENNAI LOOKS FOR, BY SEASON

SEASON	MORE SEARCHES	FEWER SEARCHES
Nov–Jan	Soup, filter coffee, bajji, sundal	Ice cream, juice
Feb–Mar	Tiffin, breakfast combos	Soup
Apr–Jun	Ice cream, buttermilk, juice, salads	Biryani, fried food
Jul–Oct	Biryani, chai, pakoda	Cold desserts

INGREDIENT PRICES THROUGH THE YEAR

ITEM	CHEAPEST	DEAREST	DEAREST ÷ CHEAPEST
Tomato	Feb–Mar	Jul, Nov	2.4×
Onion	Apr–May	Oct–Nov	2.1×
Coconut	Aug–Sep	Mar–Apr	1.6×
Chicken	Aug	Dec–Jan	1.3×

WHAT STANDS OUT

- November has 14 rain days, the most in the year. Tomato and Onion are also at their dearest in November.
- May is the hottest month, with highs of 38 °C. In Apr–Jun, searches rise for ice cream, buttermilk, juice and salads.

6. Gaps in the market

A gap is a cuisine, price or time of day where no nearby restaurant is strong yet. Measured against the middle rating nearby, 4.3.

BY CUISINE, WITHIN 1 KM

CUISINE	OUTLETS	AVG RATING	BEST	SLIPPING	COMPETITION
South Indian YOU	**4 + you**	**4.2**	**4.4**	**1**	**Crowded**
Café	3	4.5	4.7	0	Crowded
Biryani	3	4.1	4.3	2	Balanced
Chinese	2	4.1	4.2	0	Gap: few or weak
North Indian	2	4.3	4.4	1	Gap: few or weak

Crowded: at least half of its outlets are rated 4.3 or more, so it is hard to stand out. Balanced: fewer than half are rated 4.3 or more. Gap: 2 outlets or fewer, or none rated 4.3 or more.

BY PRICE, WITHIN 1 KM

₹ FOR TWO	OUTLETS	BEST RATING	BEST OUTLET	COMPETITION
Under ₹300	2	4.1	Annam Mess	Gap: no strong player
₹300–449 YOU	**5 + you**	**4.7**	**The Filter House**	**Taken**
₹450–599	4	4.5	Café Tower	Taken
₹600+	3	4.4	Tandoor Nights	Gap: no strong player

WHAT YOU AND THE MENUS NEAR YOU SELL

KIND OF DISH	MENUS WITH IT	ON YOUR MENU
Coffee	4 of 6	Yes
Dosa and idli	3 of 6	Yes
Sweets	3 of 6	Yes
Rice and noodles	2 of 6	Yes
Meal or combo	1 of 6	Yes
Ice cream	0 of 6	Yes, none of the 6 menus read has it
Starters	2 of 6	No

Counted over the 6 menus of the restaurants named here that were read in full. Prices are compared dish by dish, in "Dish prices near you".

BY TIME OF DAY

WINDOW	STREET BUSY-NESS	OPEN NEARBY	YOU
Breakfast, 7–10 am	55	6 of 14	Open
Afternoon, 3–5 pm	52	13 of 14	Open
Late, 10 pm–12 am	20 Sat	7 of 14	Closed

WHAT STANDS OUT

- Under ₹300 for two: no restaurant is rated 4.5 or better; the best is Annam Mess at 4.1. ₹600+ for two: no restaurant is rated 4.5 or better; the best is Tandoor Nights at 4.4.
- Chinese has 2 outlets within 1 km; the best is rated 4.2, below the middle rating of 4.3. North Indian has 2 outlets within 1 km; the best is rated 4.4.
- Biryani has 3 outlets and 2 of them are slipping.
- Your cuisine, South Indian, has 4 other outlets. 2 are at or above the middle rating, 1 is slipping.
- 7 of 14 nearby restaurants usually stay open until 11 pm or later, and the street reads 30 out of 100 at 10 pm on Saturdays. You close at 10 pm.

7. Places in this report

Every place this report names or counts. A name anywhere in the report jumps here; "Open" shows its pin in Google Maps.

NAME	CUISINE	DISTANCE	MAP
RESTAURANTS			
Thalir Tiffin Centre YOU	**South Indian**	—	**Open**
Madras Tiffin Co.	South Indian	120 m	Open
Café Tower	Café	180 m	Open
Annam Mess	South Indian	260 m	Open
Biryani Box	Biryani	340 m	Open
Shanthi Bhavan	South Indian	410 m	Open
Wok 2nd Avenue	Chinese	470 m	Open
The Filter House	Café	490 m	Open
Dindigul Dum House	Biryani	620 m	Open
Punjabi Rasoi	North Indian	680 m	Open
Hunan Bowl	Chinese	730 m	Open
Idly Kadai Express	South Indian	790 m	Open
Brew & Bake	Café	850 m	Open
Tandoor Nights	North Indian	920 m	Open
Kalyana Biryani	Biryani	980 m	Open