

RESTAURANTS DATA ANALYSIS

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GOAL:

To analyze restaurant performance across cities by combining customer satisfaction (ratings), engagement (votes), pricing tiers, and service features — ultimately identifying the most promising city for new restaurant expansion.

Key Questions Addressed

Which cities have the best combination of rating and customer reach?

How do pricing tiers impact satisfaction levels?

Do online delivery and table booking influence ratings?

Which cities have the highest growth potential for expansion?



DASHBOARD

DATASET SCOPE:
~10,000 RESTAURANTS
ACROSS 141 CITIES

- TOOLS AND TECHNIQUES:
- 1. POWER BI
 - 2. DAX
 - 3. EXCEL
 - 4. DATA VISUALIZATION
 - 5. POWER QUERY
 - 6. ADVANCED INSIGHTS

- KEY ANALYSIS:
- 1. TOP-N ANALYSIS
 - 2. PRICE TIER INSIGHTS
 - 3. RATING BAND BREAKDOWN
 - 4. SERVICE PERFORMACE

Rating Growth

1.70

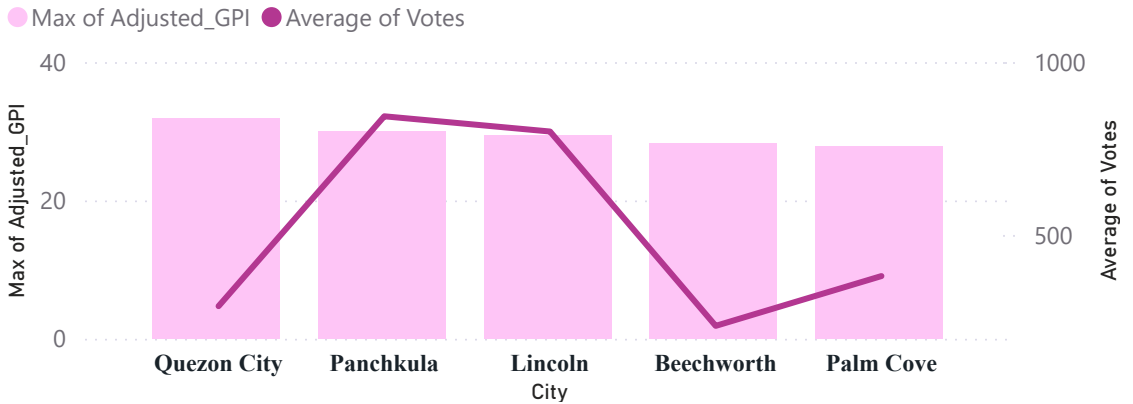
GROWTH POTENTIAL INDEX (GPI)

31.91

RECOMMENDED CITY BY GPI

Quezon City

City-wise Adjusted GPI vs Customer Engagement



Recommendation derived from GPI formula:
(Rating × log(Votes + 1)) ÷ Tier Penetration.

City	Votes	AvgRating_Filtered	City-Level Count	TopCity_AdjustedGPI_Value
Quezon City	588	4.80	1	31.91
Panchkula	2529	4.20	1	30.02
Lincoln	799	4.50	1	29.39
Beechworth	474	4.60	1	28.32
Palm Cove	762	4.40	1	27.90
Tanunda	678	4.40	1	27.41
Randburg	618	4.30	1	25.81
Vineland Station	612	4.30	1	25.77
Tangerang	4579	4.50	2	24.71
Inner City	1076	4.90	2	24.27
Total	3743836	3.47	9537	31.91

CONCULSION

QUEZON CITY is BEST for opening or expansion of a restaurant.

- Growth Potential Index: 31.91
- Average Rating: 4.80
- Customer Votes: 588
- Tier Penetration: Limited (1 level) → Strong room for growth

📌 *Insight:* Quezon City demonstrates exceptional satisfaction with relatively low market penetration — signaling strong potential for strategic restaurant expansion or opening.



GOAL: IDENTIFY TOP-PERFORMING CITIES BASED ON RESTAURANT PRESENCE AND AVERAGE CUSTOMER RATING

TopCity_ByCount

New Delhi

TopCityRating_Value

4.90

CityPerformanceScore

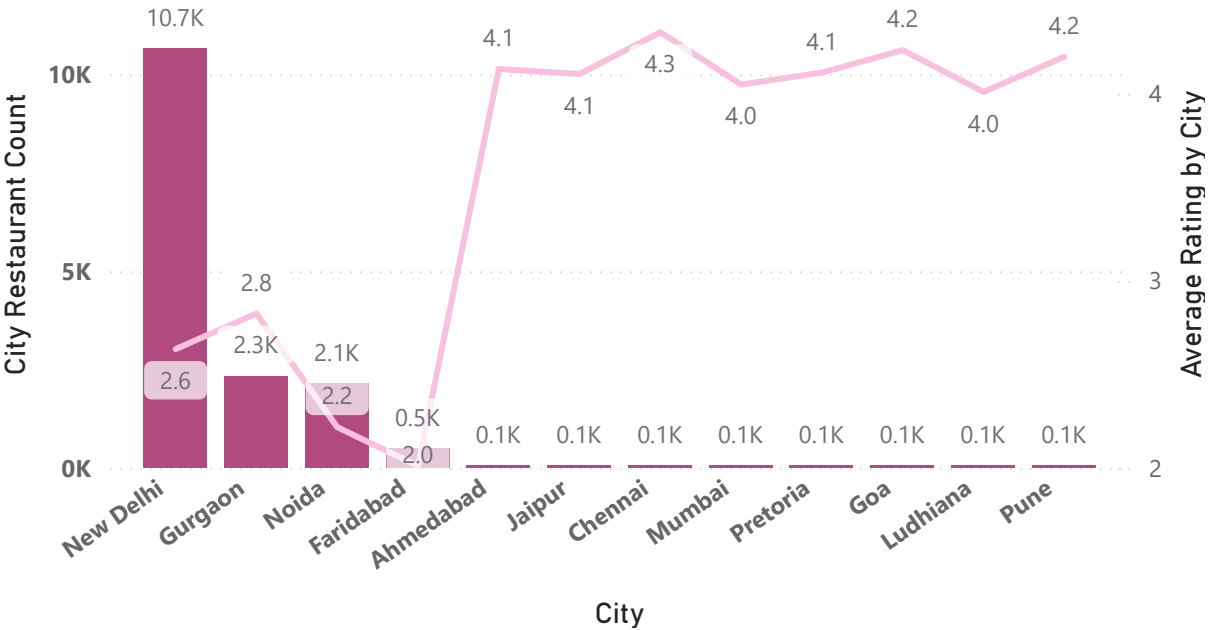
8.84

TopCityCount_Va...

11K

Top Cities by Dining Activity & Satisfaction

● City Restaurant Count ● Average Rating by City



Based on full dataset. Analysis may shift with filter selections.

New Delhi leads in restaurant presence (11K+), yet holds the lowest average rating (2.6). This suggests that quantity doesn't ensure satisfaction. In contrast, cities like Ahmedabad and Mumbai, though smaller in count, deliver higher-quality experiences—marking them as balanced performers.”

City Rank Selector

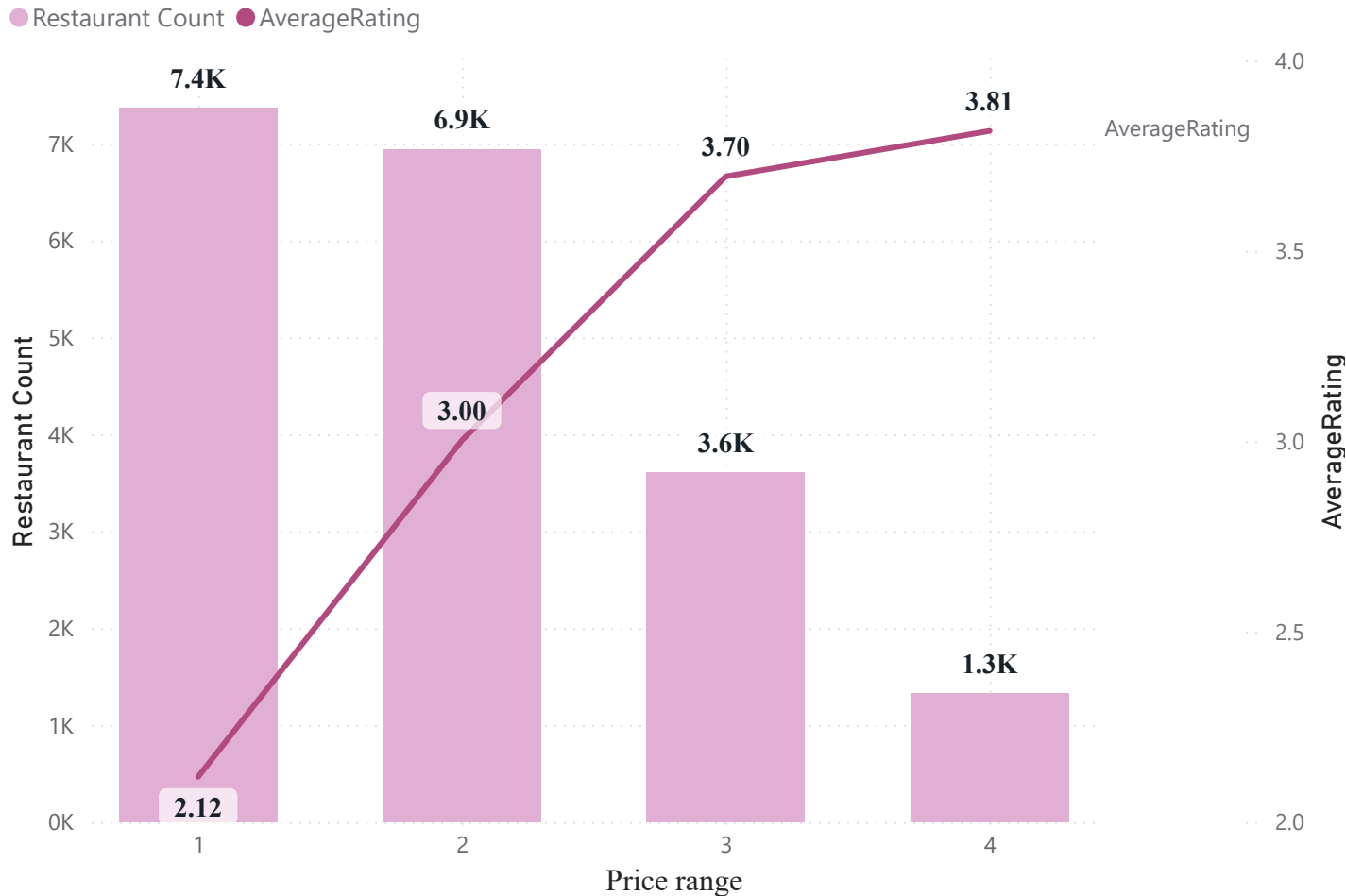
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GOAL: ANALYZE RESTAURANT DISTRIBUTION AND SATISFACTION ACROSS DIFFERENT PRICING TIERS

Restaurant Performance Across Price Tiers: Volume vs Satisfaction



INSIGHTS:

- Lower price ranges (1 and 2) dominate in restaurant volume, reflecting a strong market for affordability.
- Higher price ranges (3 and 4) exhibit better average ratings, indicating that premium pricing aligns with greater customer satisfaction.

Tier_RatingPer1000

0.74

Global_AvgRating

2.85

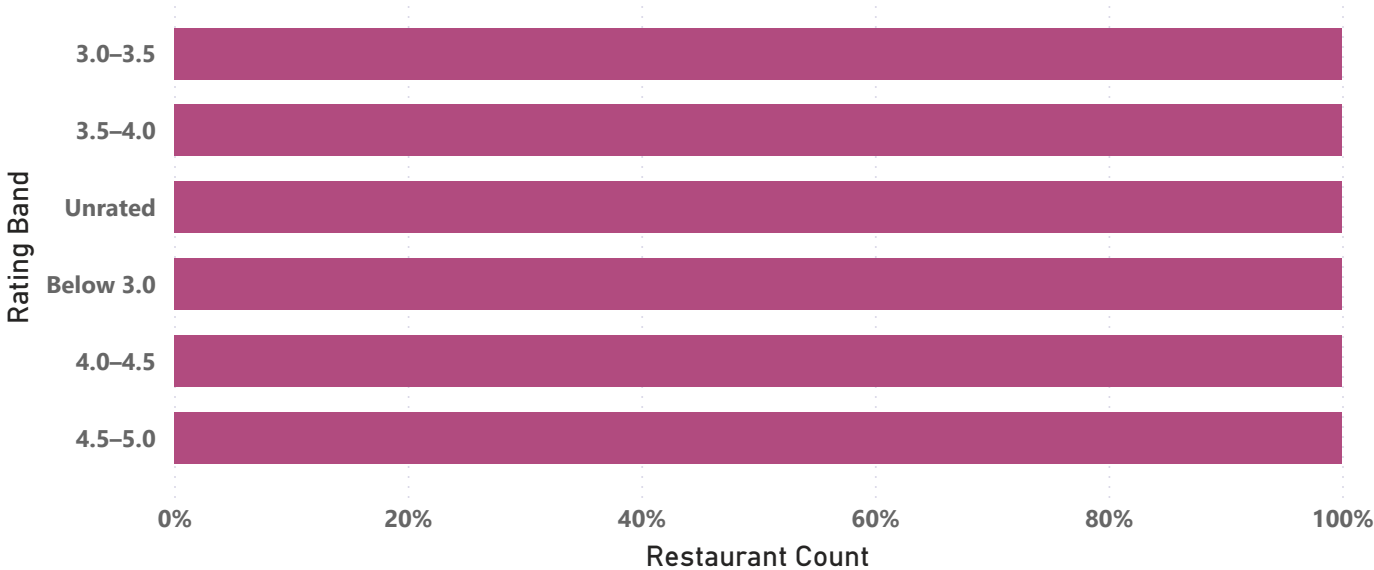


GOAL: ANALYZE RESTAURANT DISTRIBUTION AND SATISFACTION ACROSS DIFFERENT PRICING TIERS

INSIGHT:

Over 70% of premium-tier (Tier 4) listings are clustered in ratings 4.0+, while budget options dominate the <3.5 band—clearly showing a satisfaction-price gap.

Distribution of Restaurants by Rating Band and Average Price Range



Based on full dataset. Analysis may shift with filter selections.

Unrated = restaurants without a visible customer rating, pricing still available

CITY RANK SELECTOR

- ☒ Select all
- ☒ Abu Dhabi
- ☒ Agra

Cities Selected

141

Selected City

Multi...



Ask a question about your data



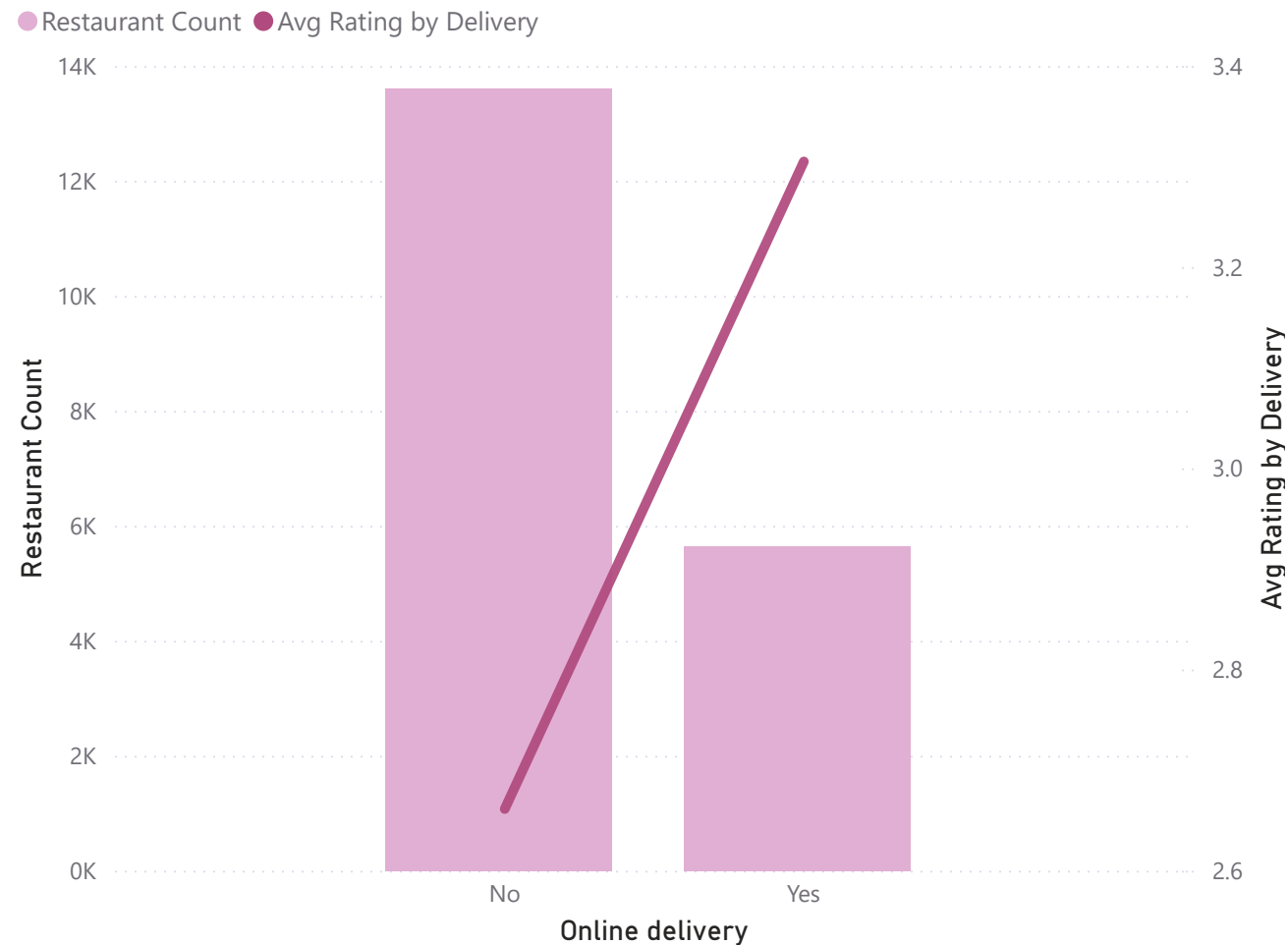
Try one of these to get started

top cities by average rating

top cities by average city rating

GOAL: ANALYZE HOW SERVICES REALTE TO CUSTOMER SATISFACTION, TO UNCOVER SERVICE STRATEGY

Restaurant Services Overview: Delivery and Table Booking Insights



Based on full dataset. Analysis may shift with filter selections.

Online Delivery %

29.30

Table Booking %

15.73

City and Price Ra...

- Select all
- Abu Dhabi
- Agra
- Ahmedabad
- Albany
- Allahabad



Ask a question about your data



Try one of these to get started

top cities by average rating

top cities by average city rating

Only 29.3% offer online delivery, yet dine-in-focused restaurants lead in both volume and average ratings—highlighting quality dominance and untapped digital growth.



GOAL: ASSESS THE LINK BETWEEN CUSTOMER ENGAGEMENT AND SATISFACTION TO UNCOVER PATTERNS IN POPULARITY AND PERCEIVED QUALITY

Popularity vs Satisfaction: Votes and Ratings Across Restaurants



Filter by Online delivery

☐ No

☐ Yes

Votes-Rating...

0.31

A moderate positive correlation (0.31) suggests higher customer engagement aligns with better ratings, while low-vote restaurants exhibit inconsistent satisfaction.

Based on full dataset. Analysis may shift with filter selections.

GOAL: COMPARE RESTAURANT ENGAGEMENT AND SATISFACTION
ACROSS DIFFERENT PRICING TIERS AND CITIES

TopCity_ByVotes

Bangalore

TopRatedCity

Inner City

TopTier_ByRating

4

TopTierRating_Value

3.81

City, Cuisine

☒ Abu Dhabi

☒ Agra

☒ Ahmedabad

How Pricing and Location Shape Restaurant Ratings & Customer Reach

Price range	1		2		3		4		Total	
City	AverageRating	Avg Votes	AverageRating	Avg Votes	AverageRating	Avg Votes	AverageRating	Avg Votes	AverageRating	Avg Votes
Abu Dhabi			4.01	288.00	4.20	337.27	4.42	297.06	4.24	308.04
Agra	4.20	93.20	3.98	116.90	3.83	126.78	3.96	66.00	3.97	105.06
Ahmedabad	4.50	217.00	4.15	381.70	4.13	706.97	3.70	1,315.00	4.13	600.60
Albany	3.56	72.27	3.52	78.36	3.63	138.67	3.50	51.00	3.56	87.37
Allahabad	3.40	63.00	3.41	79.00	3.36	65.07	3.60	59.00	3.39	67.89
Amritsar	3.88	125.75	3.56	180.71	3.42	105.67			3.61	155.29
Ankara			4.25	102.09	4.31	153.45	4.33	110.50	4.29	132.40
Armidale			3.50	25.00					3.50	25.00
Athens	4.16	610.56	4.12	457.09	4.30	1,087.43			4.17	648.93
Auckland	4.77	505.00	4.30	172.50	4.36	352.93	4.00	263.92	4.25	319.75
Augusta	4.00	344.33	4.12	406.58	4.36	517.54			4.18	434.71
Aurangabad	3.50	21.00	3.32	54.67	3.50	126.00	3.40	94.00	3.38	73.22
Total	2.12	50.57	3.00	160.14	3.70	475.29	3.81	411.17	2.85	194.55

Cities like Bandung, Bangalore, and Ahmedabad show strong satisfaction and engagement across tiers, whereas Allahabad, Aurangabad, and Albany reflect lower reach and ratings—highlighting regional disparities and strategic growth potential.

Based on full dataset. Analysis may shift with filter selections.