

# Zomato Analysis Project

## Group 4

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# Overview

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# Introduction

The primary goal of this project is to offer a clear, data-driven analysis of Zomato's operations. It highlights key metrics such as restaurant distribution, cost trends, customer ratings, and regional performance. By visualizing this data, the dashboard helps stakeholders make informed decisions, optimize strategies, and improve overall performance.





# Key Performance Indicators (KPIs)

**1.Total Restaurants:** 9,551

**2.Total Countries Served:** 15

**3.Total Cities Covered:** 141

**4.Average Cost:** \$96,412.32

**5.Total Votes Received:** 14,98,645

**6.Average Ratings:** 2.89

**7.Table Booking Percentage:** 87.88%

**8.Online Delivery Percentage:** Visualized in chart

**9.Yearly and Quarterly Restaurant Openings:**

Trend over time

**10.Top 15 Cities by Sales and Average Costs:**

Regional performance breakdown

**11.Restaurants by Price Bucket:** Distribution

across price ranges

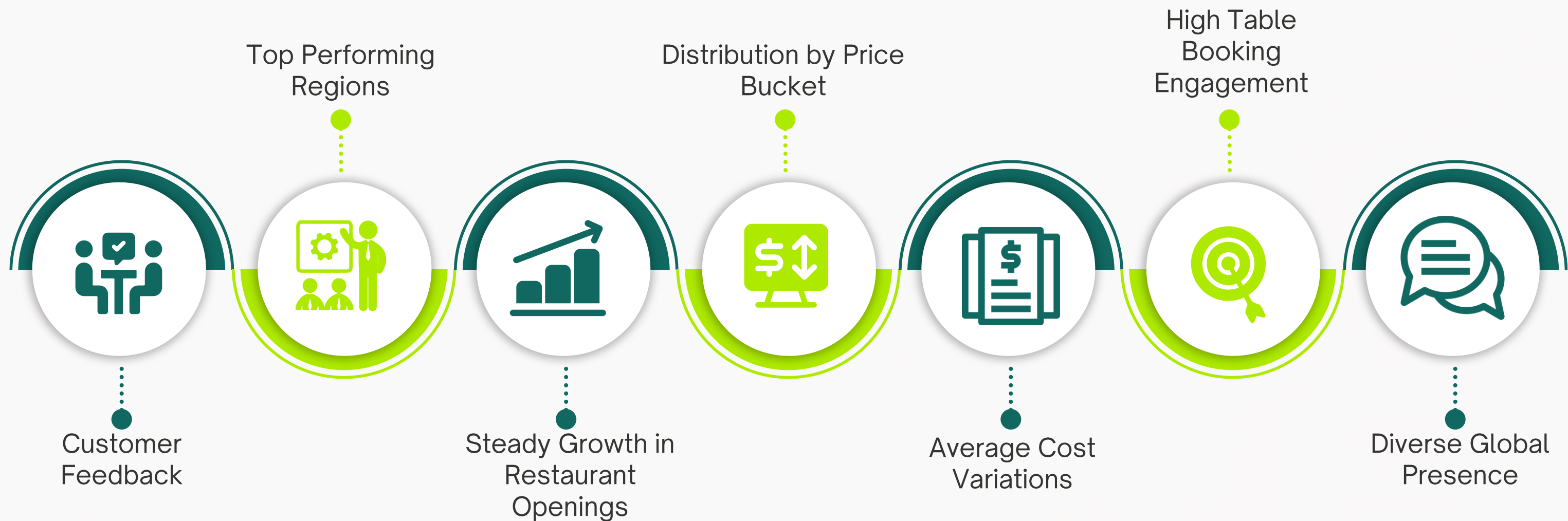
**12.Country-wise Average Cost, Restaurants, and**

**Cuisines:** Global market analysis



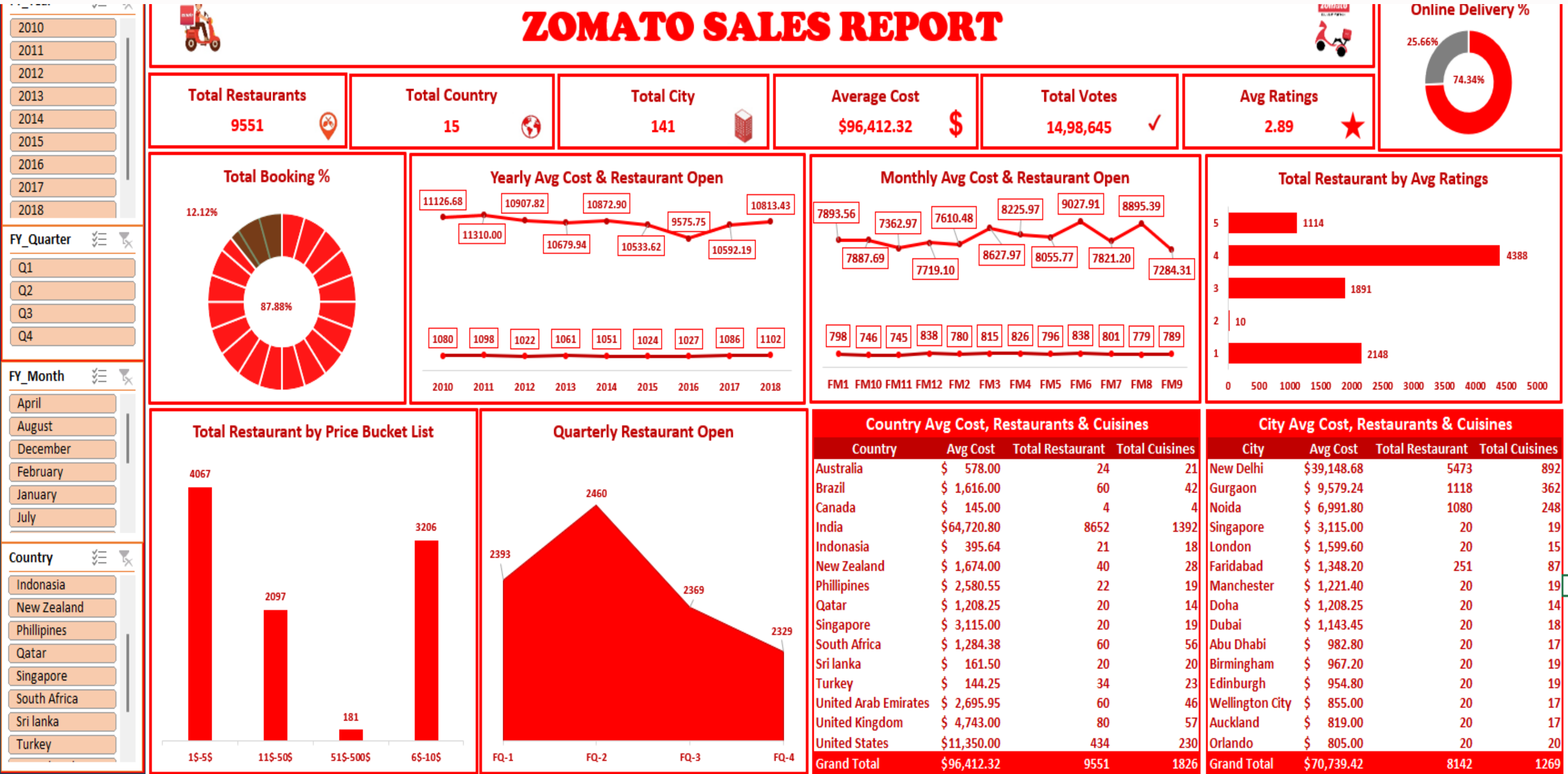
# Insights

Insights are the key takeaways or findings derived from analyzing data on the dashboard. They help in understanding trends, identifying opportunities, or highlighting areas that need attention. Insights can guide decision-making by summarizing what the data reveals.





# EXCEL DASHBOARD



# SQL Queries

```
# 7. Write a query that lists each order number followed by name of customer who made that order
select o.onum as order_no,
c.cname as customer_name
from orders o join cust c on o.cnum = c.cnum;
```

```
# 8. Write a query that finds all pairs of customers having the same rating
SELECT
    c.cname as customer_name1, c1.cname as customer_name2, c.rating
FROM
    cust c
    JOIN
    cust c1 ON c.rating = c1.rating
    AND c.cnum < c1.cnum
ORDER BY rating;
```

```
#14. Display the last name, salary and Corresponding Grade.
select e.ename as last_name,
e.sal as salary,
g.grade as grade from employee e
join job_grades g on e.sal between g.lowest_sal and g.highest_sal;
```

```
# 15. Display the Emp name and the Manager name under whom the Employee works in the below format .--Emp Report to Mgr
SELECT e.ename AS 'Emp', m.ename AS 'Report to Mgr'
FROM employee e
    LEFT JOIN employee m ON e.mgr = m.empno;
```

Claudia Ales

# SQL Queries



# 17. Display Empname and Sal whose empno is a odd number

```
select ename,sal from employee where mod(empno,2)<>0;
```

Claudia Ales

```
# 14. Write a query to find all the customers whose cnum is 1000 above the snum of Serres.  
SELECT  
    *  
FROM  
    cust c  
    JOIN  
    salespeople s ON c.snum = s.snum  
WHERE  
    c.cnum > 1000 AND s.sname = 'serres';
```





# TABLEAU DASHBOARD

**zomato**



## Zomato Sales Analysis



Country

(All)

Year

(All)

Total Restaurants



9551

Total Sales USD



\$ 96.41K

Total Sales



₹ 8.10M

Total Country



15

Total City



141

Total Cuisines



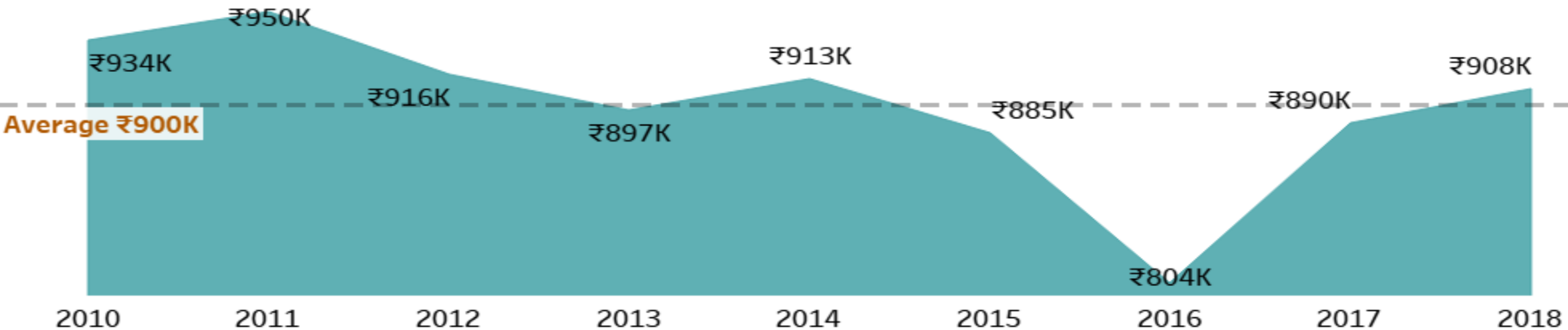
1,825

Avg Rating

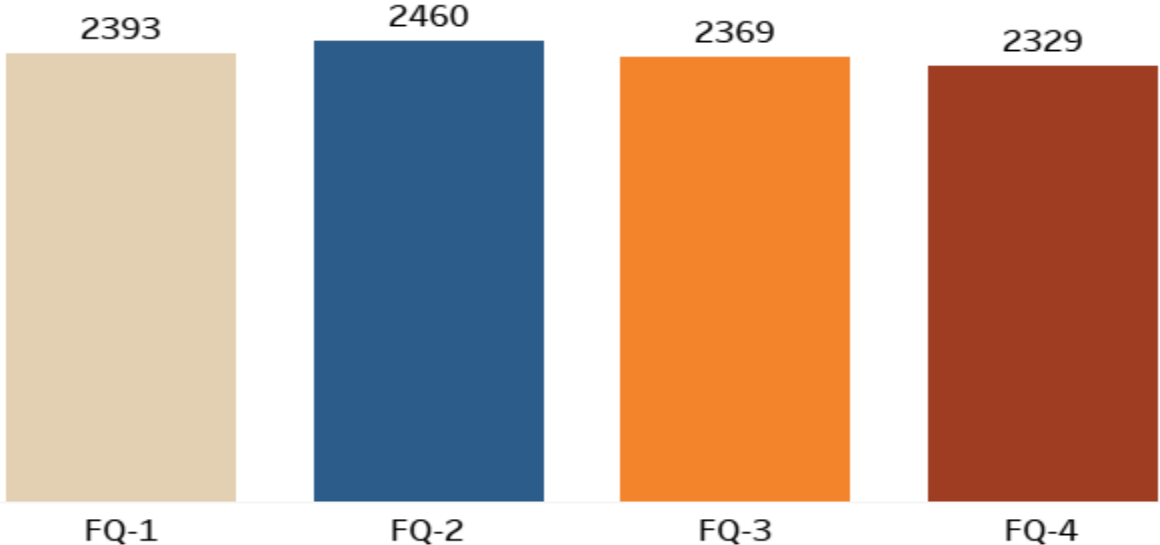


2.89

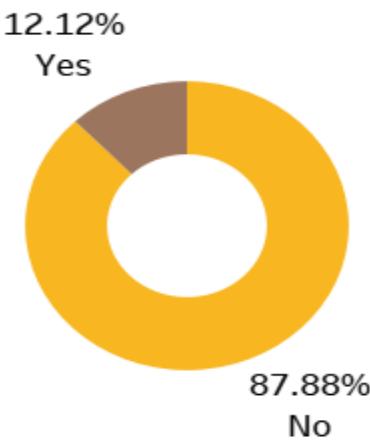
Yearwise Sales



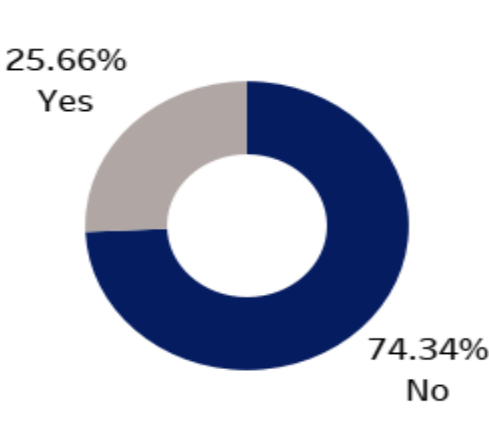
Quarterly Restaurant Open



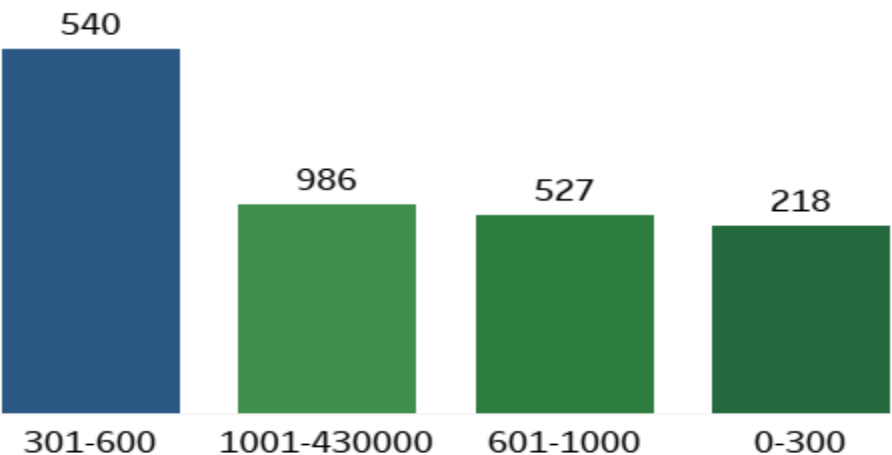
Total Booking %



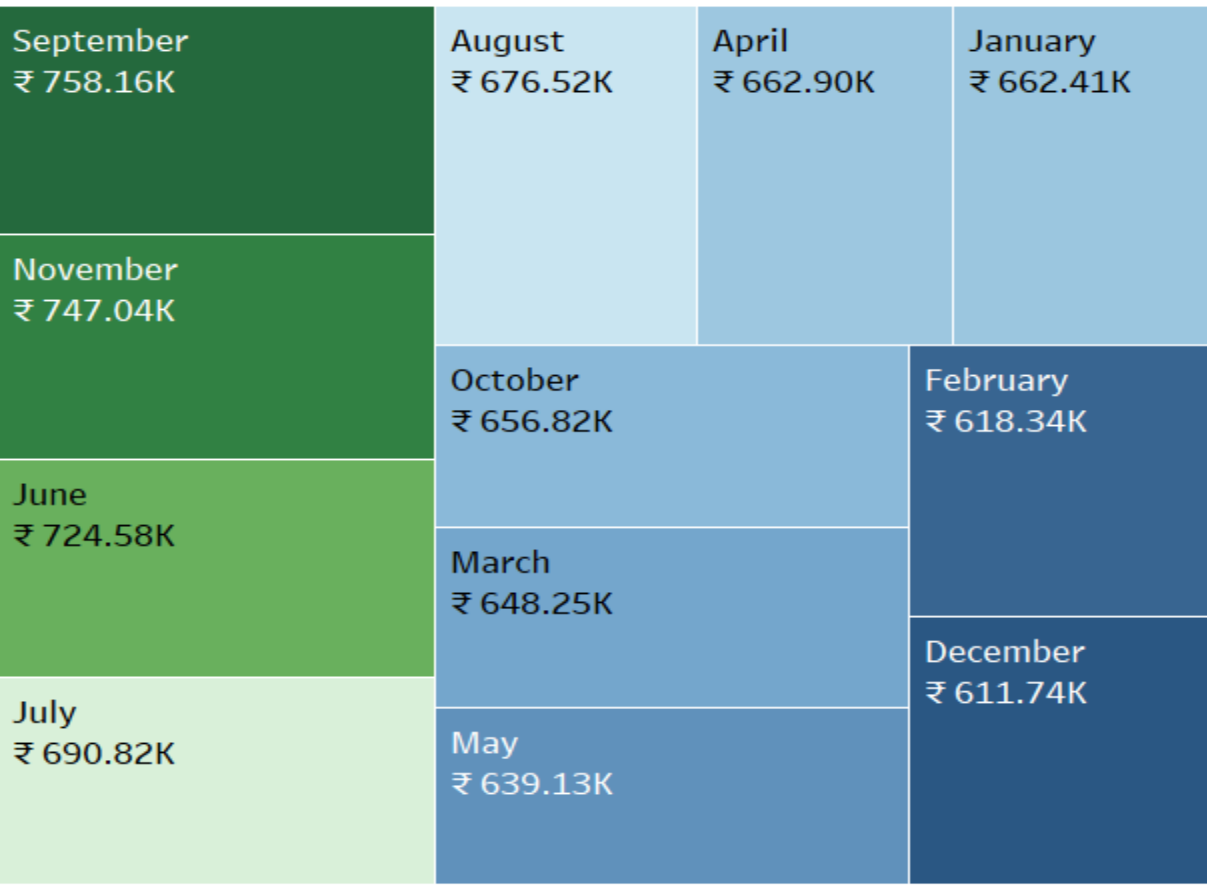
Online Delivery %



Cuisines by Price Bucket list



Monthwise Sales



Top 5 City by Sales



# POWERBI DASHBOARD



## ZOMATO SALES REPORT

Home

Report View

Analytical View

Country Overview

Executive View

9551

Total No. of Restaurants

15

Total Country

141

Total City

2.89

Average Rating

LY:8,449 | 13.04%

Yoy\_Growth\_restaurant

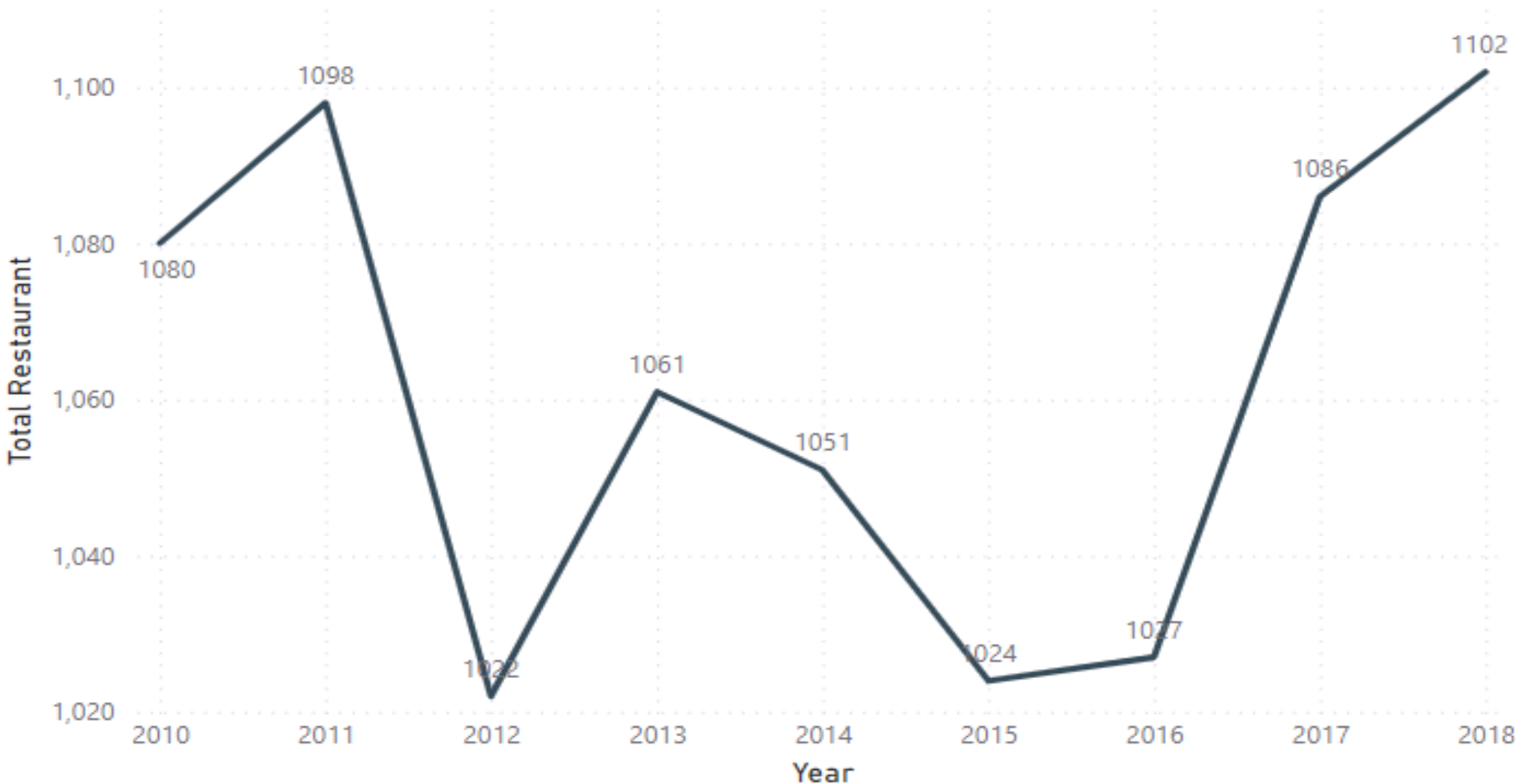
LY:2.89 | 0.11%

Yoy\_growth\_rating

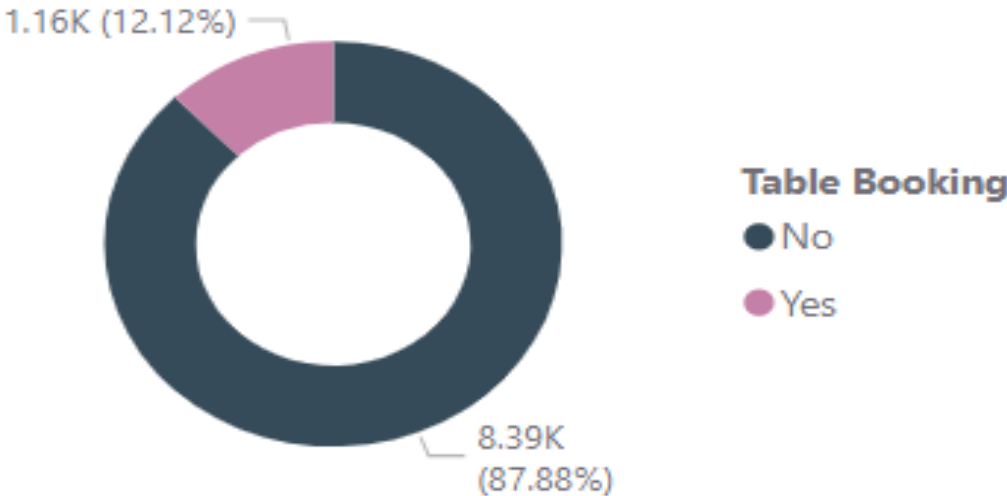
LY:136 | 3.68%

Yoy\_growth\_city

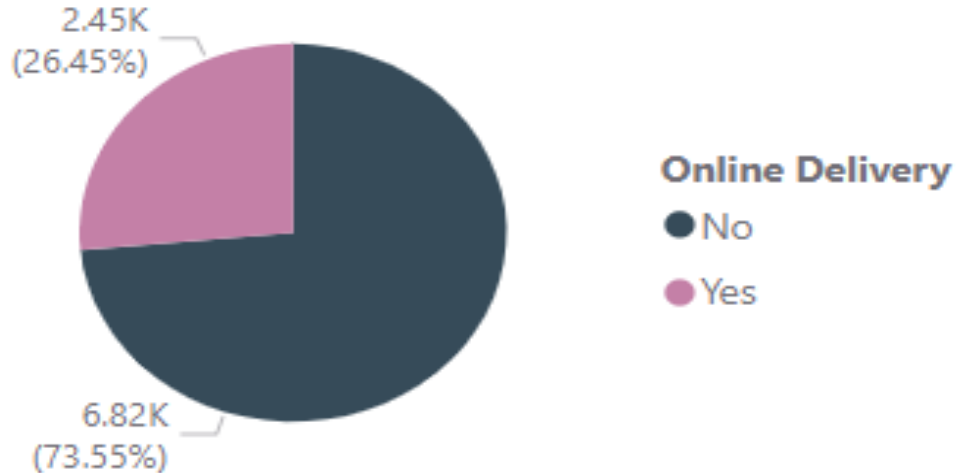
Total Restaurant by Year



Total Restaurant by Table Booking



Total Restaurant by Online Delivery



## FILTERS

Financial Year

All

Financial Month

All

Financial Quarter

All

Country

All

Price Bucket Ran...

All

Abbreviations



CY- Selected Year

LY-Last Year

All values are in USD



# POWERBI DASHBOARD



ZOMATO SALES REPORT


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Country Overview

Executive View

 FILTERS

Financial Year

All

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All

Price Bucket Ran...

All

Abbreviations

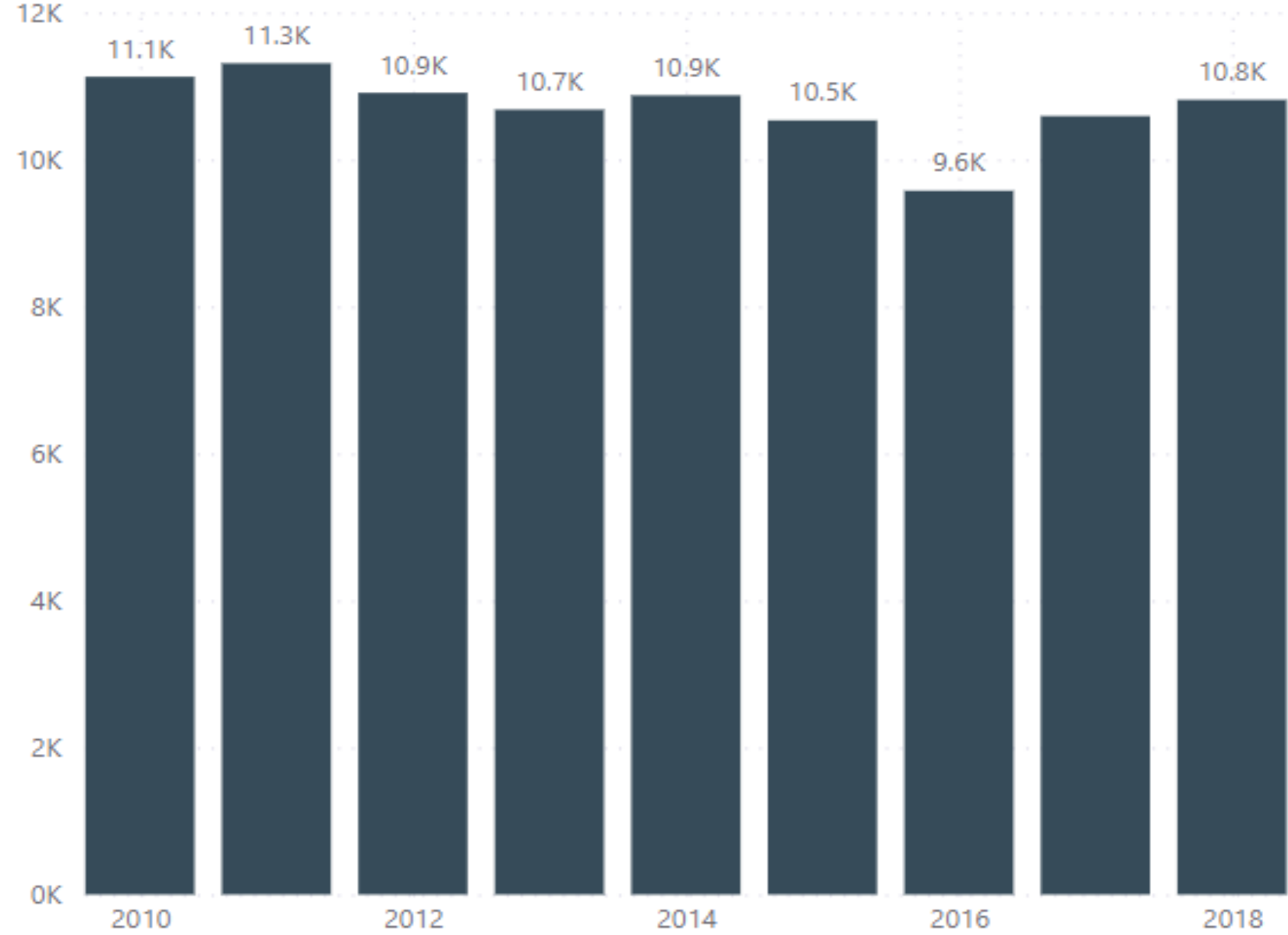
CY- Selected Year

LY-Last Year

All values are in USD

RestaurantName	Average of Rating
Atlanta Highway Seafood Market	5
Bao	5
Braseiro da Gíçvea	5
CakeBee	5
Carnival By Tresind	5
Caterspoint	5
Cube - Tasting Kitchen	5
Draft Gastro Pub	5
Duck & Waffle	5
Flat Iron	5
Gaga Manjero	5
Grandson of Tunday Kababi	5
Indian Accent - The Manor	5
Ingleside Village Pizza	5
Mainland China Restaurant	5
Mama's Fish House	5
Marukame Udon	5
Total	3

Average Cost by Year



Year	Average Cost
2010	11.1K
2011	11.3K
2012	10.9K
2013	10.7K
2014	10.9K
2015	10.5K
2016	9.6K
2017	10.5K
2018	10.8K

# POWERBI DASHBOARD



## ZOMATO SALES REPORT

[Home](#)[Report View](#)[Analytical View](#)[Country Overview](#)[Executive View](#)**9551****Total No. of Restaurants****15****Total Country****141****Total City****2.89****Average Rating**

### FILTERS

**Financial Year**

All

**Financial Month**

All

**Financial Quarter**

All

**Country**

All

**Price Bucket Range**

All

**Abbreviations****CY- Selected Year****LY-Last Year****All values are in USD**

Countryname	Average Cost	Total Restaurant	Total Cuisines
India	64,720.80	8652	1392
United States	11,350.00	434	230
United Kingdom	4,743.00	80	57
Singapore	3,115.00	20	19
United Arab Emirates	2,695.95	60	46
Phillipines	2,580.55	22	19
New Zealand	1,674.00	40	28
Brazil	1,616.00	60	42
South Africa	1,284.38	60	56
Qatar	1,208.25	20	14
Australia	578.00	24	21
Indonasia	395.64	21	18
Sri lanka	161.50	20	20
Canada	145.00	4	4
Turkey	144.25	34	23
<b>Total</b>	<b>96,412.32</b>	<b>9551</b>	<b>1826</b>

City	Average Cost	Total Restaurant	Total Cuisines
New Delhi	39,148.68	5473	892
Gurgaon	9,579.24	1118	362
Noida	6,991.80	1080	248
Singapore	3,115.00	20	19
London	1,599.60	20	15
Faridabad	1,348.20	251	87
Manchester	1,221.40	20	19
Doha	1,208.25	20	14
Dubai	1,143.45	20	18
Abu Dhabi	982.80	20	17
Birmingham	967.20	20	19
Edinburgh	954.80	20	19
Wellington	855.00	20	17
City			
Auckland	819.00	20	17
Orlando	805.00	20	20
<b>Total</b>	<b>70,739.42</b>	<b>8142</b>	<b>1269</b>



# POWERBI DASHBOARD



## ZOMATO SALES REPORT

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### FILTERS

Financial Year

All

Financial Month

All

Financial Quarter

All

Country

All

Price Bucket Range

All

Abbreviations

CY- Selected Year

LY-Last Year

All values are in USD

9551

Total No. of Restaurants

15

Total Country

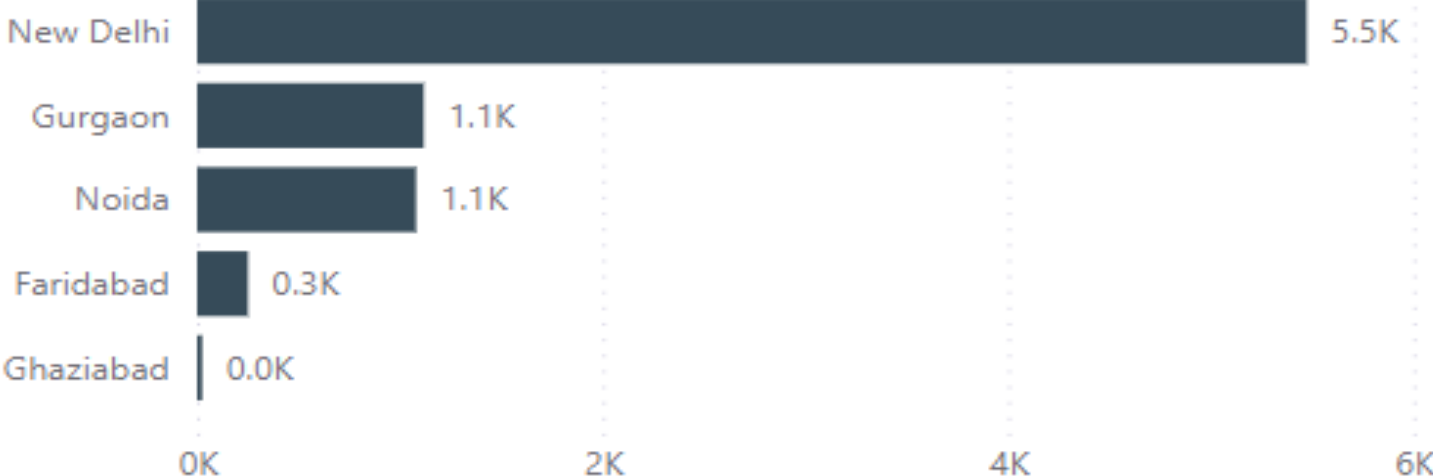
141

Total City

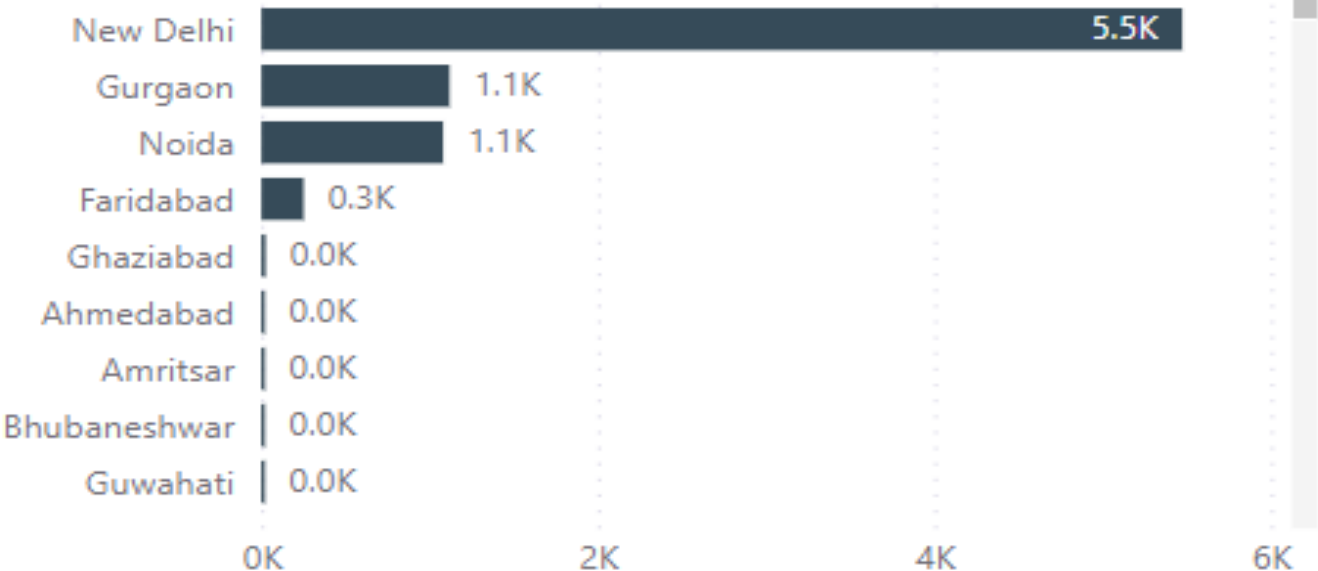
2.89

Average Rating

#### Total Restaurant by City



#### Total Cuisines by City



Country Name	Total No. of Restaurant	Total Cuisines	Avg Cost for two	Total City
India	8652	1392	7.48	43
United States	434	230	26.15	35
United Kingdom	80	57	59.29	4
South Africa	60	56	21.41	6
United Arab Emirates	60	46	44.93	3
Brazil	60	42	26.93	3
New Zealand	40	28	41.85	2
Turkey	34	23	4.24	2
Australia	24	21	24.08	23
Sri lanka	20	20	8.08	1
Phillipines	22	19	117.30	9
Singapore	20	19	155.75	1
Indonasia	21	18	18.84	4
Total	9551	1826	10.09	141

# POWERBI DASHBOARD



## ZOMATO SALES REPORT

Home

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Executive View

96.41K

Average Cost (USD)

8.09M

Average Cost(INR)

1M

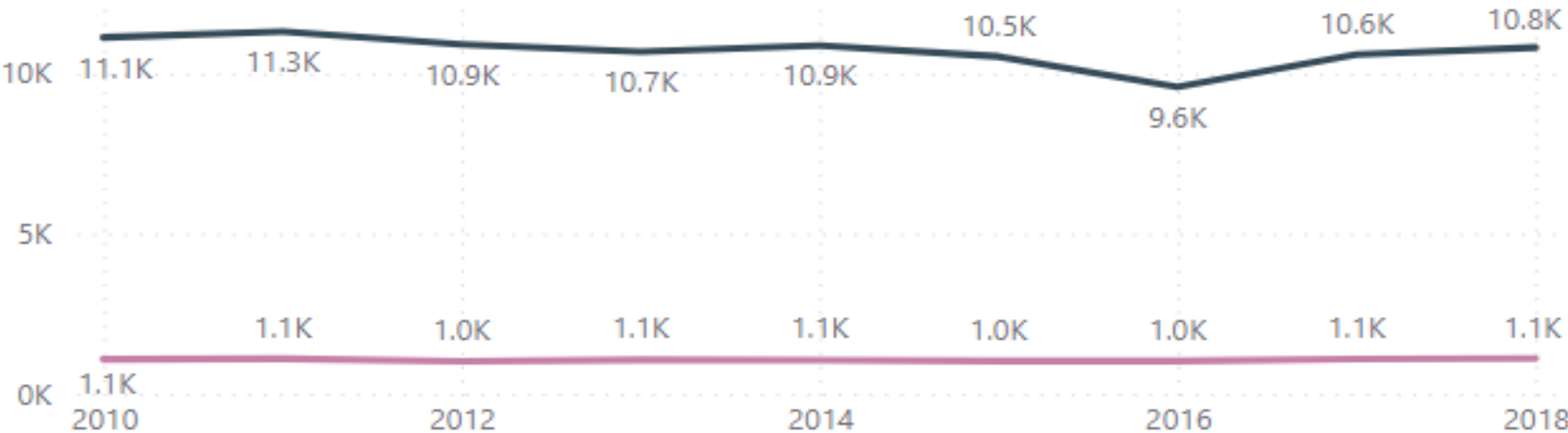
Total Votes

28K

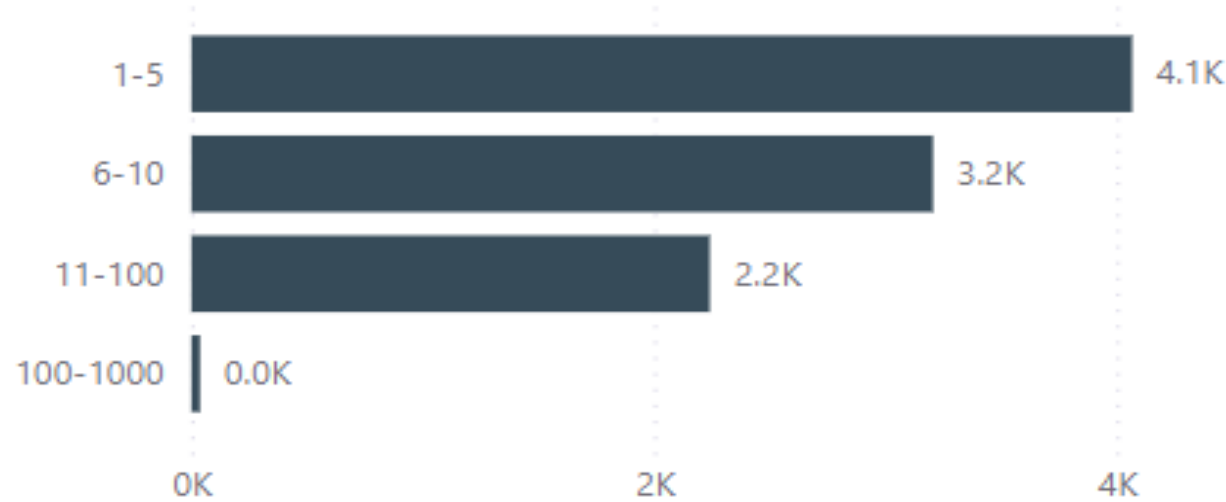
Total Rating

Sum of Cost and Total Restaurant by Year

● Sum of Cost ● Total Restaurant

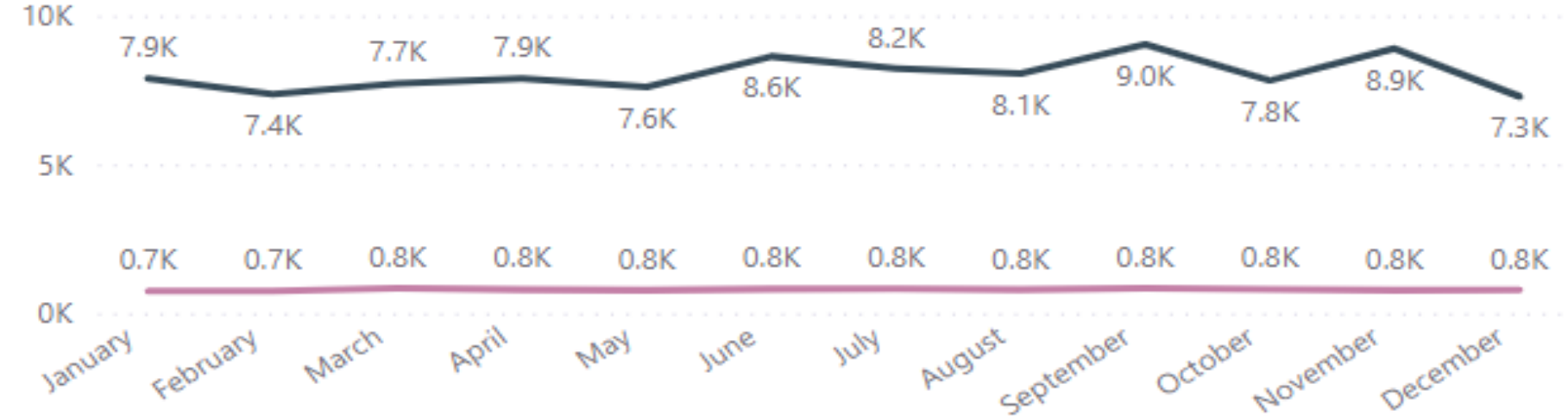


Total Restaurant by Price Bucket Range

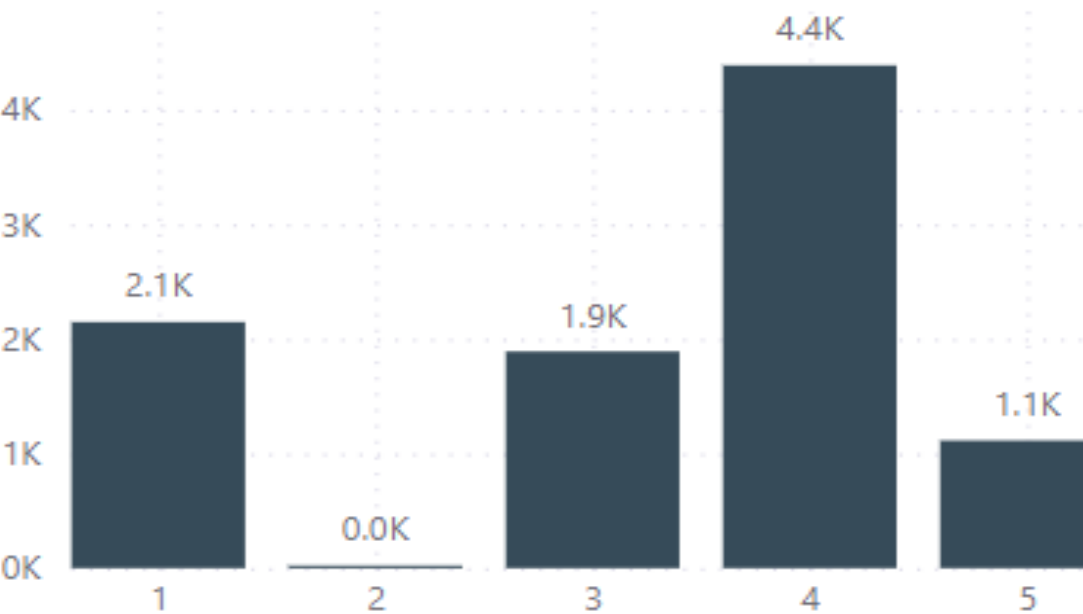


Sum of Cost and Total Restaurant by Month

● Sum of Cost ● Total Restaurant



Total Restaurant by Rating



## FILTERS

Financial Year

All

Financial Month

All

Financial Quarter

All

Country

All

Price Bucket Ran...

All

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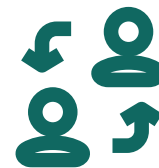
# Recommendations

01



Expand in  
Underrepresented  
Countries

02



Improve Customer  
Rating

03



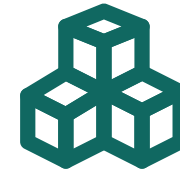
Enhance Online  
Delivery  
Capabilities

04



Optimize High-  
Cost Markets

# Challenges



**Complex Calculations and Metrics**



**Handling Dynamic Filters**



**Data Cleaning and Preparation**



# Conclusion

The Zomato Sales Dashboard provides a clear, data-driven overview of key performance metrics, offering valuable insights into restaurant growth, cost trends, and customer engagement. It helps identify areas of success, such as high table booking rates, while highlighting opportunities for improvement, like enhancing customer satisfaction and managing costs. This dashboard is a useful tool for informed decision-making and strategic planning, enabling better performance tracking and operational optimization.

Claudia Ales

Everest Cantu

Olivia Wilson

Aaron Loeb



THANK YOU