

# ZOMATO

## RESTAURANT ANALYSIS

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Zomato

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01

ABOUT

## ZOMATO RESTAURANT ANALYSIS

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### Objective

- Analyze the business performance of restaurants registered with the Zomato service.

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### Purpose

- We will be breaking down the restaurant analysis, using visualizations to gain insights about the aggregated restaurants and the impact they have on the company's business. From there, Zomato can decide on a direction to take.
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02

QUESTIONS

## QUESTIONS

The following questions were used to steer the direction of the data analysis. These questions are how the data was picked to construct the visualizations.

### 01

What restaurants are popular? What cuisines are popular?

### 03

What kind of relationship do restaurant orders and restaurant sales share?

### 02

Which restaurants generate the highest revenue? Why?

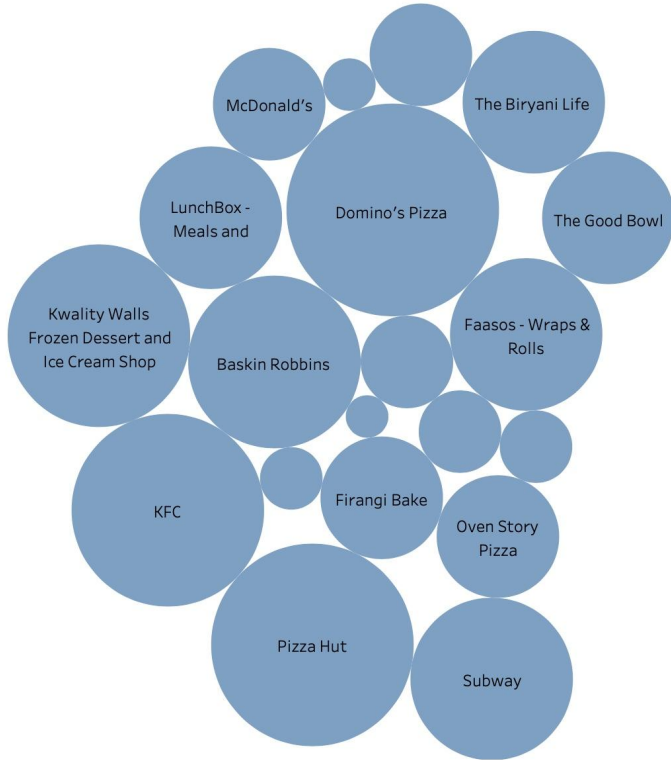
## HYPOTHESIS

I hypothesize that the most popular restaurants will have the biggest number of orders along with highest number of sales(\$). This can be measured through their purchased amount and order quantity.

03

DATA VISUALIZATION

# Restaurant Hotspots



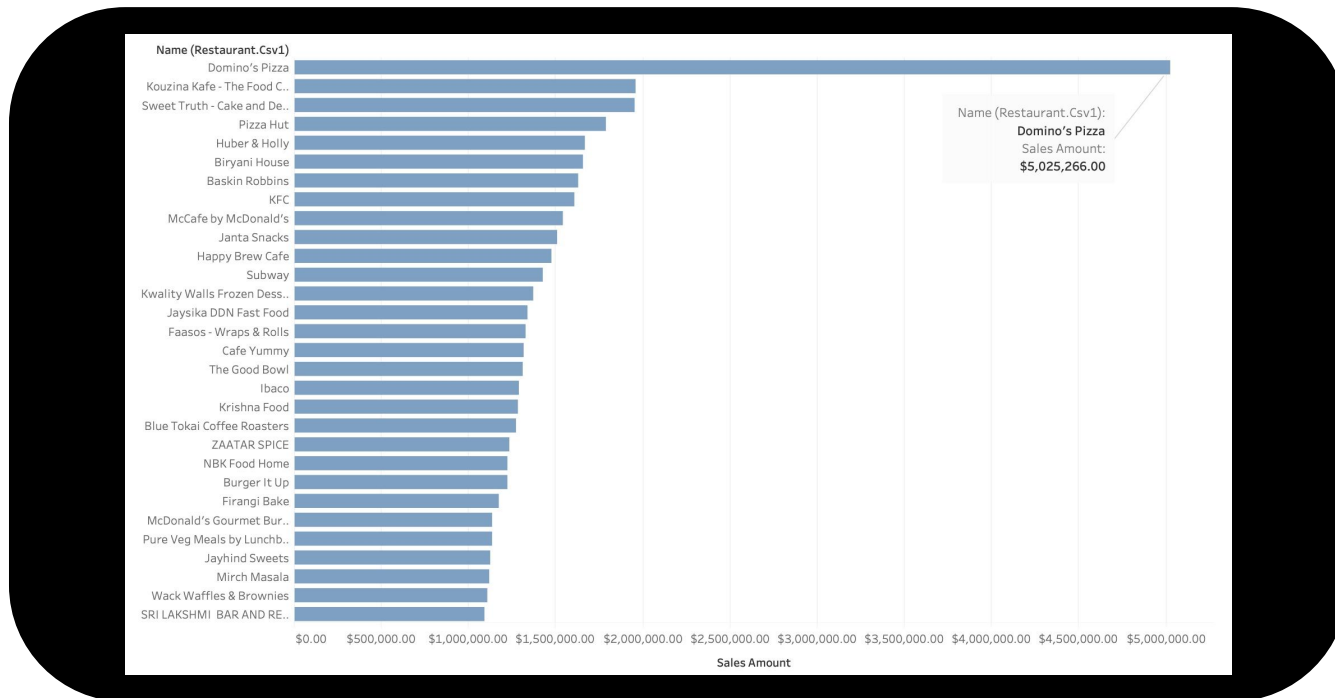
This visualization helps us see that American food chains take up four of the top five highest restaurants in order quantities. This visualization also helps us see that fast-food clients most likely require more of Zomato's resources and services.

Domino's Pizza proves to have the highest number of orders.



# Restaurant Sales (\$)

From this bar chart, we learn that Domino's Pizza brings in the most in sales, by far, in comparison to the rest of the restaurants Zomato aggregates. However, this is only clear when looking at the SUM of the sales amount of all four years. The restaurant with the highest sales amount varies through the years since there is data missing from the years of 2017 and 2020. It is interesting that not only the restaurant is popular but the simplistic cuisine seems to be favored by customers. This reiterates that American food chains are Zomato's most in-demand clientele.



# Sales vs Orders

it is important to note that sales amount and order quantity do not always have a positive correlation...let's look at the restaurant Huber & Holly. With only 13 orders they amassed over \$1.6M. Price ranges and restaurant class has great impact on these correlations. Strategically speaking, restaurants with a negative correlation, specifically like this one, would be the best clients to have for Zomato. More profits with less resources utilized. But that would be dependent on the business structure Zomato has with each client.



04

CONCLUSION

# Key Points

01

**PIZZA PIZZA PIZZA**

Fast food clients are bringing in the most in sales and orders.

02

**NEGATIVE.**

More orders does NOT mean more in sales.

03

**DOMINO!!**

Domino's Pizza was highest in both order quantity and total sales

## RECOMMENDATIONS

Suggestions made based on findings with data.

### 01

Zomato should focus more of its resources on Italian fast food restaurants, specifically pizza cuisine.

### 03

Zomato should invest into the higher priced restaurants that make more profit from fewer orders, meaning, more revenue while deploying less of their resources.

### 02

Zomato should take inventory of the lowest performing restaurants and decide if it is in the company's best interest to keep servicing them.

# Questions?

Feel free to come to me with any questions, concerns, or follow-ups.

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# THANK YOU

COMPANY NAME