Decomposition of Restaurant Analysis for Zomato

Understanding Popularity and Revenue Drivers

Business Hypothesis

Hypothesis: Restaurants with higher customer ratings and higher order volume generate highest revenue on Zomato.

Rationale

A. Higher ratings signal quality and trust → more repeat orders
B. Higher order volume directly increases total revenue
C. Determine metrics for popularity.

Research Questions

1. Which restaurants generated the highest total revenue over the 3-year period?
2. Is there a correlation between order volume and total revenue across restaurants?
3. Which cuisines are most frequently ordered, and do they align with top revenue?
4. Which cuisines contribute most to overall revenue?
5. Data LIMITATION- How does the presence of missing restaurant ID's "Blank" affect the revenue attribution? (Due to it always being the highest)

How I will test

1. **Metrics:**
   A. Average Rating
   B. Total Orders
   C. Total Revenue
   D. Total Customers

2. **Analysis Tables:**

   A. Restaurant Table, Orders Table, Menu Table, Users Table.

3. **Join Tables POWER BI.**
   Table Flow
   A. Restaurant→ Menu
   B. Restaurant→ Orders
   C. ORDERS table, column r_id to RESTAURANT table, column id. Many to one.
   D. MENU table, column r_id to RESTAURANT table, column id. Many to one.
   E. USERS table- not joined with any however in the model view. However, the USER table is used to create Total Customers DAX formula. Mix with order, user_id.

4. **Columns**
   A. Table MENU- created a new measure for AVERAGE REVENUE. Measure- AVERAGE REVENUE = AVERAGE (orders[sales_amount]). Sales_amount from the ORDERS table.
   B. Table ORDERS- created a new measure for TOTAL ORDERS. Measure- TOTAL ORDERS = COUNTROWS(orders)
   C. Table ORDERS- created a new measure for TOTAL REVENUE. Measure- TOTAL REVENUE = SUM(orders[sales_amount]).
   D. Table USERS- Created a new measure for TOTAL CUSTOMERS. Measure- TOTAL CUSTOMERS = DISTINCTCOUNT(orders[user_id]).

5. **Data Cleaning**
   A. Menu table had an error with the price column. Error was stating that it could not covert to number because the details were as follows: $\vec{a}$200 FOR TWO.
   B. Steps- opened the POWER QUERY EDITOR in the menu table under the price column as it stated error.
   C. I fixed the error for the price column to show the number by deleting the 'KEPT ERROR' in applied steps and as a result only numbers show within the price column. This resulted in correct pricing.

6. **Visual Planning**
   A. KPI's for Average Revenue, Total Orders, Total Revenue, Total Customers.
   B. I created a column bar chart to show top 20 Restaurants by Revenue.
   C. A line chart to display Revenue by the Year.
   D. A bar chart for Top 20 cuisines by Revenue.
   E. An Order Date Filter to get specific date frames.
   F. A cuisine filter for specific cuisines.
   G. A pie chart for Total Orders by cuisine.
   H. Scatter plot of Earnings and Order Volume.