Zomato Executive Summary Report

1. Project Overview

This executive summary presents an overview of the **Zomato Power BI Dashboard**, developed to analyse customer behaviour, cuisine trends, restaurant performance, and market dynamics within the Bangalore region. The primary objective is to support strategic decision-making by providing data-driven insights into restaurant operations and customer preferences.

2. Key Insights

- Customers show a strong preference for **online food ordering** over traditional dine-in options.
- Certain locations demonstrate significantly higher customer engagement, reflected in vote counts and ratings.
- Popular cuisines consistently include **North Indian, Chinese, and Fast Food** across various restaurant types.
- Factors such as the **approximate cost for two** and availability of **online booking or ordering** options significantly influence customer satisfaction.
- Restaurants with higher reviews and ratings enjoy greater visibility and engagement.

3. Trends Over Time

- The number of restaurants listed has shown a steady increase over recent months.
- Cuisine preferences are evolving, with emerging cuisines gaining traction among customers.
- Online ordering trends display seasonal and monthly fluctuations, aligning with customer demand patterns.

4. Recommendations

- Focus marketing campaigns on locations with **high customer engagement** to maximize impact.
- Highlight and promote **top-rated restaurants and best-performing dishes** to attract more users.
- Periodically **revise and optimize restaurant menus** based on emerging cuisine preferences.
- Enhance user satisfaction by promoting features such as **online ordering, booking, and reliable delivery**.

5. Conclusion

The Zomato Dashboard offers a comprehensive view of key performance metrics and customer behaviour patterns. Leveraging these insights allows decision-makers to implement targeted strategies that enhance service quality, improve user engagement, and foster sustained business growth.