Zomato Business Strategies

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zomato

Introduction and Objectives

- Zomato, the world's premier restaurant discovery and food delivery platform, holds a wealth of data reflecting global dining trends and consumer preferences. In addition, we utilize sales performance insights to inform strategic decisions in opening new restaurants.

- As a consultant data analyst by Zomato where the team is looking for expansion and opening restaurants. The objective is to come up with strategies/suggestions for opening newer restaurants.

Deepinder Goyal
CEO of Zomato

About Zomato

Founded in 2008, Zomato has become synonymous with culinary discovery, connecting millions of food enthusiasts with an extensive network of restaurants, cafes, and eateries across the globe.

What sets Zomato apart is its commitment to offering more than just a meal. With a user-friendly interface and comprehensive database, Zomato provides users with detailed restaurant information, menus, reviews, and ratings, empowering them to make informed dining decisions.

Data Overview

- Zomato operates in over 10,000 cities across 24 countries globally.
- The platform features a vast network of over 1.5 million restaurants and food outlets.
- Users have contributed millions of reviews and ratings, helping others make informed decisions about where to dine.
- Zomato's revenue is significant, driven by various revenue streams including food delivery fees, advertising, and subscription services for restaurants.
- We are provided with Restaurant ID, Restaurant Name, Country, Cities, Cuisines, Currency, Online bookings, Table bookings, Ratings, Average cost for two & Reviews for the detailed analysis.

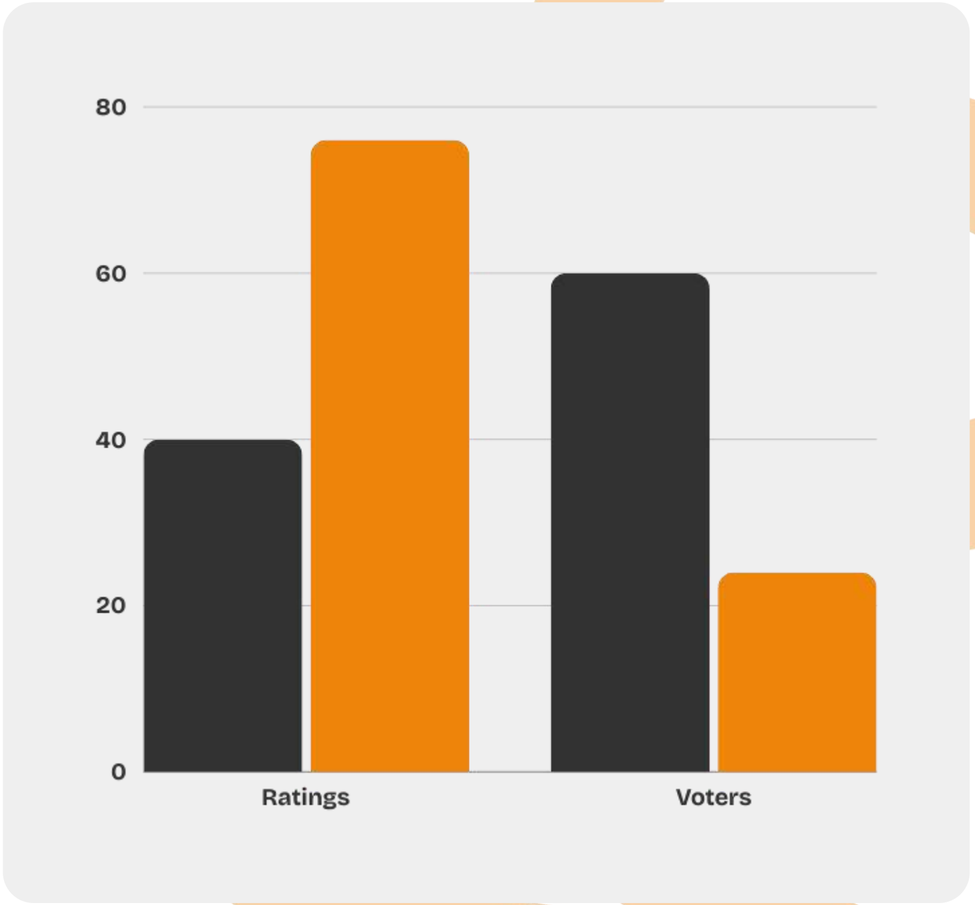
Analytical Approach

- Data Cleaning: Removed Duplicates to ensure data accuracy. Identified the missing values and filled them with the required details.
- Descriptive Analysis: Employed Pivot Tables for summarising key metrics across different regions for different cuisines to check the expenditure.
- Data Enrichment: Enhanced the dataset with additional variables using VLOOKUP to cross-reference external data sources. Used Find & Replace, Left function. Made use of Array functions to find values with multiple conditions.
- Visualization: Created dynamic charts and dashboards for data representation, enabling interactive data exploration.

Insights from Objective Questions

Number of restaurants

- The analysis is done with the help of Ratings and Voter numbers to find out the number of restaurants
- The number of restaurants is calculated based on the countries and their year of opening.
- There are 388 restaurants in India in the price range of 4(more than Rs.1000 as the average cost for 2).
- 3.27 is the average rating across the globe for restaurants having less than 4 price ranges and providing Online delivery.
- A total of 9551 restaurants are open as Sales performance sheets in 15 countries.



Insights from Objective Questions

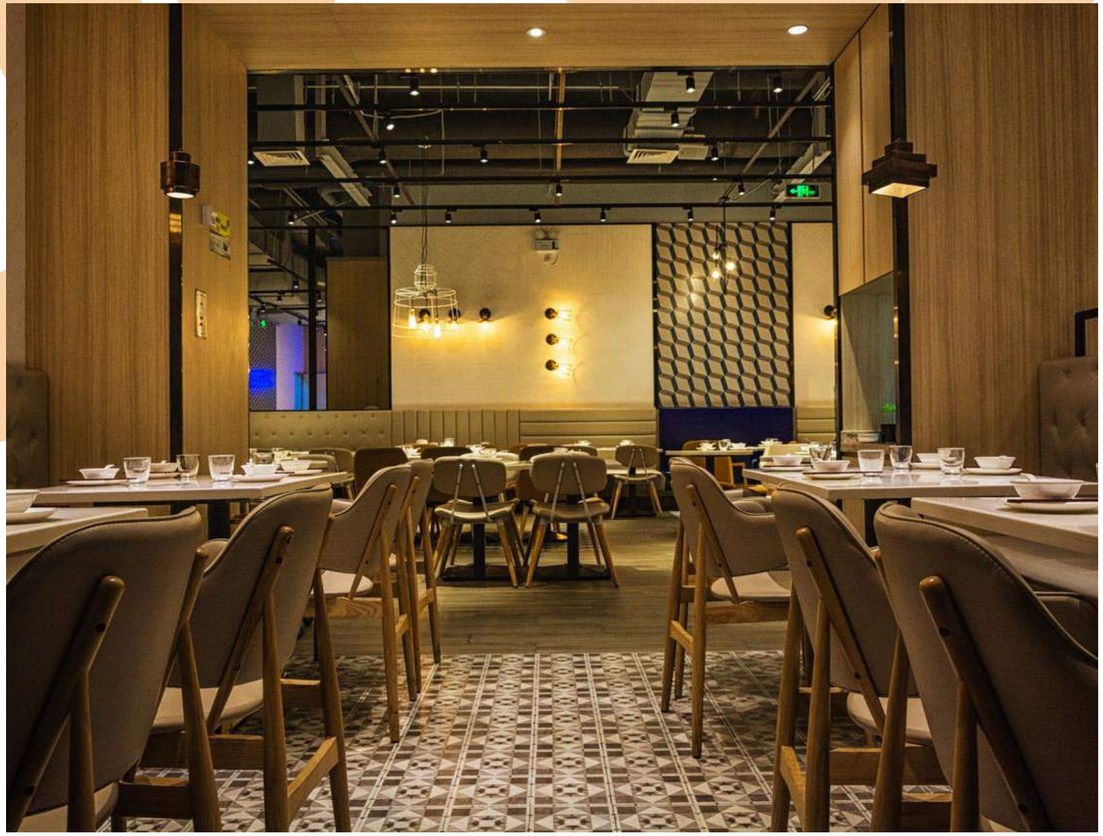
Countries

- The countries that have the lowest number of restaurants are best fit for opening a new restaurant with less competition.
- A total of 15 countries have multi-cuisine restaurants which are Australia, Brazil, Canada, India, Indonesia, New Zealand, Philippines, Qatar, Singapore, South Africa, Sri Lanka, Turkey, United Arab Emirates, United Kingdom and United States of America.
- India has the highest number of Restaurants as per the Sales performance sheet.
- Whereas Canada has the lowest number of restaurants.

Insights from Objective Questions

Average cost for 2

- One of the parameters that becomes a deciding factor when it comes to ordering food online or dining out.
- Multiple countries have a standard cost depending upon the type of cuisine and the service they provide.
- Considering the data, the average cost for two is lower in Indonesia and higher in the United Kingdom.
- It also describes the affordability and the type of customers it will attract.

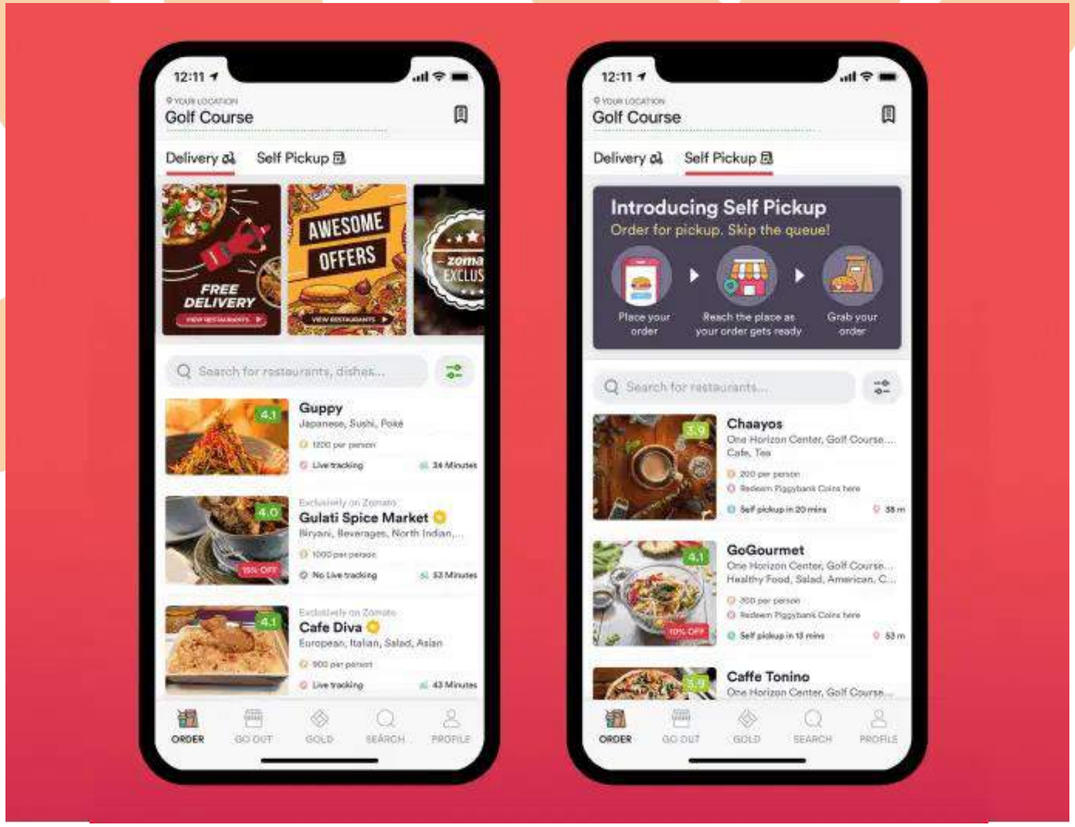


Insights from Subjective Questions 01

- For suggesting Countries where the competition is low, we considered the average of votes and ratings which are 267 and 3.94 respectively.
- With that, the number of restaurants with less number of existing restaurants in a particular country is analyzed.
- The countries that are best suited are Australia, Canada, Singapore and Sri Lanka with 24, 4, 20 and 20 existing restaurants.
- Now, cities/states are to be finalized for a specific location so, the approach remains the same.

Insights from Subjective Questions 02

- The correlation exists in the food business, the rate of cuisines and ratings can be checked to see if it affects the feedback or not.
- For that, we will use the correlation function. The answer comes out to be -0.0038.
- Such type of analysis helps us in setting the KPIs.

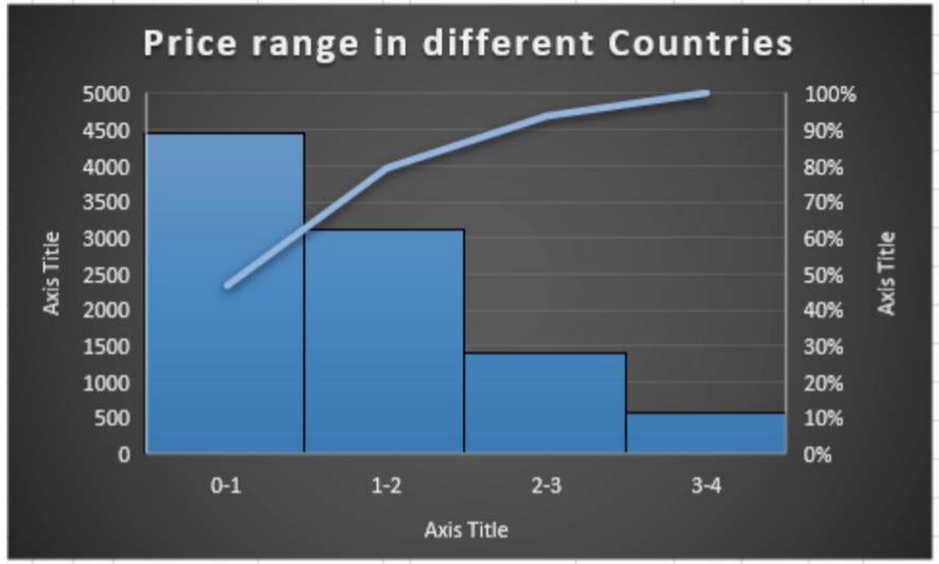


Insights from Subjective Questions 03

- The Distribution Analysis helps in understanding the number of restaurants with a particular price range so that we can come up with a competitive approach.
- The online and offline food delivery service by any restaurant also affects the business.
- The pre table booking option is an option to know the sales beforehand.

Strategic Recommendations

- The finalized countries, cities and states would yield high revenue.
- The competition would be less hence an increase in customer retention and reviews.
- Enhance the efficiency of delivery operations to improve customer satisfaction and retention.
- Implement customer loyalty programs based on sales data analysis to reward frequent users, incentivize repeat orders, and foster customer loyalty. This could involve tiered rewards, exclusive discounts, or special perks for loyal customers, encouraging them to choose Zomato for their dining needs.
- Regularly review key performance indicators and sales metrics to evaluate the effectiveness of implemented strategies. Monitor market trends and consumer preferences to anticipate shifts in demand and adjust business strategies accordingly, ensuring ongoing relevance and competitiveness in the market.



SUGGESTED COUNTRIES TO OPEN RESTAURANTS

AUSTRALIA

CANADA

SINGAPORE

SRI LANKA

SUGGESTED CUISINES

AUSTRALIA - Mediterranean, Seafood | Modern Australian, Australian | Pizza, Bar Food

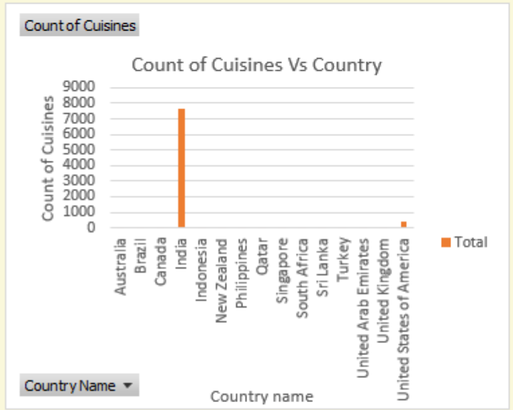
CANADA - Italian, Mediterranean, Pizza

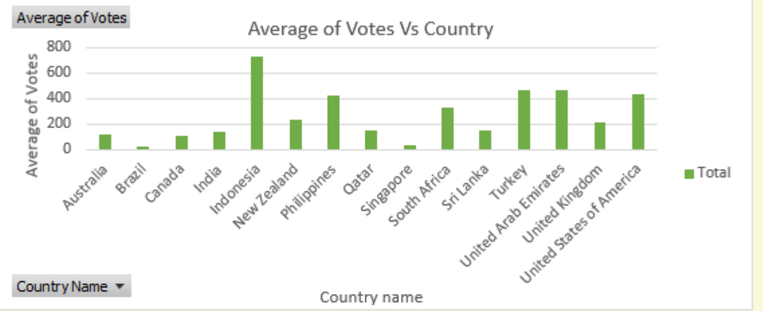
SINGAPORE - American, Steak | Italian

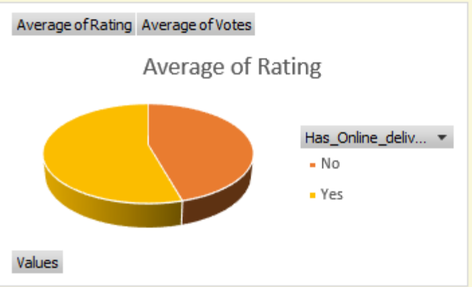
SRI LANKA - American, Fast Food, Steak, Beverages | American, Steak | Cafe, Sri Lankan, Continental, American | Continental, American, Seafood | Fast Food

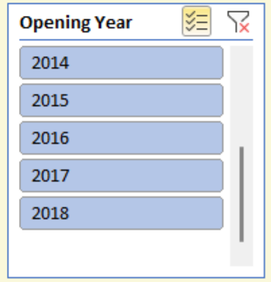
ZOMATO BUSINESS STRATEGIES

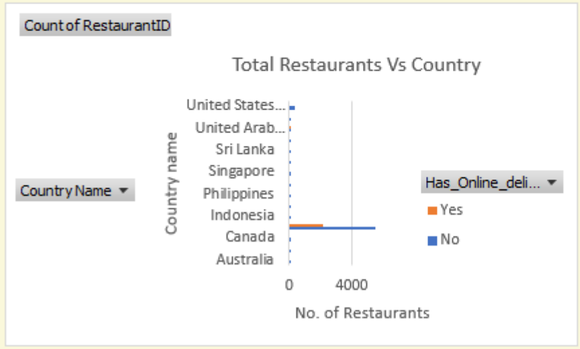
TOTAL COUNTRIES	TOTAL RESTAURANTS	AVERAGE RATING
15	9551	2.9

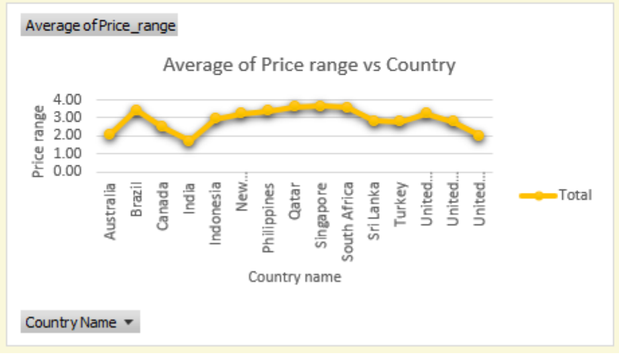


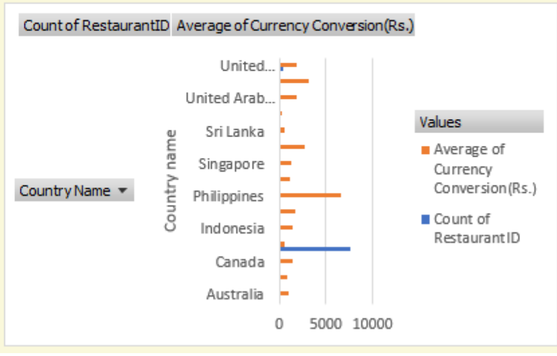


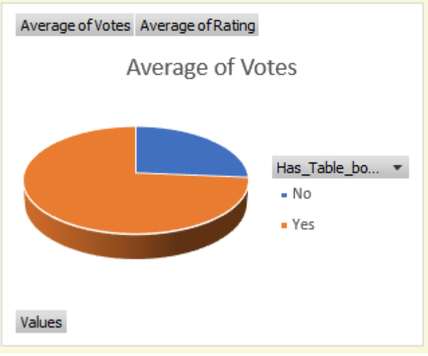


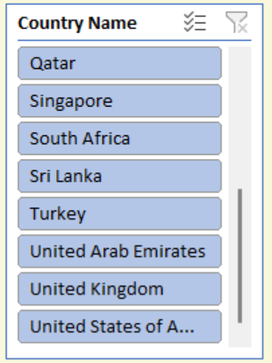












Dashboard

Conclusion

- Identified trends in consumer preferences and dining habits.
- Discovered high-performing cuisines, dishes, and restaurant categories.
- Optimize delivery operations to enhance customer satisfaction and retention.
- Continuously monitor sales data to adapt to changing consumer trends.
- Explore opportunities for strategic partnerships and expansion.
- Invest in data analytics capabilities to further leverage sales insights for growth.