**Executive Summary: Zomato Analytics Dashboard**

This project showcases a detailed **Zomato Analytics Dashboard** created using Excel to analyze and visualize restaurant performance across multiple dimensions. The dashboard provides actionable insights into Zomato’s operations across 15 countries and 142 cities, aiding strategic decision-making.

**Key Insights:**

1. **Global Presence**:
   * Total Countries: 15
   * Total Cities: 142
   * Total Restaurants: 9,551
2. **Performance Metrics**:
   * Total Sales: ₹81,95,047.12
   * Total Votes: 14,98,645
   * Average Ratings: 2.89
3. **Booking Trends**:
   * **Table Bookings**: 12% of customers opt for table bookings.
   * **Online Bookings**: 74% of customers prefer online bookings.
4. **Restaurant Analysis**:
   * **By Ratings**: Most restaurants fall within the 3.1–4 rating range.
   * **By Price Buckets**: The majority of restaurants (3,621) are priced in the ₹301–600 range.
5. **Time-Based Openings**:
   * **Yearly Openings**: Restaurant openings peaked in 2018, with 1,102 new establishments.
   * **Quarterly Openings**: The highest number of restaurants opened in Q2, with 2,460.
6. **Country Insights**:
   * India leads with 8,652 restaurants and an average cost of ₹7.48 per customer.
   * The Philippines has the highest average cost per customer at ₹117.30.

**Business Applications:**

* Identify opportunities for growth in underperforming regions.
* Enhance marketing strategies for online bookings, given their popularity.
* Optimize pricing strategies to target the most popular price bucket range.
* Align quarterly expansion strategies with high-performing timeframes.

The dashboard is a valuable tool for understanding Zomato’s operations and helps identify areas for growth and improvement.