**Executive Summary: Zomato Analytics Dashboard**

This project presents a dynamic **Zomato Analytics Dashboard** created using Power BI to analyze and visualize restaurant data across 15 countries and 141 cities. The dashboard offers actionable insights to optimize operations, improve customer engagement, and drive business decisions.

**Key Highlights:**

1. **Global Overview**:
   * **Total Restaurants**: 9,551
   * **Total Cuisines**: 1,826
   * **Average Rating**: 2.89
2. **Top-Performing Cities**:
   * **New Delhi** dominates with 68.87% of restaurants.
   * Other key cities include Gurgaon, Noida, and Faridabad.
3. **Customer Preferences**:
   * **Online Bookings** account for 74% of total bookings.
   * **Table Bookings** remain at 12%.
4. **Ratings Distribution**:
   * Majority of restaurants have a rating between **3.1 to 4**, with significant improvement opportunities for ratings below 3.
5. **Country Analysis**:
   * **India** leads with 8,652 restaurants, 1,392 cuisines, and an average cost of **$7.48** per meal.
   * **United States** and **United Kingdom** follow, with higher average costs per meal of **$26.15** and **$59.29**, respectively.
6. **Insights by Price Buckets**:
   * Most restaurants fall within moderate price ranges, making affordability a key focus for the target audience.

**Business Impact:**

* **Strategic Growth**: Focus on underrepresented cities like Ahmedabad and Ghaziabad for expansion.
* **Customer Engagement**: Leverage online bookings to enhance convenience and satisfaction.
* **Quality Improvement**: Target improvement strategies for restaurants with lower ratings to increase customer retention.

The Power BI dashboard provides an intuitive, interactive view of Zomato’s global operations and customer trends, offering data-driven solutions for scaling success.