



# ZOMATO ANALYTICS

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BY GROUP 4

***“NEVER HAVE A BAD  
MEAL.”***

***~ ZOMATO***

# INTRODUCTION

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- Zomato is a global online restaurant discovery and food delivery platform that allows users to explore restaurants, read reviews, view menus, and order food online.
- Founded in 2008 by Deepinder Goyal and Pankaj Chaddah in India, it initially focused on providing restaurant information, but later expanded its services to include online food delivery, restaurant reservations, and other food-related services.
- Zomato operates in many countries around the world and is known for its user-friendly interface and comprehensive restaurant database.
- It offers detailed information about dining options, including photos, user reviews, ratings, and location-based search. Users can also make reservations and order food directly from the platform.

# Objective

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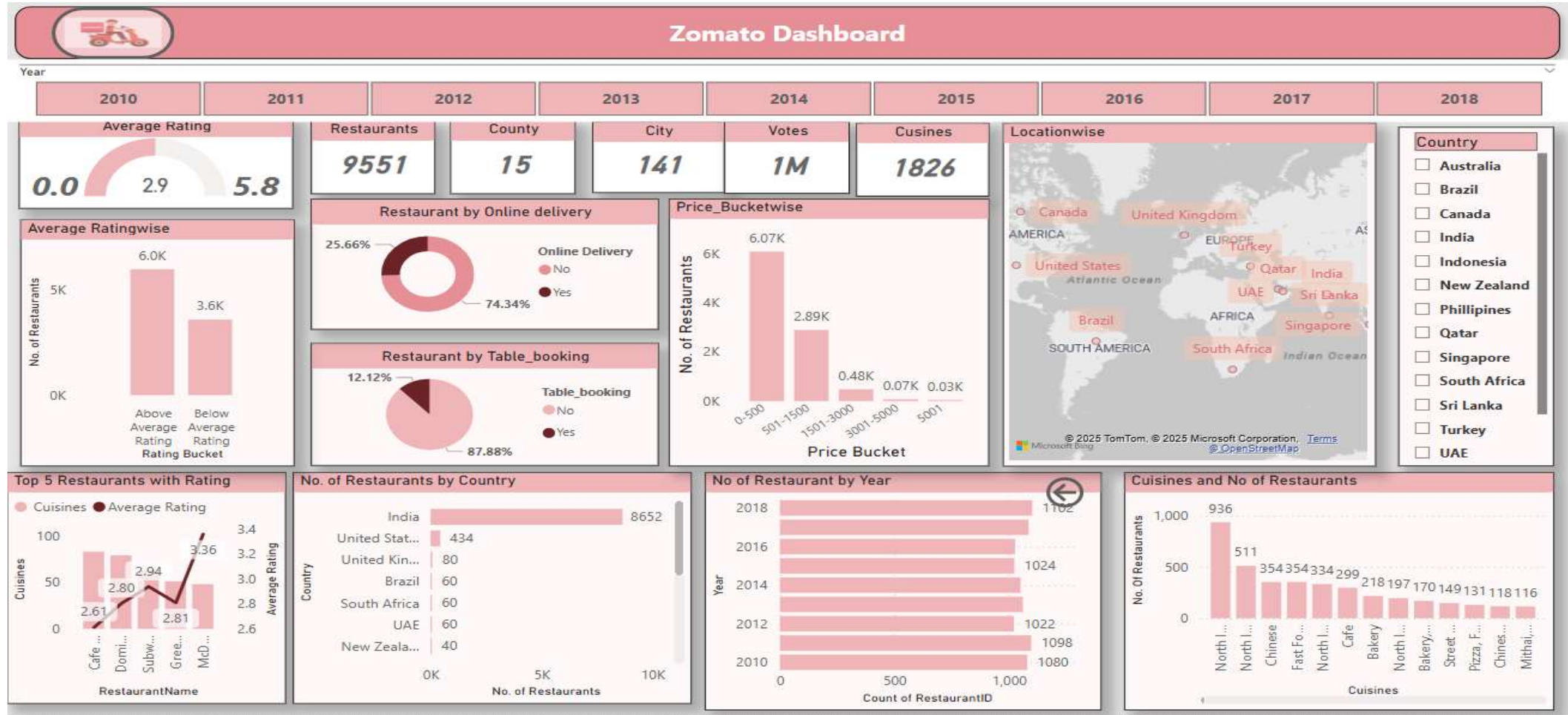
The main objective of the Zomato Analytics is to analyze and visualize restaurant data across multiple countries and cities. It aims to provide insights into restaurant distribution, customer ratings, order volumes, and service availability (online delivery & table booking). This helps businesses understand trends, customer preferences, and market penetration.

# Project Scope

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The scope includes analyzing key performance indicators (KPIs) such as total restaurants, votes, cuisines, and ratings. It categorizes restaurants by geography, monthly trends, rating distribution, and order buckets. The dashboards allows filtering by country, year, and quarter, making it useful for decision-making, expansion strategies, and performance evaluation over time.

# POWER BI DASHBOARD



# KPI DETAILS

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There are multiple KPI's (key point indicators) in the Power BI dashboard generated.

1. Average Rating (0.0 - 5.8, current: 2.9) - Shows the average rating of all restaurants on a scale of 1 to 5. Helps measure overall customer satisfaction and restaurant quality.
2. Total Restaurants (9551) - Represents the total number of restaurants in the dataset and useful for understanding the scale of operations.
3. Total Cuisines (1826) - Indicates the total number of cuisine types available across all restaurants and helps analyze food diversity in different locations.
4. Average Rating Distribution - Helps evaluate the quality of restaurants based on customer reviews.  
Above Average Rating : 6k  
Below Average Rating : 3.6K
5. Top 5 Restaurants with Rating - Shows the five highest-rated restaurants along with their average ratings and cuisine types.

# KPI DETAILS

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6. Number of Restaurants by Year - Shows the number of restaurants added each year from 2010 to 2018.
7. Cuisines and Number of Restaurants - Displays cuisine types and the number of restaurants serving them.  
Example - North Indian: 936 restaurants
8. Number of Restaurants by Country - Displays the number of restaurants per country.  
Example - India: 8652 restaurants
9. Price Bucket-wise Restaurant Distribution - Helps analyze restaurant affordability and pricing trends.
10. Location-wise Restaurant Distribution (Map) - A geographical heatmap showing the concentration of restaurants in different countries.



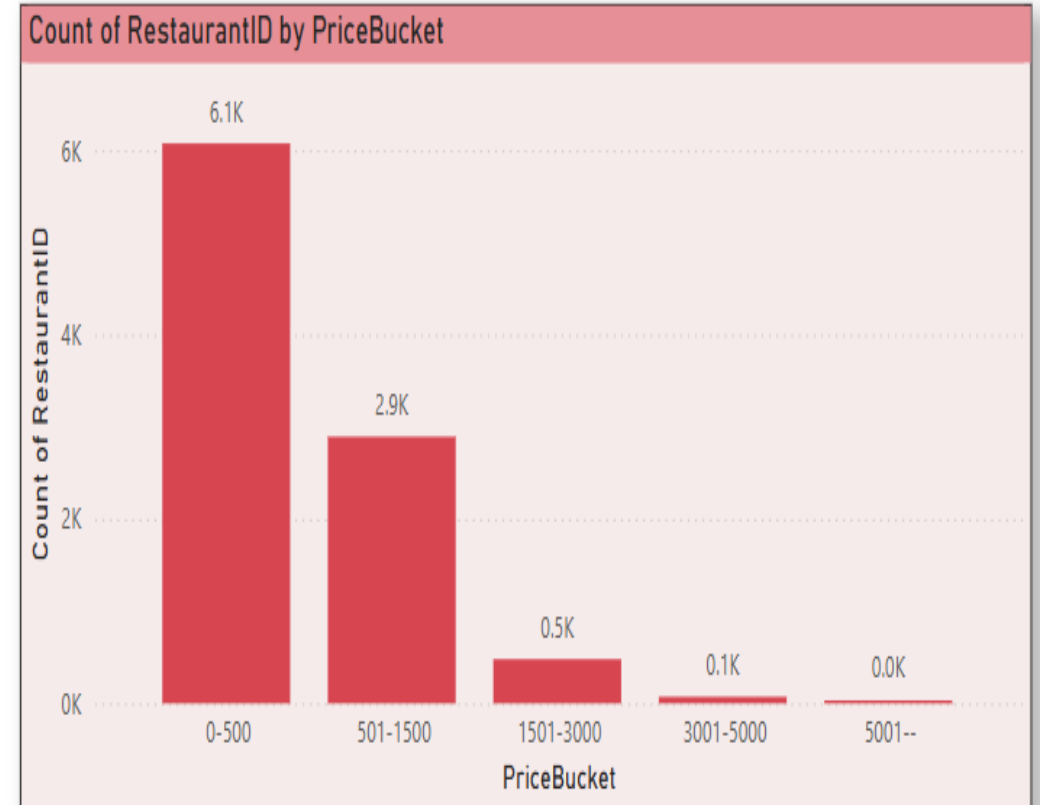
### Observation 1:

- In this Plot we can see that majority of restaurants fall in between rating 2.6 to 4.5. that means these restaurants are doing good in terms of customer satisfaction.
- There are some very good restaurants whose ratings are 5.
- But at the same time many restaurants (2148) which got the ratings 1.



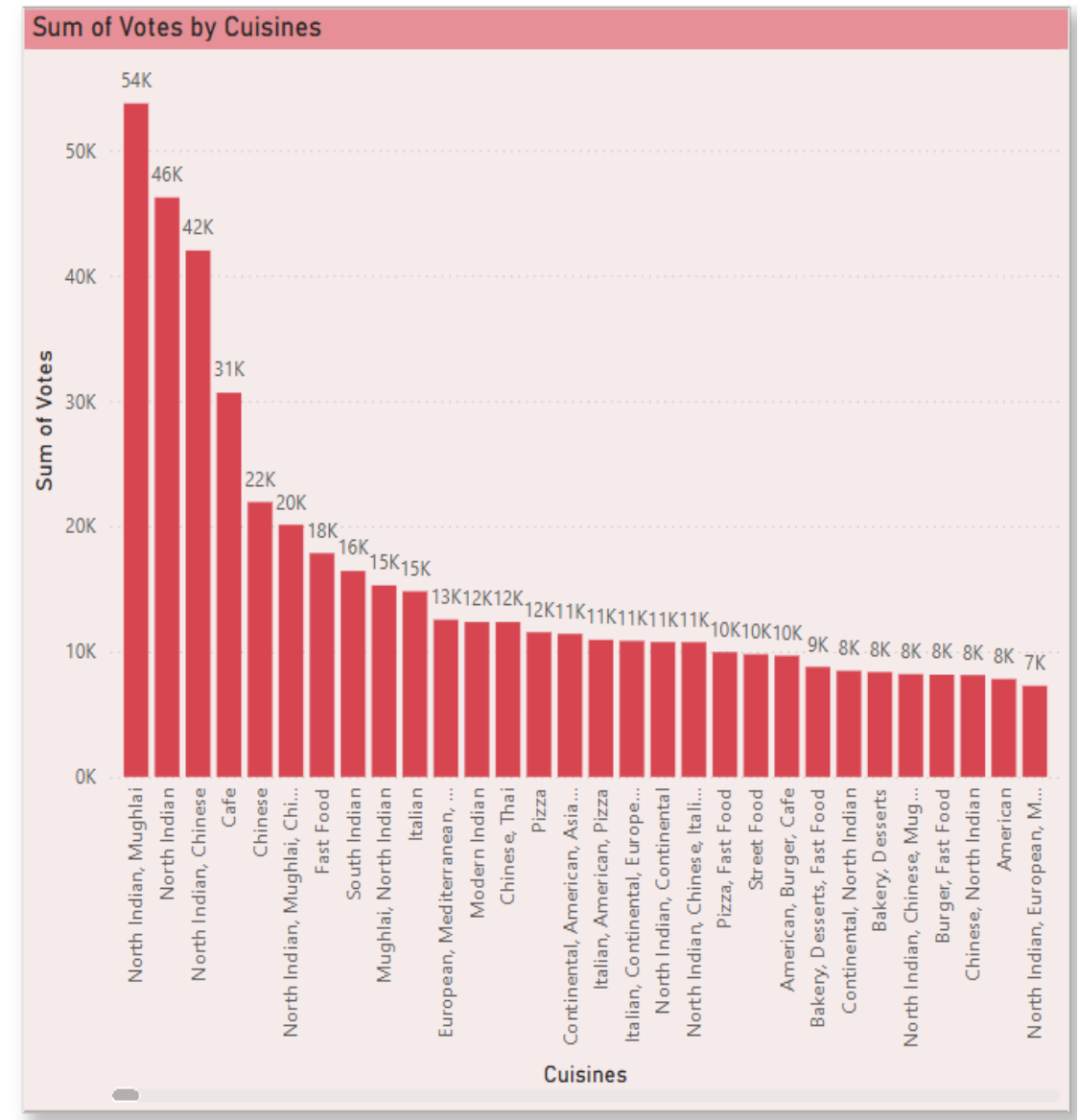
### Observation 2:

- Majority of restaurants fall in budget friendly category. Which makes it popular among the customers. But there are some expensive restaurants also on the Zomato platform to cater the niche category.



### Observation 3:

- Most voted cuisine is North Indian with Mughlai and Chinese as other options. The restaurants having these cuisines in menu cards are likely to do better business in the market.
- One more key point is as this data set contains records from not only Indian market but global, it also show Indian cuisine has taken the world by storm(Difference in votes to other cuisines), captivating food lovers with its bold flavours and diversity. With its rich spices, bold flavours, and diverse dishes, it has earned a place in the hearts of food lovers everywhere



# CONCLUSION

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In conclusion, the analysis of the Zomato dataset provides valuable insights into the food delivery and restaurant industry. Through the data, we were able to explore important factors such as customer ratings, types of cuisines, restaurant location, and user reviews, which help in understanding customer preferences, trends, and behavior.

Key takeaways from the analysis include:

- 1. Restaurant Popularity and Ratings:** We observed that higher ratings correlate with greater customer satisfaction and popularity. This highlights the importance of maintaining high standards in food quality, service, and ambiance.
- 2. Cuisine Preferences:** Certain cuisines emerged as more popular, such as North Indian, Chinese, and Italian. This information can help restaurants tailor their menus to meet consumer demand.
- 3. Price Range and Location Insights:** The analysis revealed trends regarding how price range and restaurant location influence consumer choices. Restaurants in urban areas with a broad price range tend to attract more customers.

# CONCLUSION

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**4. Delivery and Online Ordering Trends:** With the rise of online food ordering, the dataset reveals the increasing importance of delivery services. Restaurants offering delivery are likely to see a higher volume of orders.

**5. Impact of Reviews:** Positive customer reviews have a direct impact on attracting new customers, while negative reviews can harm a restaurant's reputation.

The findings suggest actionable strategies for restaurants, such as optimizing their menu based on popular cuisines, focusing on improving service quality to gain better ratings, and leveraging online platforms effectively to increase visibility and sales.

Thanks

