**Project Title:** Zomato Restaurant Analysis

The goal is to provide actionable insights into the Zomato restaurant market.

**Power BI Report**

The Power BI report should be structured with a clean, easy-to-navigate dashboard. Here are the key pages and visualizations.

**Page 1: Overall Market Analysis**

* **Key Performance Indicators (KPIs):** Display cards with the following metrics for the Indian market:
  + Total Restaurants
  + Total Cities
  + Average Rating
  + Average Cost for Two
* **Geographic Distribution:** A map of India showing the number of restaurants per city. Use the CountryCode and City columns from the Zomato\_Dataset.csv and the Country\_Code.csv file.
* **Pricing & Rating Relationship:** A scatter plot with Price\_range on the x-axis and Average\_Cost\_for\_two on the y-axis, with the color representing the Rating.
* **Filters:**
  + Slicers for City, Cuisines, and Price\_range.

**Page 2: City & Cuisine Deep Dive**

* **Top 10 Indian Cities:** A bar chart showing the top 10 cities by restaurant\_count. Include tooltips for avg\_rating and avg\_cost for each city.
* **Cuisine Diversity:** A donut chart or treemap showing the distribution of the most popular cuisines across the cities, based on restaurant count. This helps visualize the culinary landscape.
* **Digital Adoption:** A clustered column chart comparing total\_Online\_delivery and total\_Table\_booking across the top cities.
* **Filters:**
  + A slicer for City to allow users to drill down into a specific city's cuisine mix.
  + A slicer for Cuisines to see which cities offer a specific type of cuisine.

**Page 3: Global Comparison**

* **Country-level Digital Adoption:** A bar chart comparing digital\_adoption\_percentage across selected countries (India, United States, UAE, Singapore, Australia). This visualizes which markets are more tech-forward.
* **Average Metrics by Country:** A table showing a comparison of total\_restraunts, avg\_rating, avg\_votes, and avg\_cost for the selected countries. This provides a direct side-by-side comparison.
* **Filters:**
  + A slicer to select specific countries for comparison.

**PowerPoint Presentation Format**

This presentation is designed for a business audience, focusing on key insights and recommendations.

**Slide 1: Title Slide**

* **Title:** Zomato Market Analysis: Insights from the Dataset
* **Subtitle:** A Data-Driven Approach to Understanding Restaurant Trends
* **Your Name/Team Name**
* **Date**

**Slide 2: Executive Summary**

* **Bullet Point 1:** High-level overview of the Indian market: total restaurants, cities, and average rating. Mention the average cost for two.
* **Bullet Point 2:** Key findings on the top-performing cities and popular cuisine types.
* **Bullet Point 3:** Insights on the adoption of digital services like online delivery and table booking.

**Slide 3: Indian Market Overview**

* **Title:** The Restaurant Landscape in India
* **Visual:** Screenshot of the KPIs and the Indian map from the Power BI report.
* **Key Takeaways:**
  + Briefly state the total number of restaurants and cities analyzed.
  + Summarize the average rating and dining cost.

**Slide 4: Top Cities & Culinary Trends**

* **Title:** Where's the Hype? Analyzing Top Indian Cities
* **Visual:** Screenshot of the bar chart and cuisine treemap from the Power BI report.
* **Key Takeaways:**
  + List the top cities by restaurant count and their corresponding average ratings.
  + Highlight the most dominant cuisine types.

**Slide 5: The Digital Future: Online Delivery & Table Booking**

* **Title:** Digital Adoption: The New Standard
* **Visual:** Screenshot of the digital adoption chart from the Power BI report.
* **Key Takeaways:**
  + Discuss the percentage of restaurants offering online delivery and table booking.
  + Provide a comparison of digital service adoption across cities.

**Slide 6: Global Comparison & Recommendations**

* **Title:** Benchmarking Against Global Markets
* **Visual:** Screenshot of the global comparison table and chart.
* **Key Takeaways:**
  + Compare India's market size, ratings, and costs with other major countries.
  + Present a recommendation based on the findings, such as focusing on a specific city or cuisine, or increasing the promotion of online services.

**Slide 7: Conclusion & Q&A**

* **Title:** Summary of Findings & Next Steps
* **Bullet Point 1:** Summarize the main insights.
* **Bullet Point 2:** Propose future actions or areas for deeper analysis.
* **Bullet Point 3:** Open the floor for questions.