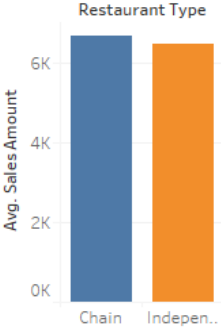
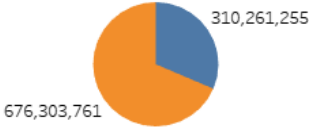


# Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
4/14/2025	Zomato	Brandon Woolfolk
<div>STATUS SUMMARY</div> <p>The final project focuses on delivering data-driven insights to Zomato, a restaurant aggregator and food delivery service. In addition to the report a Tableau dashboard will be created to help Zomato better understand restaurant performance trends and support strategic business decisions. Objectives of the report will be to include:</p> <ul style="list-style-type: none"><li>Identify trends in restaurant popularity and revenue</li><li>Deliver visual insights that support business decision-making for Zomato</li><li>Provide clear, data-driven recommendations through Tableau visualization</li></ul> <p>This analysis is based on a comprehensive dataset covering all collected data on restaurants. The goal is to empower Zomato with insights that enhance operational efficiency, improve customer satisfaction, and drive strategic growth.</p>		

INSIGHT AND RECOMMENDATION													
<div>Insights</div> <ul style="list-style-type: none"><li><i>Independent Restaurants make up the majority of the total Market Share</i></li><li><i>Chain and Independent restaurant types have similar average sales amount</i></li></ul>	<div>Visual A</div> <div>Average Sales by Resturant Type</div> <div><table border="1"><thead><tr><th>Restaurant Type</th><th>Avg. Sales Amount</th></tr></thead><tbody><tr><td>Chain</td><td>~5.5K</td></tr><tr><td>Indepen..</td><td>~5.5K</td></tr></tbody></table></div> <div>Market Share</div> <div><table border="1"><thead><tr><th>Restaurant Type</th><th>Market Share</th></tr></thead><tbody><tr><td>Chain</td><td>310,261,255</td></tr><tr><td>Independent</td><td>676,303,761</td></tr></tbody></table></div>	Restaurant Type	Avg. Sales Amount	Chain	~5.5K	Indepen..	~5.5K	Restaurant Type	Market Share	Chain	310,261,255	Independent	676,303,761
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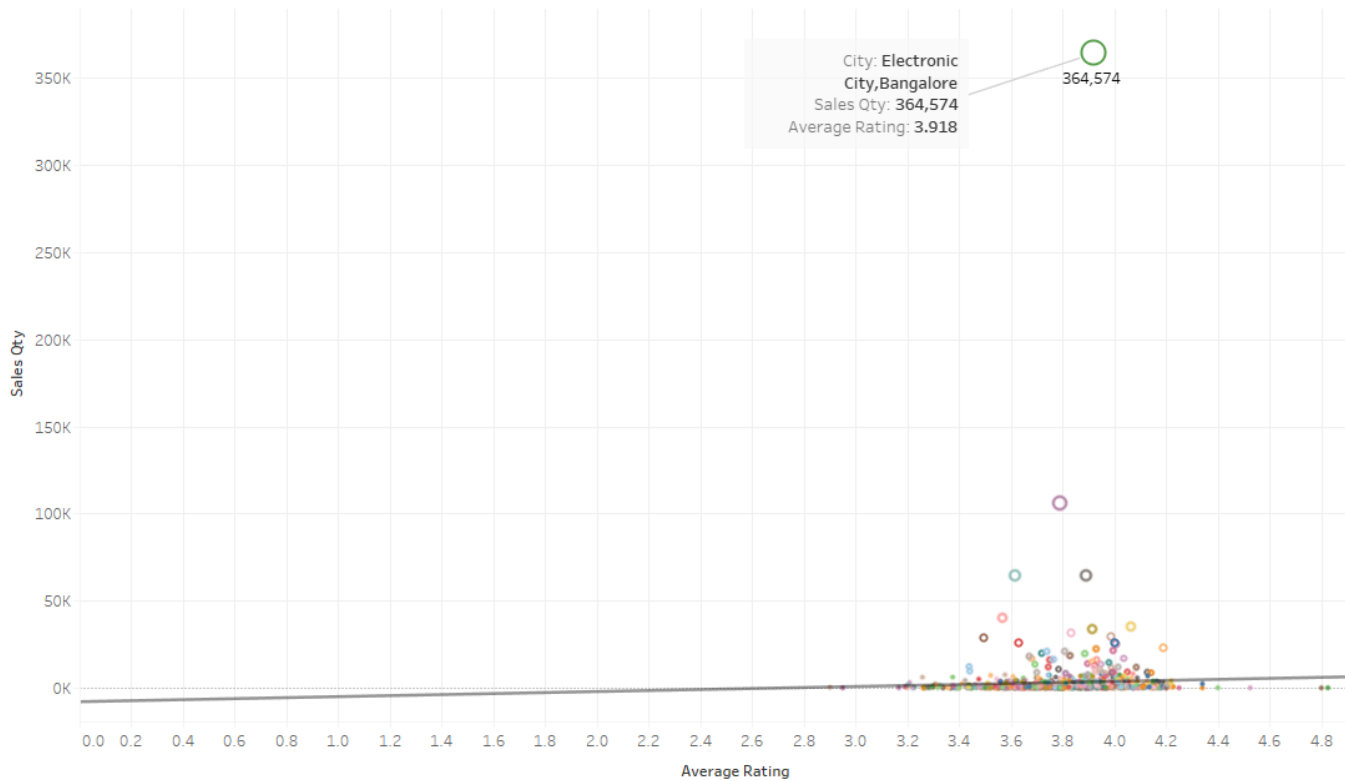
INSIGHT AND RECOMMENDATION	
<p><b>Recommendation</b></p> <ul style="list-style-type: none"> <li>Chain restaurants on average see more sales so prioritizing them maybe the best course to action</li> <li>Independent restaurants that have comparable sales to popular chain restaurants should be promoted through advertisements</li> </ul>	

INSIGHT AND RECOMMENDATION																																															
<div>Insights</div> <ul style="list-style-type: none"><li><i>Western Fast Food Chain Restaurants are among the most popular of all restaurant types (like McDonalds, Dominos Pizza, ie)</i></li><li><i>Dominos Pizza significantly outperforms all other restaurants in total sales</i></li></ul>	<div>Visual B</div> <div>Restaurant Sales</div> <div><p>Named Restaurants 🍷</p><table><thead><tr><th>Named Restaurants</th><th>Sales Amount (M)</th></tr></thead><tbody><tr><td>Domino's Pizza</td><td>5.5</td></tr><tr><td>Kouzina Kafe - The Food C...</td><td>2.0</td></tr><tr><td>Sweet Truth - Cake and De...</td><td>2.0</td></tr><tr><td>Pizza Hut</td><td>1.8</td></tr><tr><td>Huber &amp; Holly</td><td>1.7</td></tr><tr><td>Biryani House</td><td>1.7</td></tr><tr><td>Baskin Robbins</td><td>1.7</td></tr><tr><td>KFC</td><td>1.7</td></tr><tr><td>McCafe by McDonald's</td><td>1.7</td></tr><tr><td>Janta Snacks</td><td>1.7</td></tr><tr><td>Happy Brew Cafe</td><td>1.7</td></tr><tr><td>Subway</td><td>1.7</td></tr><tr><td>Kwality Walls Frozen Dess...</td><td>1.7</td></tr><tr><td>Jaysika DDN Fast Food</td><td>1.7</td></tr><tr><td>Faasos - Wraps &amp; Rolls</td><td>1.7</td></tr><tr><td>Cafe Yummy</td><td>1.7</td></tr><tr><td>The Good Bowl</td><td>1.7</td></tr><tr><td>Ibaco</td><td>1.7</td></tr><tr><td>Krishna Food</td><td>1.7</td></tr><tr><td>Blue Tokai Coffee Roasters</td><td>1.7</td></tr><tr><td>ZAATAR SPICE</td><td>1.7</td></tr><tr><td>NBK Food Home</td><td>1.7</td></tr></tbody></table><p>Sales Amount ★</p></div>	Named Restaurants	Sales Amount (M)	Domino's Pizza	5.5	Kouzina Kafe - The Food C...	2.0	Sweet Truth - Cake and De...	2.0	Pizza Hut	1.8	Huber & Holly	1.7	Biryani House	1.7	Baskin Robbins	1.7	KFC	1.7	McCafe by McDonald's	1.7	Janta Snacks	1.7	Happy Brew Cafe	1.7	Subway	1.7	Kwality Walls Frozen Dess...	1.7	Jaysika DDN Fast Food	1.7	Faasos - Wraps & Rolls	1.7	Cafe Yummy	1.7	The Good Bowl	1.7	Ibaco	1.7	Krishna Food	1.7	Blue Tokai Coffee Roasters	1.7	ZAATAR SPICE	1.7	NBK Food Home	1.7
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<div>Recommendations</div> <ul style="list-style-type: none"><li><i>Special Deals with fast food companies could reduce the purchasing cost of the food and increase delivery speed.</i></li><li><i>Zomato should focus on catering food for the most popular restaurants</i></li><li><i>Based on Dominos being the most popular company in terms of sales, advertising pizza in promotions could help gain more users</i></li></ul>																																															

## INSIGHT AND RECOMMENDATION

### Visual C

Average Rating & Sales Qty



### Insights

- *Average Ratings cluster between 3.2 and 4.2 for each city*
- *Most cities have modest sales volumes: The majority of cities analyzed fall below 50K in total sales quantity*
- *Electronic City, Bangalore stands out with the highest sales amount of any city*

### Recommendations

- *Cities with high sales and low average rating may imply bad service or a bad environment for the company. Furthermore they should be analyzed further*
- *Electronic City Bangalore has ideal results so conditions from this city should try and be replicated further when expanding*

## CONCLUSION

The data on restaurants revealed several insights into the food delivery business and Zomato itself. An overview of the market shows that the vast majority of restaurants are independent. However, chain restaurants outperform independent ones in total sales. One notable example of this is Dominos Pizza which leads the market in terms of sales amount and quantity. This is most likely due to the strength of Domino's established brand presence in the market. Additionally pizza is a popular food item and Dominos strong sales show that customers prefer this food item over alternatives. Looking at the average rating for cities where Zomato is operating we can clearly see that a majority of cities had an average restaurant rating fall within a (3.2 - 4.2) range and operate with relatively low sales (<50k). Again a glimpse at western fast food will show restaurants with millions in revenue. Additionally it should be noted that there are independent restaurants that perform exceptionally well; a good example being Janta Snacks. Ultimately these findings show the importance of the type of restaurant and where it is located. Hopefully Zomato can leverage these insights provided in this report through selecting high-performing locations and forming strategic partnerships with top-rated western fast food restaurants as well as with popular independent restaurants. By doing so, Zomato can maximize its revenue and ensure their competitive advantage.