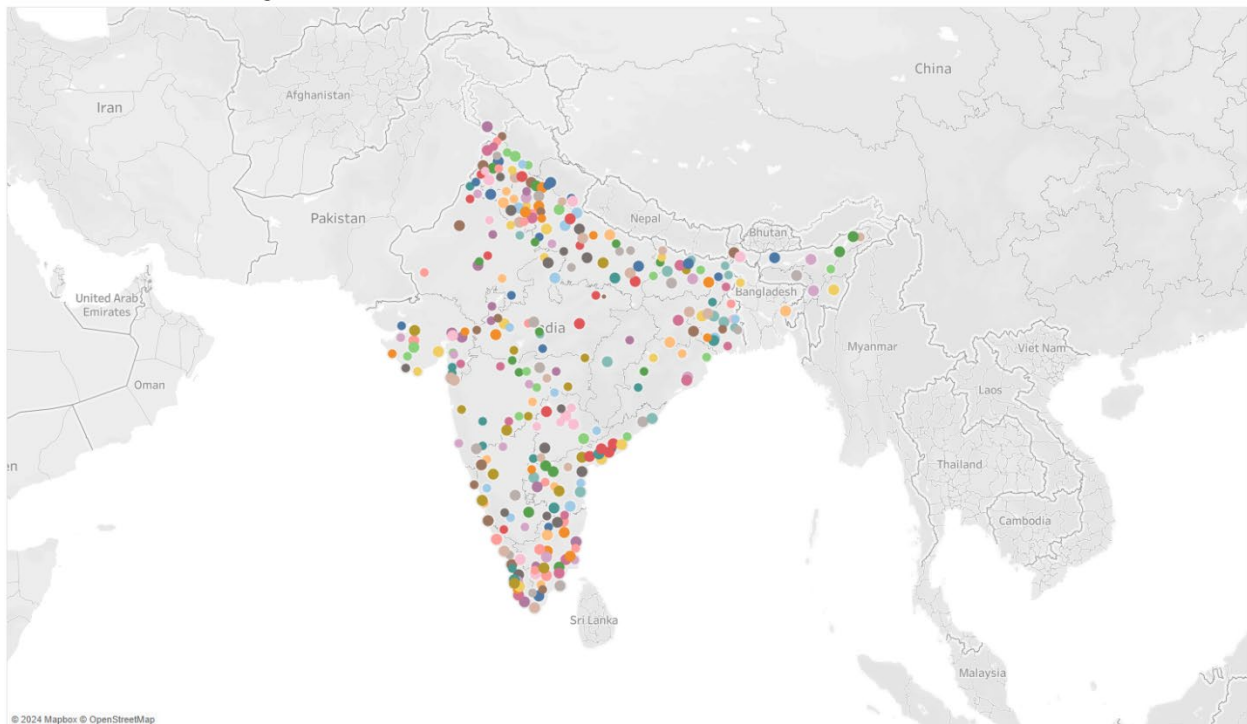Hannah Chappell
5/14/2024

Zomato Restaurant Analysis Report

       The purpose of the report is to find out what makes a restaurant popular and provide some recommendations to keep these restaurants successful. We will be looking into different factors such as location, ratings, rating count, cuisine type and revenue. My findings show that generally restaurants located in more populated cities will be more popular amongst customers and have a higher rating count. This leads to higher ratings for the restaurant. Cuisine will also be a big factor in the popularity and success of a restaurant and as of 2017 to 2020 the cuisine trends are desserts and pizza.

       To keep these restaurants popular and successful, I recommend several marketing tactics restaurants can take to have customers coming back and providing positive reviews. These strategies include creating ads, physical and online, loyalty programs, and coupons for customers who wrote reviews.

Location:

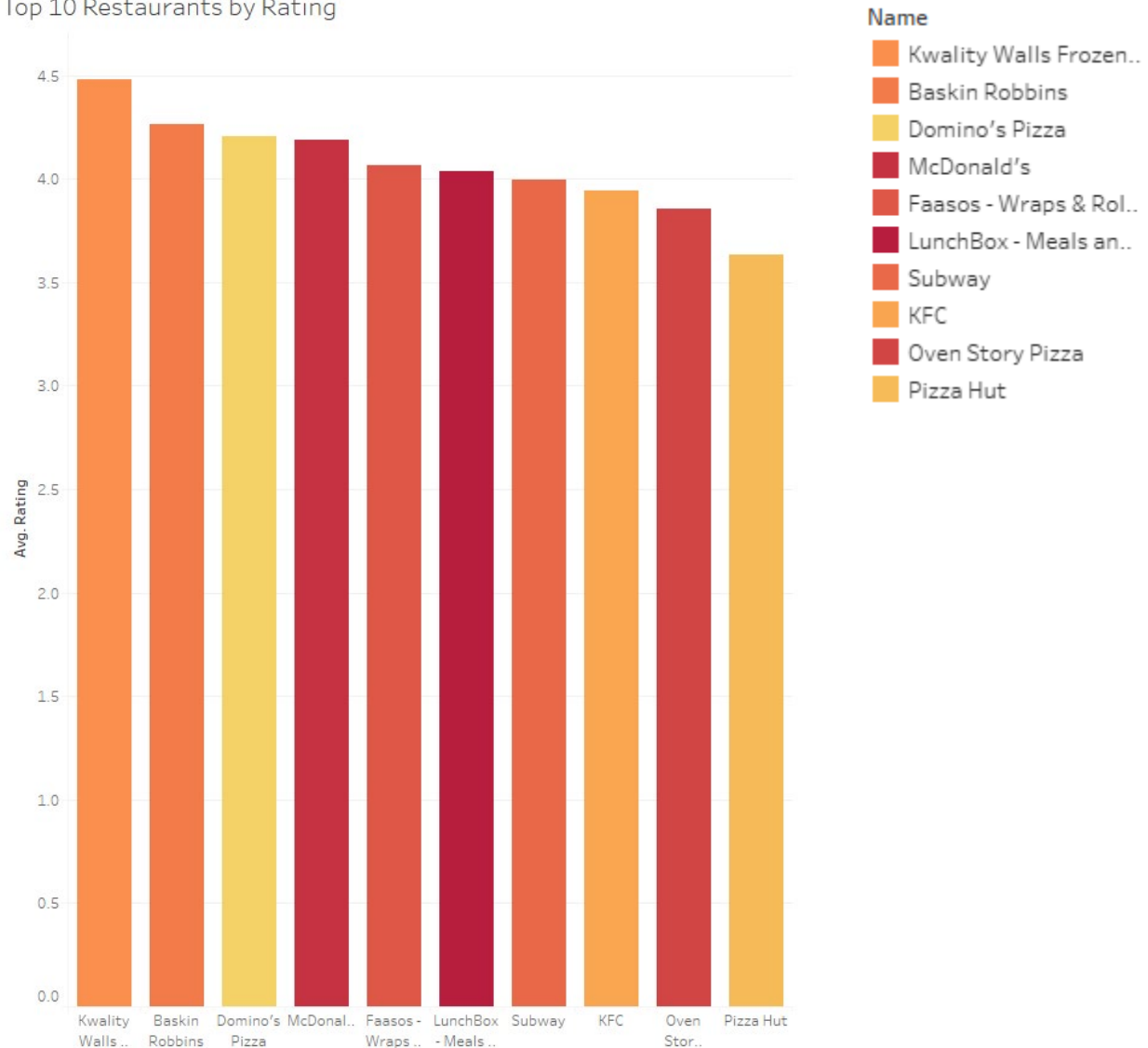Location of Restaurants & Ratings

       Majority of the restaurants are in northern and southern India. Generally, they have a higher rating count which can indicate restaurants within those cities have more business than others. They

also have a higher average rating which can indicate a correlation between location and popularity. The denser the population, the higher rating count they will have and typically a higher rating.
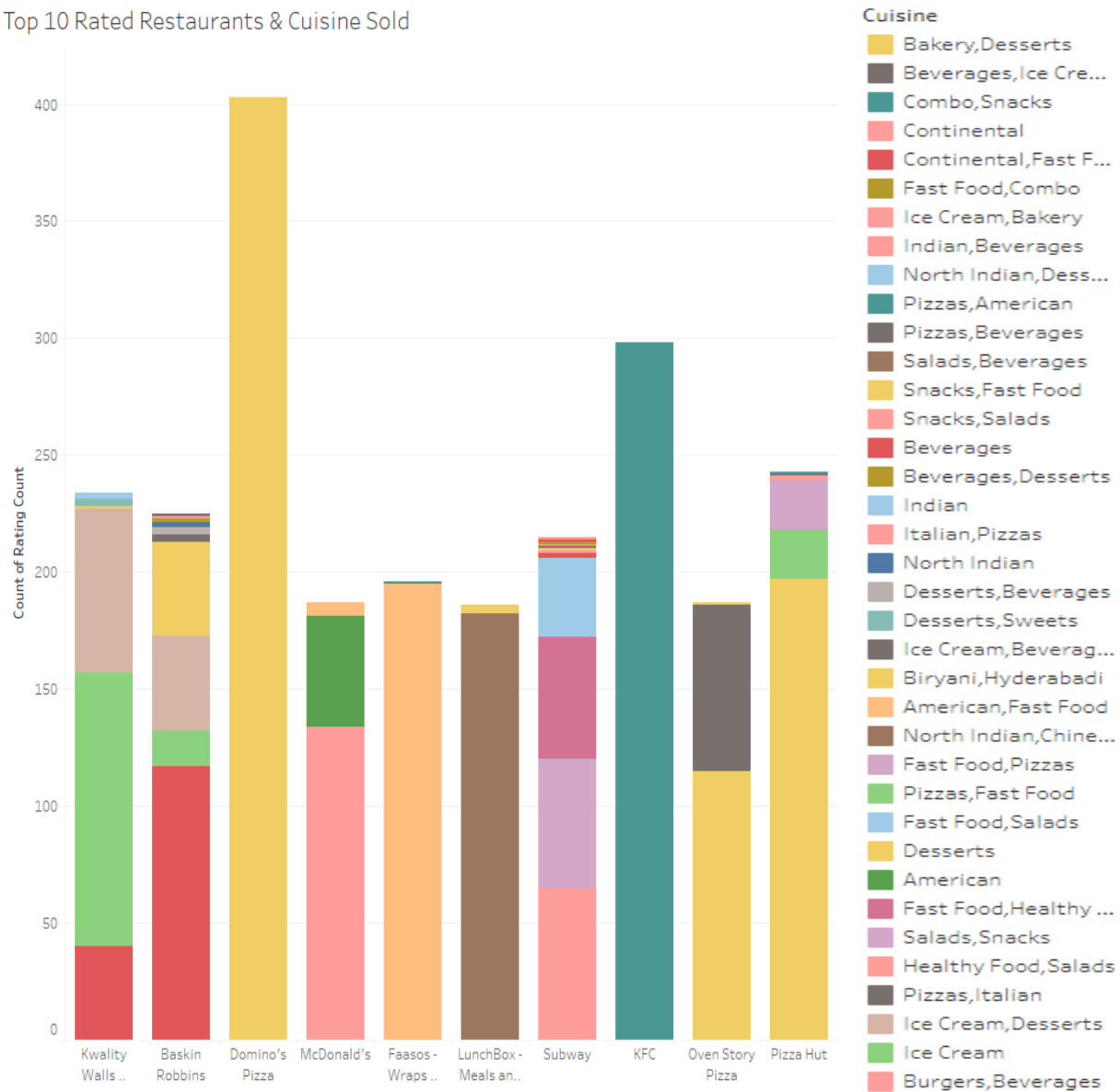
Rating:

The top 10 restaurants with the highest rating count have been listed and sorted in descending order by average rating. We can see from the findings that restaurants that are dessert, pizza, and fast-food restaurants have the highest average ratings. You can also see a good number of restaurants on this graph are western fast food/ restaurant chains as well.
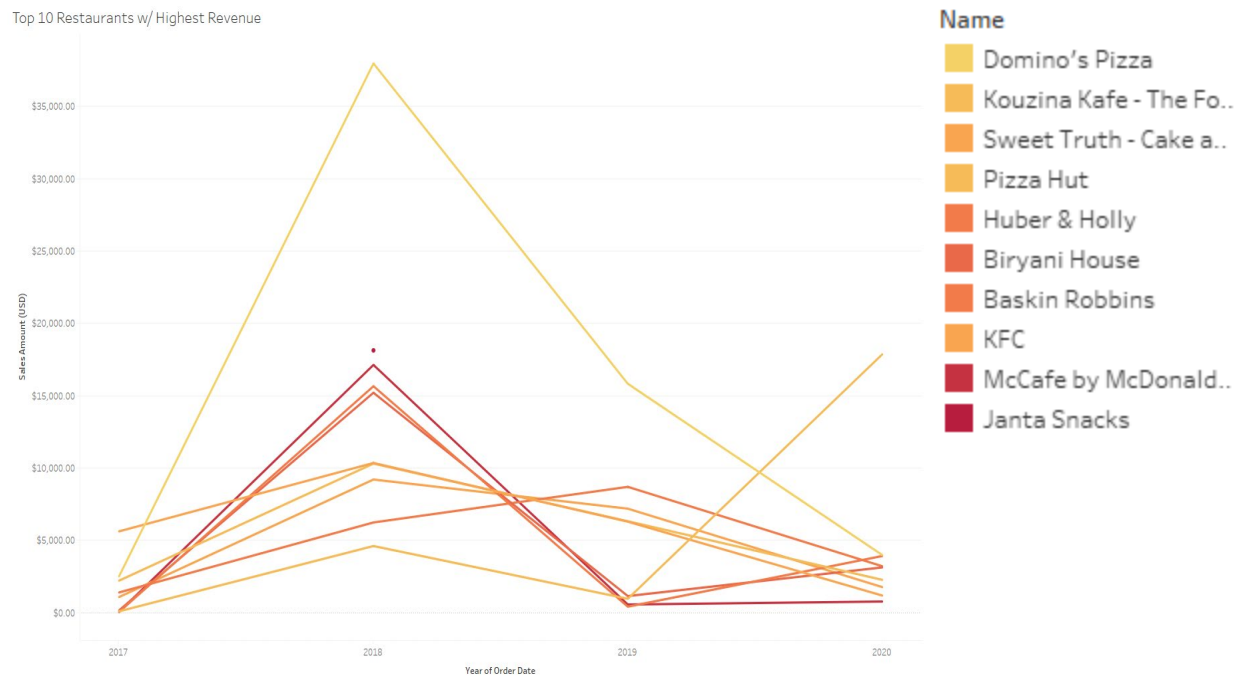
Cuisine:

Top 10 Rated Restaurants & Cuisine Sold

Pulling the same top 10 restaurants from the Top 10 Restaurants by Rating graph, we can see the breakdown of cuisines that are sold from them. As seen throughout this report, the most common type of cuisine sold by the top-rated restaurants are desserts (specifically ice cream), pizza, American and fast foods.

Revenue:

Top 10 Restaurants w/ Highest Revenue

Domino's Pizza has the highest revenue at over $35,000.00 dollars. Majority of the other top 10 restaurants with the highest revenue had the greatest number of sales in 2018 but has been on a downward trend starting from 2019. Again, we can see a good number of restaurants on this graph being chains, dessert, pizza, and fast-food restaurants.

Conclusion:

In conclusion, dessert, fast-food, and pizza restaurants are the highest performing restaurants in terms of revenue and ratings. Although a lot of them appear to be western chain restaurants, there are a few that are local and highly rated as well.

Some recommendations for these restaurants to maintain or receive higher ratings is to provide a coupon for customers who leave a review. Another way is by creating more ads (physical and online) to create more exposure. One other way can be creating a loyalty program for customers. For example, after ordering from the restaurant five times they can get a reward like a free dessert or drink. This can also help with the issue of the downwards trend in revenue most of the restaurants are facing too. To investigate the reason why the revenue is decreasing, surveys can be sent out to customers on why or why not they will be returning to order from these restaurants.