

Zamato Restaurant Analysis

Project link:

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This project was done primarily using Tableau. The goal of this project was to determine which restaurants and which cuisines were the most popular and provide insight and strategic actions to help improve business.

Data

Several sets of data were provided during this analysis. The main sets used were *Restaurants* and *Orders*, which consisted of the below data:

- **Cuisines** - Cuisine types separated by primary and secondary types.
- **Restaurant_name** - Title of each restaurant.
- **Menu** - the type of cuisine featured on each menu.
- **Sales_amount** - Amount of money made in sales converted to USD.
- **Rating** - Distinct ratings for each restaurant.

The Process

First I cleaned the data sets by creating calculated fields for the cuisine types to separate them into primary and secondary, as most restaurants had menus which featured many different cuisine types. Next I created a conversion measure for the sales amount table which converted the currency to USD. Next I created bar charts comparing restaurant and cuisine popularity by sales amount. This also counted for overall profitability. I created line charts to measure seasonal sales trends as well as sales trends per menu type.

Results

Several insights were uncovered during this analysis. One being that there was no correlation between the most popular restaurant and the most popular cuisine type. However there were sects when it came to sales trends. The most popular restaurant was a pizza chain while the most popular cuisine type was North Indian food. Both of these variables saw dips in sales during the late summer and fall seasons. Another insight was price increases during these months which coincided with the seasonal dips in sales. The general recommendations offered during this analysis were to combat the

seasonal sales dips with targeted marketing. Offer specialty items on the menu during these time periods to help boost customer intrigue. Diversify menus by adding different cuisine types to help broaden customer choice. And finally offer special sales during seasonal dips to attract customers such as an end of supper deal or a back to school sale.