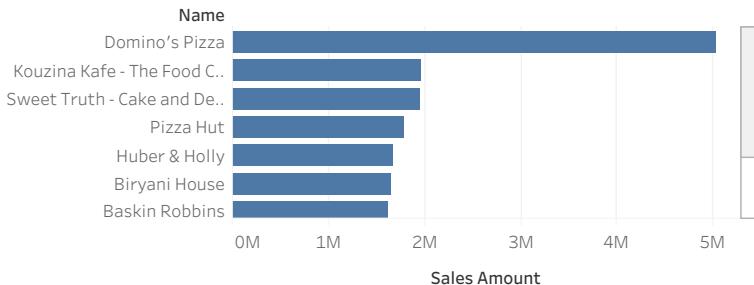


Final Story

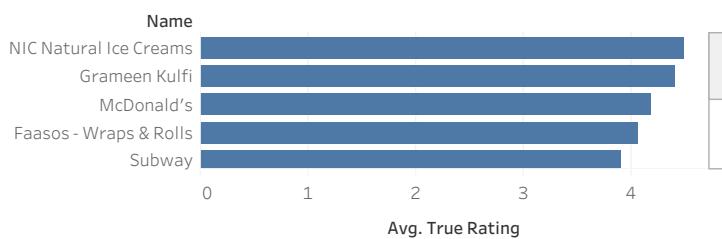
Top 10 Ratings & Revenue	Ratings vs. Revenue	Trends	Conclusion
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Top 10 Restaurants by Revenue



Top 10 Resta..
10

Top 10 Restaurants by Rating



Analysis of Top 10 Restaurants by Ratings & Revenue

The dashboard provides insights into the top-performing restaurants based on two key metrics: **Revenue** and **Ratings**.

Top 10 Restaurants by Revenue

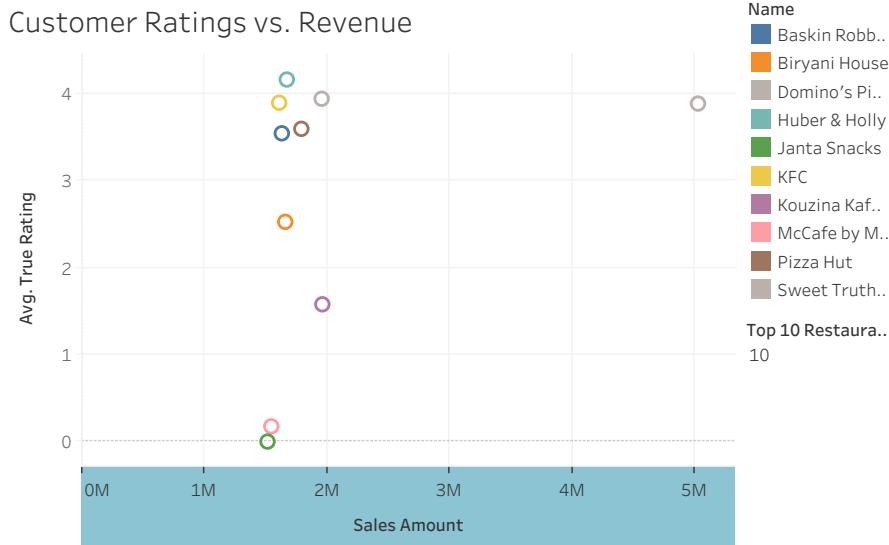
The revenue-based ranking highlights **Domino's Pizza** as the highest-earning restaurant, followed by **Kouzina Kafe**, **Sweet Truth**, and **Pizza Hut**. This indicates that large-scale, well-established fast-food chains tend to generate higher revenues, likely due to their extensive customer reach, brand recognition, and widespread availability. Restaurants like **KFC**, **Baskin Robbins**, and **McDonald's (McCafe)** also appear on this list, reinforcing the dominance of global chains in terms of revenue generation.

Top 10 Restaurants by Rating

The ratings-based ranking presents a different picture. **Nic Natural Ice Cream** holds the highest customer rating, followed by **Grameen Kulfi** and **McDonald's**. Interestingly, while **Domino's Pizza** and **Pizza Hut** appear on both charts, their placement suggests that despite high revenue, they may not be the absolute favorites in terms of customer satisfaction. In contrast, highly rated restaurants like **Nic Natural Ice Cream** and **Grameen Kulfi** do not appear in the top revenue list, indicating that customer preference does not always translate directly to high sales...

Final Story

Top 10 Ratings & Revenue	Ratings vs. Revenue	Trends	Conclusion
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Analysis of Customer Ratings vs. Revenue

The scatterplot visualizing **Customer Ratings vs. Revenue** reveals key insights into the relationship between financial success and customer satisfaction across various restaurants.

Key Observations:

High Revenue, Moderate Ratings:

Domino's Pizza (3.9), Sweet Truth (3.9), and KFC (3.9) generate significant revenue while maintaining decent but not outstanding ratings. This suggests that these brands are widely popular despite not having the highest customer satisfaction scores.

Pizza Hut (3.6) and Baskin Robbins (3.6) also follow a similar pattern, reinforcing the idea that strong brand presence and convenience can drive revenue, even if customer ratings are not exceptionally high.

Low Ratings, High Revenue:

Kouzina Kafe (1.6) and Biryani House (2.5) have relatively low ratings but still manage to achieve notable revenue. This might indicate a strong market presence despite customer dissatisfaction, possibly due to pricing, menu variety, or widespread availability.

McCafe by McDonald's (0.2) and Janta Snacks (0.0) stand out as the lowest-rated restaurants in the dataset. Despite their association with major brands, such low ratings suggest a critical issue in service or food quality that might impact future revenue.

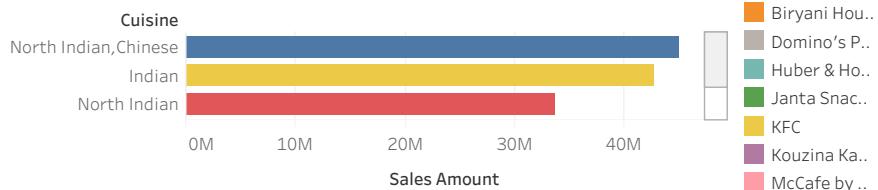
Highest Rated, Moderate Revenue:

Huber & Holly (4.2) has the highest rating among the top revenue generators, suggesting a stro..

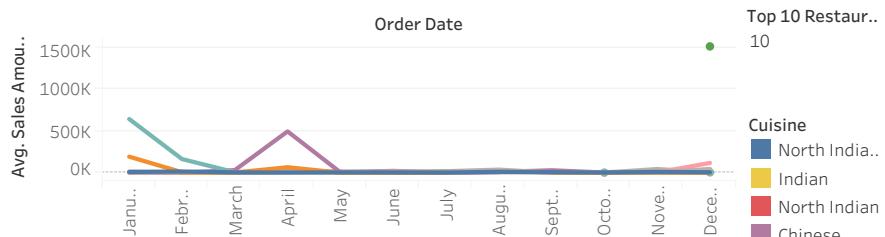
Final Story

Top 10 Ratings & Revenue	Ratings vs. Revenue	Trends	Conclusion
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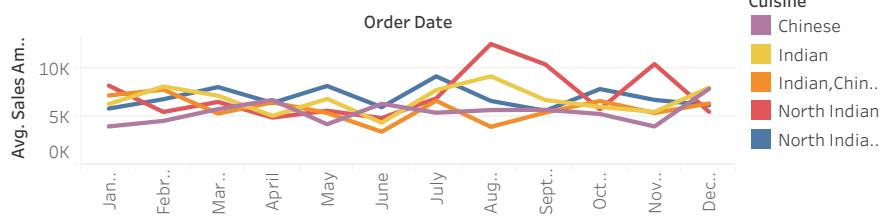
Top 5 Cuisines



Sales Trends by Month



Cuisine Trends Over Time



Analysis of Cuisine Trends

This dashboard provides insights into the most popular cuisines and their sales trends over time.

Top 5 Cuisines:

The bar chart shows that "**North Indian, Chinese**" is the most popular cuisine, followed by **Indian, North Indian, Chinese, and Indian-Chinese fusion**. This suggests that North Indian and Chinese cuisine have strong customer demand, with fusion offerings further driving sales.

Sales Trends by Month

The line chart reveals that...

Final Story

Top 10 Ratings & Revenue	Ratings vs. Revenue	Trends	Conclusion
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Conclusion & Recommendations

The analysis across all dashboards highlights key insights into restaurant performance, customer preferences, and seasonal trends. While revenue and ratings are often independent factors, understanding their relationship can help businesses optimize their strategies. Additionally, tracking cuisine trends over time can provide valuable guidance for menu planning and marketing efforts.

Conclusion:

Revenue vs. Ratings: Large fast-food chains generate high revenue due to brand presence and accessibility, even with average ratings, whereas smaller, quality-focused restaurants may receive higher ratings without matching financial success.

Customer Satisfaction Impact: Extremely low-rated restaurants risk long-term viability, while those balancing high revenue and good ratings can achieve sustained success.

Cuisine Popularity & Seasonality: North Indian and Chinese cuisines dominate, with seasonal spikes indicating shifts in consumer demand. Certain restaurants experience peak sales in specific months, while others maintain consistent performance year-round.

Suggestions for Improvement:

Enhance Customer Satisfaction: Restaurants with high revenue but lower ratings (e.g., Kouzina Kafe, Biryani House) should focus on improving food quality and service to retain long-term customers.

Address Poor Performance: Extremely low-rated establishments (e.g., McCafe, Janta Snacks) should evaluate customer feedback and implement service or menu improvements.

Capitalize on Seasonal Trends: Restaurants can introduce promotions or limited-time offerings aligned with peak demand months for specific cuisines.

Leverage Fusion Cuisine Appeal: Given the popularity of "North Indian, Chinese" and other fusion options, restaurants should consider expanding their offerings in these categories.

Balance Volume and Quality: High-revenue restaurants should maintain food quality to improve customer satisfaction, while highly rated but lower-revenue establishments should explore marketing strategies to boost visibility and sales.

By addressing these key areas, restaurants can enhance both financial performance and customer experience, ensuring long-term success in a competitive market.