zomato

Zomato Bangalore Insights

Zomato aims to improve customer satisfaction by optimizing the restaurant experience in Bangalore. The focus is on enhancing the popularity of different cuisines, improving delivery times, and boosting restaurant ratings. Using the provided restaurant data,you are tasked with developing a Tableau dashboard that will help Zomato identify key areas for operational improvements, leading to better customer experiences and higher overall ratings.

Dataset
Link: https://drive.google.com/file/d/1H2HNBxclobkGz7MNOFKPK1vvMQnzk1PA/view?usp=drive_link

Write Tableau Calculations and Analysis for the Following:

1. Availability of Online Ordering:

How many restaurants offer online ordering, and how does the availability of online ordering vary by location in Bengaluru?

2. Table Booking Options:

How many restaurants provide table booking options, and is there a correlation between restaurants offering table bookings and their rating or popularity?

3. Restaurant Ratings:

What is the distribution of restaurant ratings across the city? Which neighborhoods have the highest-rated restaurants?

4. Customer Engagement:

How does the number of votes (customer reviews) correlate with the overall rating of a restaurant? Are higher-rated restaurants receiving more reviews?

5. Cuisine Types:

What are the most popular cuisines offered by restaurants in Bengaluru, and how do they vary across different neighborhoods?

6. Cost Analysis:

What is the average cost for two people at restaurants in different locations, and how does the cost correlate with restaurant ratings and popularity?

7. Neighborhood Analysis:

How many restaurants are located in each neighborhood, and which areas in Bengaluru have the highest concentration of highly-rated restaurants?

8. Restaurant Types:

What are the most common restaurant types (e.g., Quick Bites, Casual Dining), and how do their ratings and costs compare?

9. Dishes Liked:

Which dishes are the most frequently liked by customers in different types of restaurants? Can we find any trends between cuisine and liked dishes?

10. Meal Types Offered:

How are restaurants listed by meal type (e.g., Buffet, Delivery, Dine-out), and what meal types are most common in highly-rated restaurants?

Instructions for Submission:

Create a well-designed Tableau dashboard with your problem statements and solutions. Your submission should include a **PPT** that highlights your problem statements, solutions, and insights for all the key metrics.

Deadline: Submit Your Project by the end of the week.

Remember: Perfection is great, but progress is what matters most! Keep pushing forward! 🚀 ✦