# Executive Summary

## The Problem

Zomato a multinational restaurant aggregator and food delivery company, wants to know what restaurants are popular, what restaurants generate the highest revenue, and why? By looking at the given data, set we must pinpoint the exact factors that determine a restaurants' popularity and profitability to continue to increase sales.

## The Proposed Solution

By focusing on cuisines that are more desirable in the specific region, we can possibly introduce a new order menu that caters to the demands of our consumers. Also, we can probably reduce the yearly lost profits by reducing or eliminating certain cuisines that are less desirable to consumers in the area. We believe the answer lies within our datasheet.

## The Opportunity

By the end of our analysis, we should be able to propose a plan that will increase sales and cut losses of our client, Zomato.

## The Value

Not only will we be able to increase profitability for our customer Zomato, we will be able to increase sales for restaurants that Zomato distributes their products to by showing them the data that will show them what cuisines are more desirable within their region.
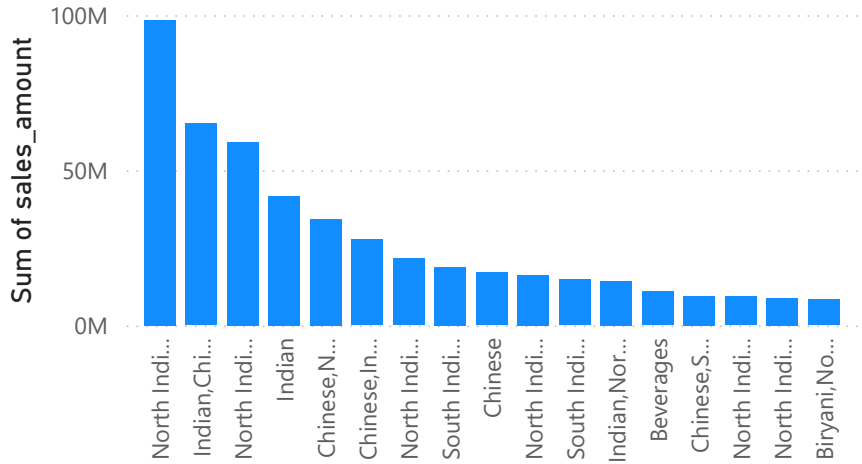
# Restaurant Analysis

| name | rating | rating_cou |
|------|--------|-----------|
| Domino's Pizza | 3.8 | 100+ rating |
| Happy Brew Cafe | 3.5 | 20+ rating |
| Jaysika DDN Fast Food | 3.7 | 500+ ratin |
| Huber & Holly | 4.5 | 50+ rating |
| Blue Tokai Coffee Roasters | 4.7 | 50+ rating |
| SRI LAKSHMI BAR AND RESTAURANT | 2.8 | 20+ rating |
| Biryani House | 3.6 | 50+ rating |
| REDDY VISHNU FAST FOODS | 3.6 | 100+ ratin |
| Mirch Masala | 4.0 | 20+ rating |
| Jayhind Sweets | 4.3 | 20+ rating |
| **Total** | | |

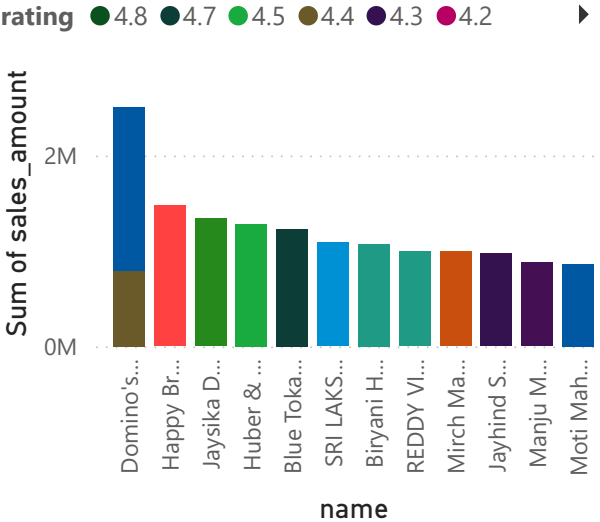| cuisine | name |
|---------|------|
| North Indian,Chinese | Radhika Restaurant |
| American,Continental | KANHA SWEETS & NAMKEEN |
| North Indian,Combo | Honest |
| Chinese,Pizzas | Ajatsatru Hotel |
| Italian,Fast Food | The Wok Tales |
| Asian,North Indian | Veg Potli |
| Indian,Chinese | WoW China |
| Indian,Chinese | Black Chimney |
| North Indian,Continental | Paaji De Parathe |
| Indian | Hotel Chhunqte International |
| **Total** | |

## Sum of sales_amount by cuisine



## Sum of sales_amount by name and rating

rating ● 4.8 ● 4.7 ● 4.5 ● 4.4 ● 4.3 ● 4.2 ▶



| rating | Sum | cuisine | name | Average of price | currency | Su |
|--------|-----|---------|------|------------------|----------|-----|

| name | veg_or_n |
|------|----------|
| ZZZ Pizza Point | Non-veg |
| Zyqa Restaurant | Veg |
| Zyng - Pan Asian Dining | Veg |
| Zyka | Veg |
| ZYAKA PARATHA | Veg |
| Zyaka Grills | Veg |
| Zwarma-The Shawarma Makers | Veg |
| Zwarma(The Shawarma Makers) | Veg |
| ZWARMA VNR (HYGIEIA) | Veg |
| Zwarma Vilwa Foods | Veg |
| Zwarma Limelight Kitchen | Veg |
| ZWARMA (TOWN CUBE) | Veg |
| **Total** | |

## Sum of sales_amount by cuisine and Year

Year ● 2017 ● 2018 ● 2019 ● 2020
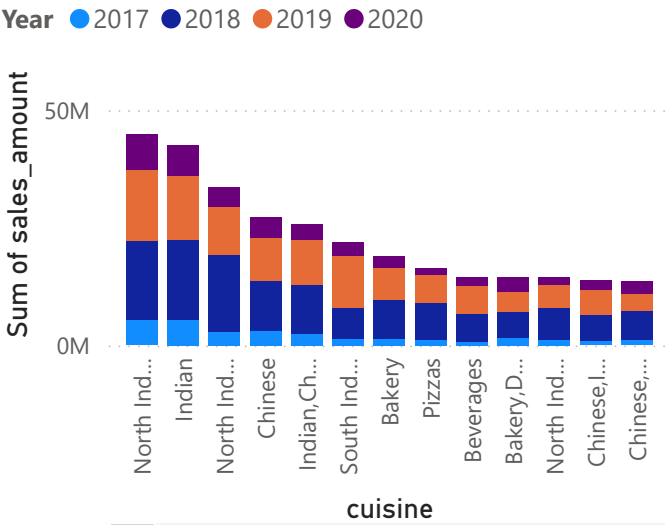


| name | cuisine |
|------|---------|
| Janta Snacks | North In |
| Domino's Pizza | North In |
| Happy Brew Cafe | Fast Foo |
| Kouzina Kafe - The Food Court | South In |
| Jaysika DDN Fast Food | North In |
| Cafe Yummy | Chinese, |
| Huber & Holly | Street Fo |
| Krishna Food | Chinese |
| ZAATAR SPICE | Chinese, |
| Blue Tokai Coffee Roasters | Fast Foo |
| NBK Food Home | Chinese, |
| McCafe by McDonald's | Pizzas,Ita |
| **Total** | |

| name | rating | rating_count | Sum of sales_amount | cuisine |
|---|---|---|---|---|
| Domino's Pizza | 3.8 | 100+ ratings | 1492435 | North Indian,Beverage |
| Happy Brew Cafe | 3.5 | 20+ ratings | 1477458 | Fast Food,Biryani |
| Jaysika DDN Fast Food | 3.7 | 500+ ratings | 1338264 | North Indian |
| Huber & Holly | 4.5 | 50+ ratings | 1283875 | Street Food,South Indi |
| Blue Tokai Coffee Roasters | 4.7 | 50+ ratings | 1228148 | Fast Food,Pizzas |
| SRI LAKSHMI BAR AND RESTAURANT | 2.8 | 20+ ratings | 1089685 | Chinese,Biryani |
| Biryani House | 3.6 | 50+ ratings | 1072000 | South Indian,North Inc |
| REDDY VISHNU FAST FOODS | 3.6 | 100+ ratings | 994954 | Pizzas,Italian-Americar |
| Mirch Masala | 4.0 | 20+ ratings | 994241 | Chinese,Indian |
| Jayhind Sweets | 4.3 | 20+ ratings | 970130 | North Indian,Continen |
| Manju Mamta Restaurant | 4.1 | 100+ ratings | 878935 | South Indian,North Inc |
| Moti Mahal Delux -Tandoori Trail | 3.8 | 50+ ratings | 860306 | North Indian,Chinese |
| North indian fast food | 4.0 | 20+ ratings | 860306 | Indian |
| AFC Tirupati | 3.7 | 20+ ratings | 829130 | Pizzas,Italian-Americar |
| Pizza Toppers | 3.5 | 100+ ratings | 829130 | Indian |
| **Total** | | | **41694094** | |

## Sum of sales_amount by name and rating
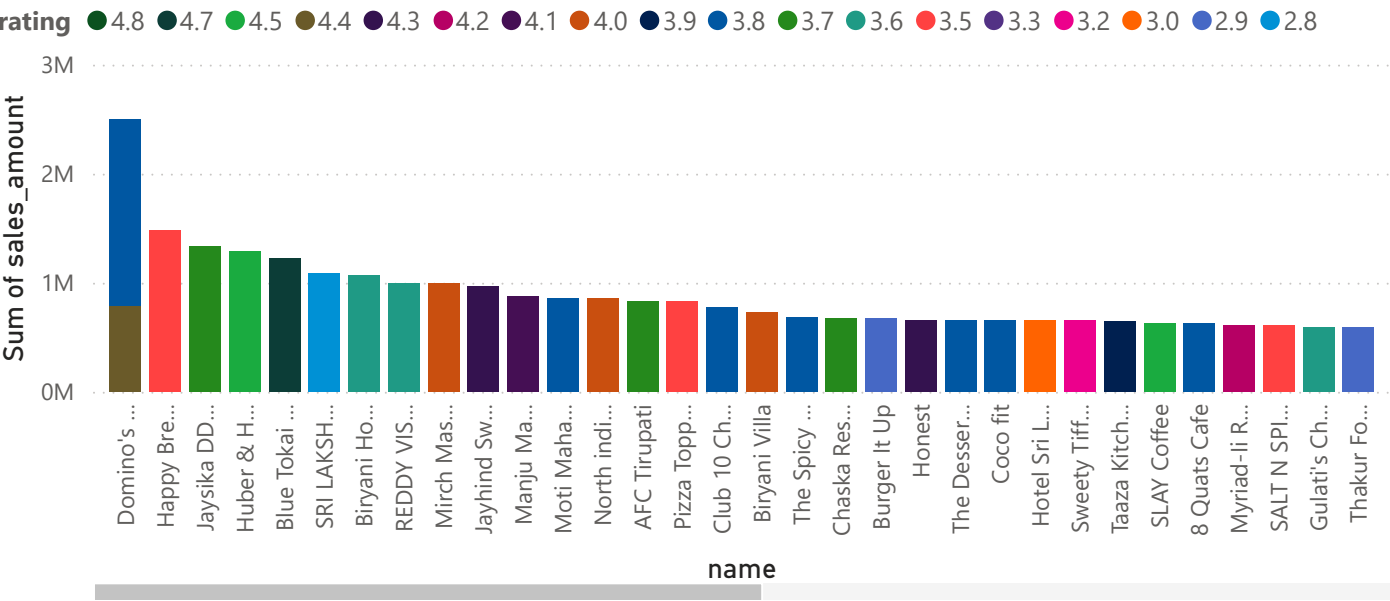


Here is a table and graph of restaurants with a rating of 2.8 to 4.8.

The majority of restaurants serve either American, Indian, Oriental, or Italian cuisine, or they specialize in deserts and beverages.

The rating count ranges from 0 to 10K plus ratings

Also, the sum of the restaurant sales are over 400,000.
All unnamed restaurants have been omitted.

Regardless of the restaurants' rating, there were still signs of profit.

| cuisine | name | Average of price | currency | Sum of sales_amount |
|---|---|---|---|---|
| North Indian,Chinese | Radhika Restaurant | 499.00 | INR | 304259 |
| American,Continental | KANHA SWEETS & NAMKEEN | 385.00 | INR | 437292 |
| North Indian,Combo | Honest | 360.00 | INR | 659380 |
| Chinese,Pizzas | Ajatsatru Hotel | 359.00 | INR | 473759 |
| Italian,Fast Food | The Wok Tales | 350.00 | INR | 659380 |
| Asian,North Indian | Veg Potli | 325.00 | INR | 459083 |
| Indian,Chinese | WoW China | 325.00 | INR | 970130 |
| Indian,Chinese | Black Chimney | 319.00 | INR | 272968 |
| North Indian,Continental | Paaji De Parathe | 310.00 | INR | 401347 |
| Indian | Hotel Chhungte International | 300.00 | INR | 213449 |
| Chinese,Continental | Sri Selva Balaji Hotel | 299.00 | INR | 308611 |
| North Indian,Continental | Zwarma | 299.00 | INR | 357912 |
| Indian,Chinese | THE SHAIKHS RESTAURANT | 295.00 | INR | 216667 |
| Beverages,Pizzas | McDonald's Gourmet Burger Collection | 280.00 | INR | 356709 |
| Indian,North Indian | Mamta food park | 280.00 | INR | 364269 |
| Chinese,North Indian | De Pizzeria | 270.00 | INR | 412620 |
| Chinese,North Indian | Wooddy Jhone's Pizza | 270.00 | INR | 420731 |
| Fast Food,Chinese | jay ambe bhajipav pulav & chinese | 270.00 | INR | 322495 |
| North Indian,American | McDonald's Gourmet Burger Collection | 270.00 | INR | 300148 |
| Street Food,South Indian | Huber & Holly | 270.00 | INR | 1283875 |
| Italian,Continental | Khurana Dhaba (Shaheed Bhagat Singh Chowk ) | 260.00 | INR | 357333 |
| American,Pizzas | BOWL LICIOUS | 250.00 | INR | 286926 |
| Andhra,Biryani | Burger Kong | 250.00 | INR | 216690 |
| Chinese,North Indian | Happinezz Ice Creams by Vadilal | 250.00 | INR | 251162 |
| North Indian,Italian | New Hotel Ashok Bavan | 250.00 | INR | 215009 |
| Chinese,Indian | Gujrat Fry Center | 249.00 | INR | 342755 |
| Indian,North Indian | Heavens Park | 249.00 | INR | 316218 |
| Pizzas,Fast Food | Munchane Pizza | 249.00 | INR | 213028 |
| Chinese,South Indian | Fruitango | 245.00 | INR | 563319 |
| Indian,Chinese | Ronak Restaurant | 240.00 | INR | 283704 |
| North Indian | Cocoworks | 240.00 | INR | 325977 |
| North Indian | Jayeika DDN Fast Food | 240.00 | INR | 1338264 |
| **Total** | | **86.70** | | **203790169** |

After taking a look at the average prices of the items served at the restaurants, you will notice that even though some restaurants are expensive, they are still able to generate a great number of sales.

Now we must ask is there a certain kind of cuisine or a specific restaurant that is more popular than others and able to generate a large number of sales.

**Sum of sales_amount by cuisine**
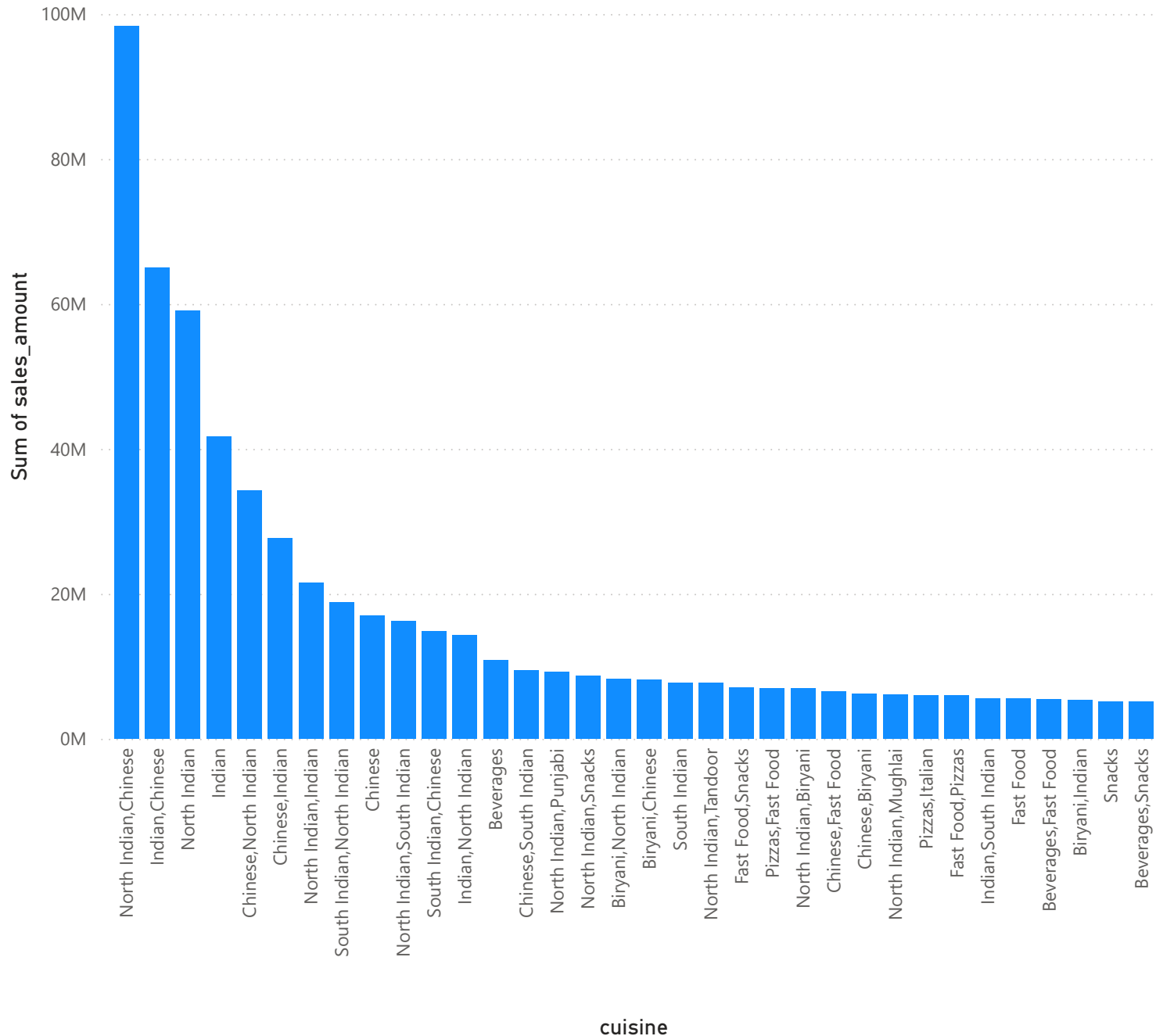


By looking at the bar graph, you will notice that the cuisine that is most popular in our data is North Indian, Chinese.

So possibly depending on the type of cuisine sold at the restaurant can determine whether a business will be successful or fail.

| name | veg_or_non_veg | price | rating | Sum of sales_amount ▼ |
|---|---|---|---|---|
| Domino's Pizza | Veg | 50 | 3.8 | 1492435 |
| Happy Brew Cafe | Veg | 120 | 3.5 | 1477458 |
| Jaysika DDN Fast Food | Veg | 240 | 3.7 | 1338264 |
| Huber & Holly | Veg | 270 | 4.5 | 1283875 |
| Blue Tokai Coffee Roasters | Veg | 79 | 4.7 | 1228148 |
| SRI LAKSHMI BAR AND RESTAURANT | Veg | 159 | 2.8 | 1089685 |
| Biryani House | Veg | 120 | 3.6 | 1072000 |
| REDDY VISHNU FAST FOODS | Veg | 40 | 3.6 | 994954 |
| Mirch Masala | Veg | 195 | 4.0 | 994241 |
| Jayhind Sweets | Veg | 225 | 4.3 | 970130 |
| Manju Mamta Restaurant | Veg | 130 | 4.1 | 878935 |
| Moti Mahal Delux -Tandoori Trail | Veg | 155 | 3.8 | 860306 |
| North indian fast food | Veg | 90 | 4.0 | 860306 |
| AFC Tirupati | Veg | 40 | 3.7 | 829130 |
| Pizza Toppers | Veg | 20 | 3.5 | 829130 |
| Club 10 Chicken | Non-veg | 60 | 3.8 | 778588 |
| Biryani Villa | Veg | 80 | 4.0 | 725699 |
| The Spicy Saga | Veg | 140 | 3.8 | 682556 |
| Chaska Restaurant | Veg | 85 | 3.7 | 678398 |
| Burger It Up | Veg | 95 | 2.9 | 671963 |
| Honest | Veg | 360 | 4.3 | 659380 |
| Coco fit | Veg | 40 | 3.8 | 656648 |
| Hotel Sri Lakshmi Bhavan | Veg | 25 | 3.0 | 656648 |
| Sweety Tiffins & Fast Foods | Non-veg | 39 | 3.2 | 656648 |
| The Dessert Heaven - Pure Veg | Veg | 30 | 3.8 | 656648 |
| Taaza Kitchen | Veg | 45 | 3.9 | 648676 |
| 8 Quats Cafe | Veg | 55 | 3.8 | 629745 |
| SLAY Coffee | Veg | 145 | 4.5 | 616472 |
| Myriad-li Restaurant And Banquet | Non-veg | 179 | 4.2 | 613532 |
| SALT N SPICE | Veg | 120 | 3.5 | 612949 |
| Domino's Pizza | Non-veg | 90 | 4.4 | 599542 |
| Gulotilo Chic inn Doint | Veg | 155 | 3.6 | 595556 |
| Total | | | | 425466485 |

Quick measure

By looking at this table, we are able to see the restaurants that generate the most sales. You will also notice that even though some restaurants may have a low to no rating, or a higher average of priced items, they are still able to profit at a large amount and have success.

This also shows us that there are certain types of restaurants that are more popular than others.

The majority of restaurants in this region appeal to the vegan population.

Sum of sales_amount by cuisine and Year

Year ●2017 ●2018 ●2019 ●2020
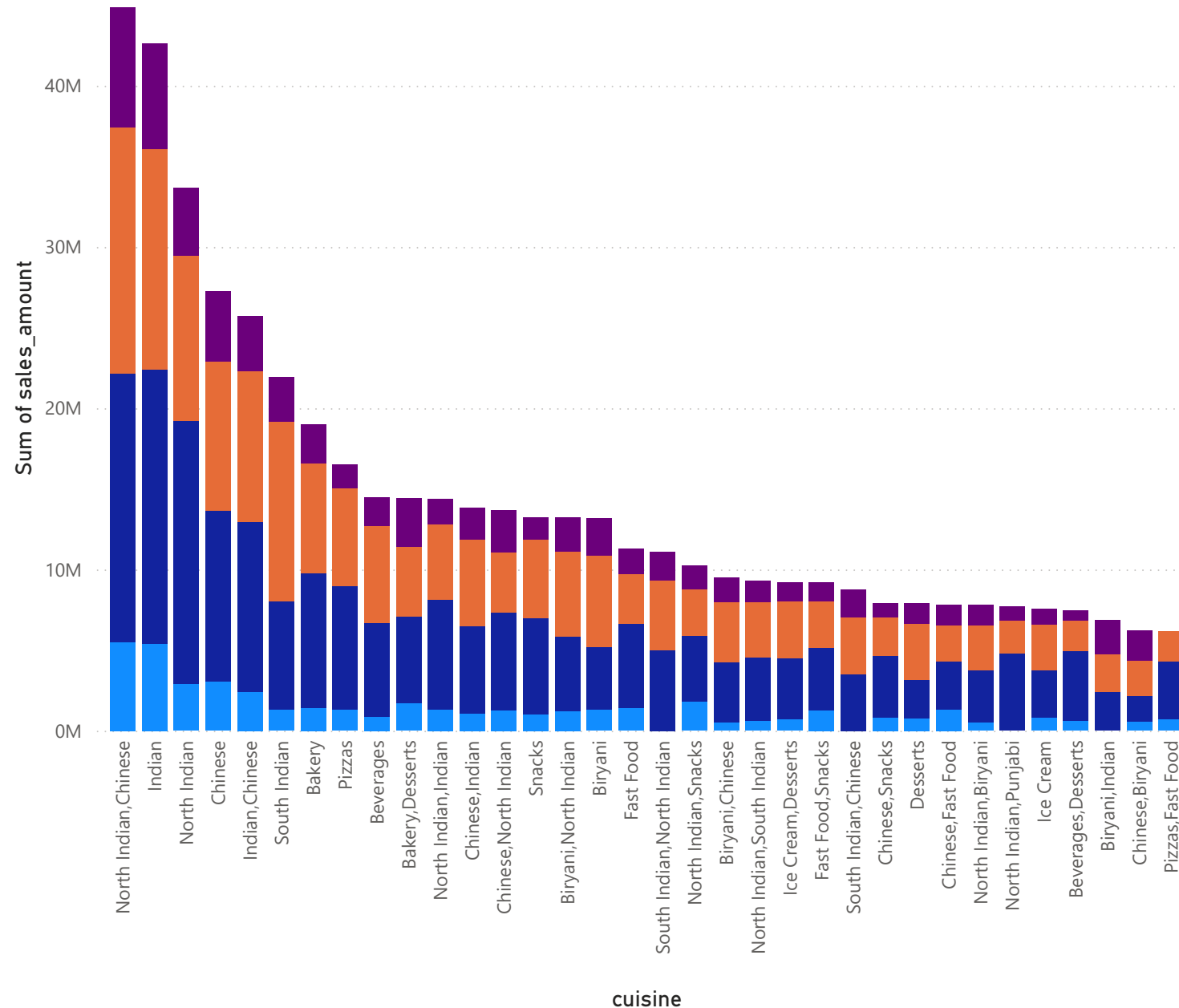
This graph shows us the some of sales per cuisine each year.

Throughout the years North Indian Chinese cuisine has always been the most profitable restaurant archetype.

Year 2020 still has that cuisine type being the most profitable, but some food categories indicate that they haven't received any sales for the year. This shows the

| name | cuisine | Sum of sales_amount |
|---|---|---|
| Janta Snacks | North Indian,Chinese | 1510944 |
| Domino's Pizza | North Indian,Beverages | 1496536 |
| Happy Brew Cafe | Fast Food,Biryani | 1477458 |
| Kouzina Kafe - The Food Court | South Indian,Chinese | 1477394 |
| Jaysika DDN Fast Food | North Indian | 1338264 |
| Cafe Yummy | Chinese,North Indian | 1316921 |
| Huber & Holly | Street Food,South Indian | 1283875 |
| Krishna Food | Chinese | 1283875 |
| ZAATAR SPICE | Chinese,Indian | 1235347 |
| Blue Tokai Coffee Roasters | Fast Food,Pizzas | 1228148 |
| NBK Food Home | Chinese,North Indian | 1224088 |
| McCafe by McDonald's | Pizzas,Italian | 1160782 |
| SRI LAKSHMI BAR AND RESTAURANT | Chinese,Biryani | 1089685 |
| Biryani House | South Indian,North Indian | 1072000 |
| Meals & More by The Asian Secret | Indian | 1007972 |
| Wack Waffles & Brownies | North Indian,Italian | 996102 |
| REDDY VISHNU FAST FOODS | Pizzas,Italian-American | 994954 |
| Mirch Masala | Chinese,Indian | 994241 |
| Sujay Krishna Cool Cafe | North Indian | 984977 |
| Jayhind Sweets | North Indian,Continental | 970130 |
| WoW China | Indian,Chinese | 970130 |
| Manju Mamta Restaurant | South Indian,North Indian | 878935 |
| Man Pasand Family Restaurant | Chinese,North Indian | 873528 |
| Moti Mahal Delux -Tandoori Trail | North Indian,Chinese | 860306 |
| North indian fast food | Indian | 860306 |
| NGO Restaurant | Maharashtrian,Kebabs | 850509 |
| Andhra military cafe | North Indian,Chinese | 833143 |
| AFC Tirupati | Pizzas,Italian-American | 829130 |
| Pizza Toppers | Indian | 829130 |
| Araku vari millet idli | Indian,Chinese | 820810 |
| PUNJAB TIME | North Indian,Chinese | 809574 |
| Red Chilly Chinese Food | North Indian,Chinese | 807301 |
| **Total** | | **963293874** |

By looking at this final table, it is safe to assume that ratings will not determines a business's success.

Businesses that serve North Indian, Chinese, South Indian, Pizzas, Biriyani, Beverages, Maharashtrian, or Fast Food have a strong possibility of being successful in this region.

Quick measure