

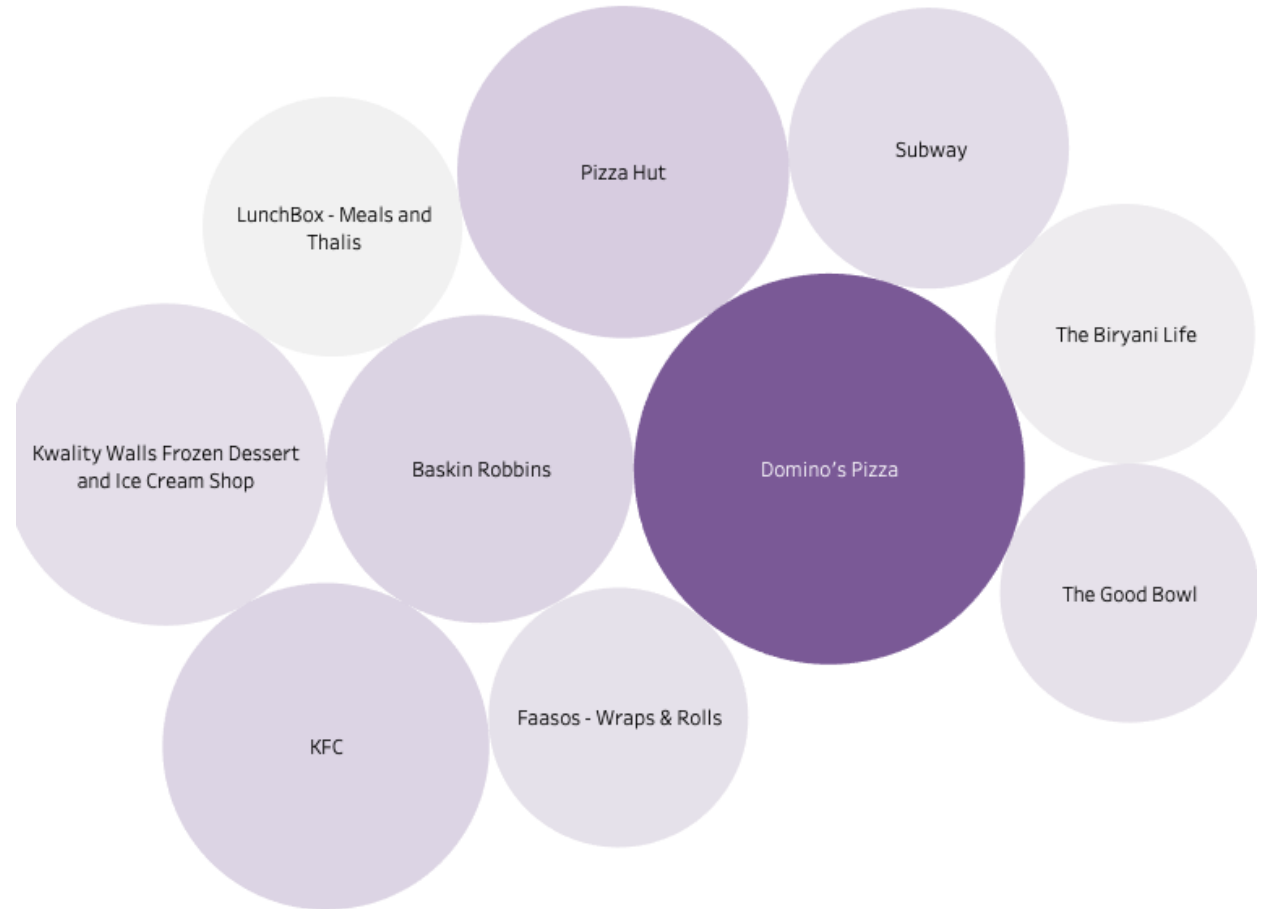
Zomato Restaurant Analysis

In Dashboard about Zomato Restaurant has a comprehensive overview of the performance and user experience metrics for various restaurants. The Dashboard includes Key performance indicators such as total revenue, total number of orders, average total sales by city, Restaurant total sales quantity yearly, user rating and cuisines affects on sale. This summery will provide insight into the visualizations presented on the Dashboard.

Total Revenue by Restaurant:

Description: This packed Bubble shows the total revenue generated by each restaurant.

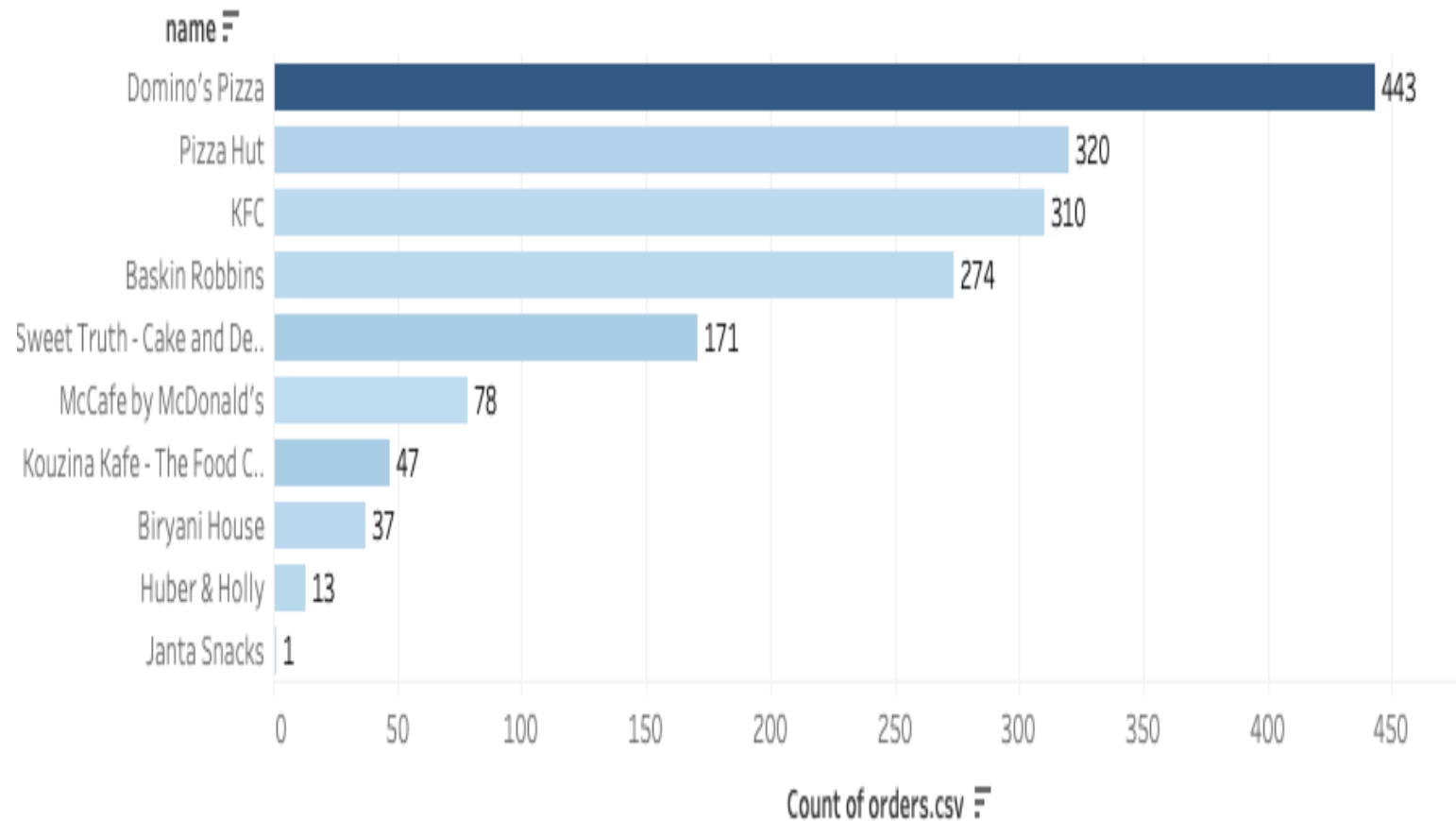
Insight: Domino Pizza by 5M sales amount also leads the most in total revenue by dark purple color. Which has the highest number of orders compares to all other restaurants. This suggest a strong correlations between the number of orders and revenue generation



Total number of orders by restaurants

Descriptions: This bar chart shows the total number of orders placed at each restaurants.

Insight: Domino Pizza by 443 order and Pizza hut by 320 orders has the highest orders which shows the highest correlations between customers and revenue.



Restaurant total sales yearly

Description: This highlight tables shows the number of sales placed in top 10 restaurants from 2017-2020. As usual, Domino pizza has the highest number of sales each years.

Insight: Domino Pizza has the lead significantly. This proves a positive correlations between number of sales and total revenue.

total of sales quantity in each resturants yearly

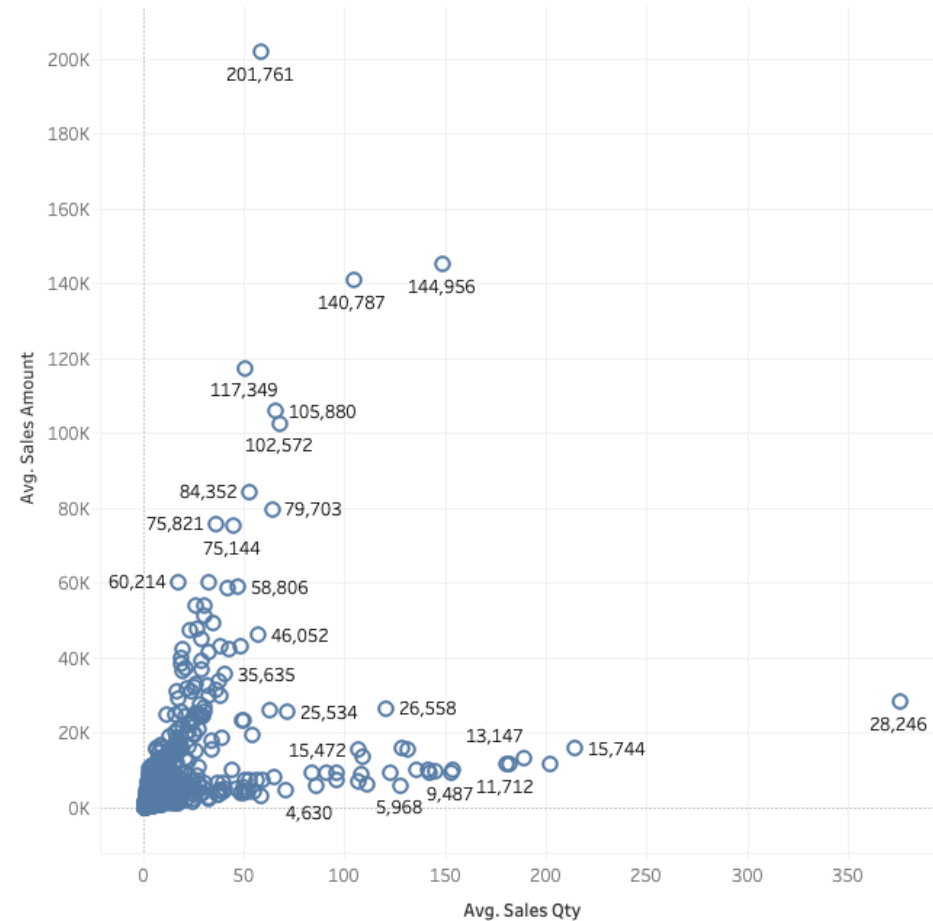
name	order_date			
	2017	2018	2019	2020
Baskin Robbins	333	927	1,788	941
Domino's Pizza	321	3,927	2,219	1,400
Faasos - Wraps & Rolls	382	1,001	655	162
KFC	242	1,488	1,119	239
Kwality Walls Frozen Des..	131	3,311	461	203
LunchBox - Meals and Thal..	125	2,112	540	315
Pizza Hut	228	561	1,245	484
Subway	300	1,073	775	920
The Biryani Life	183	1,009	348	180
The Good Bowl	78	1,196	555	219

Average total Sales by City

Description: This scatter plot chart shows the average total sales Vs in each cities.

Insight: Tirupati City has the highest average sale and quantity sales 201,761 and Sirsi by 144,986 and Sitapur by 140,787 which shows those cities has the highest sales amount that brings in higher revenue.

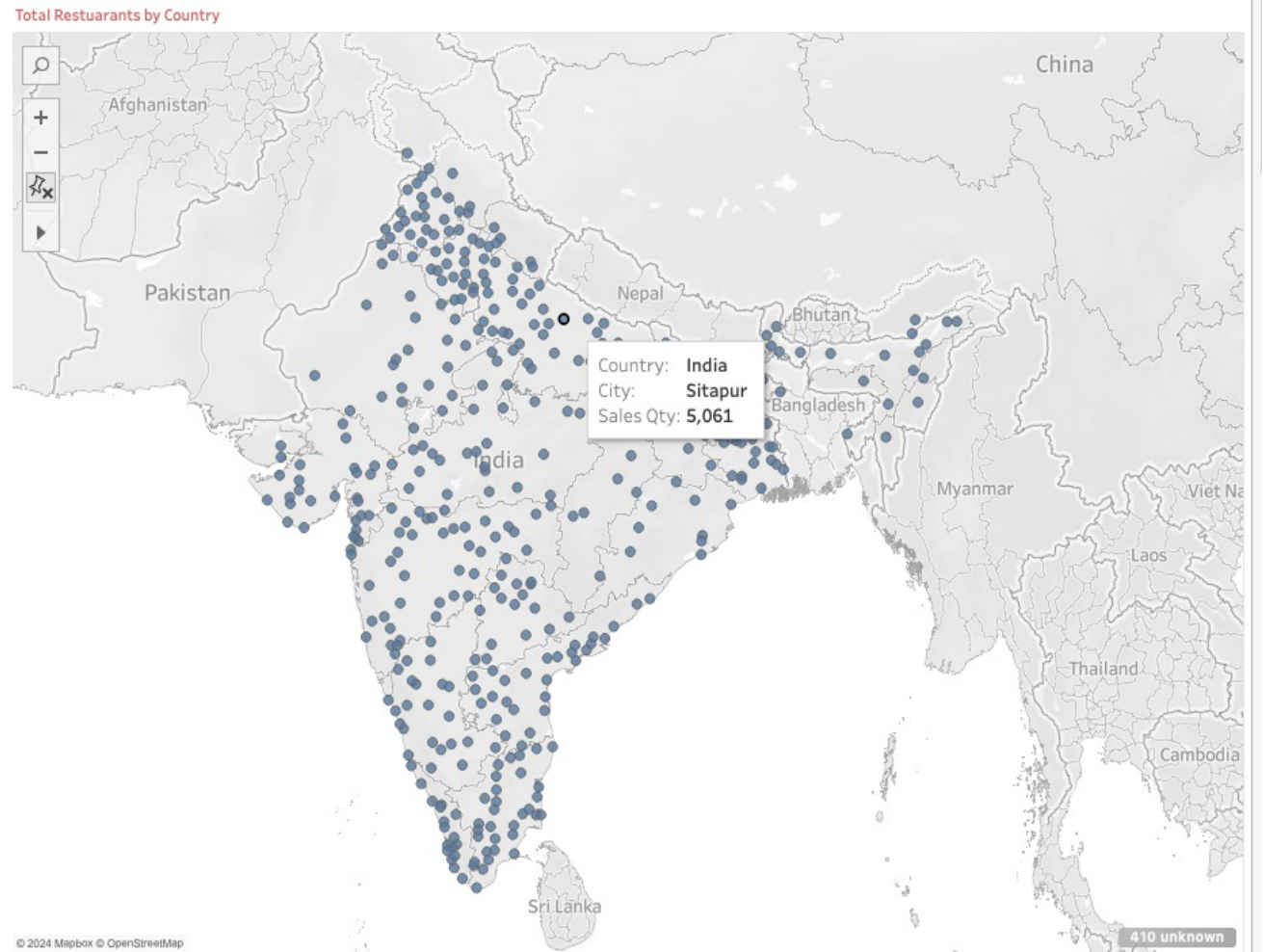
average total sales VS city



Number of total sales in cities on a Map

Description: In this map shows all cities in India with their total sales.

Insight: As we can visualize here, The North India and South India has more total of sales compare to middle part of country. In order to increase the revenue, they need to open up those restaurants with good cuisines, high rating.



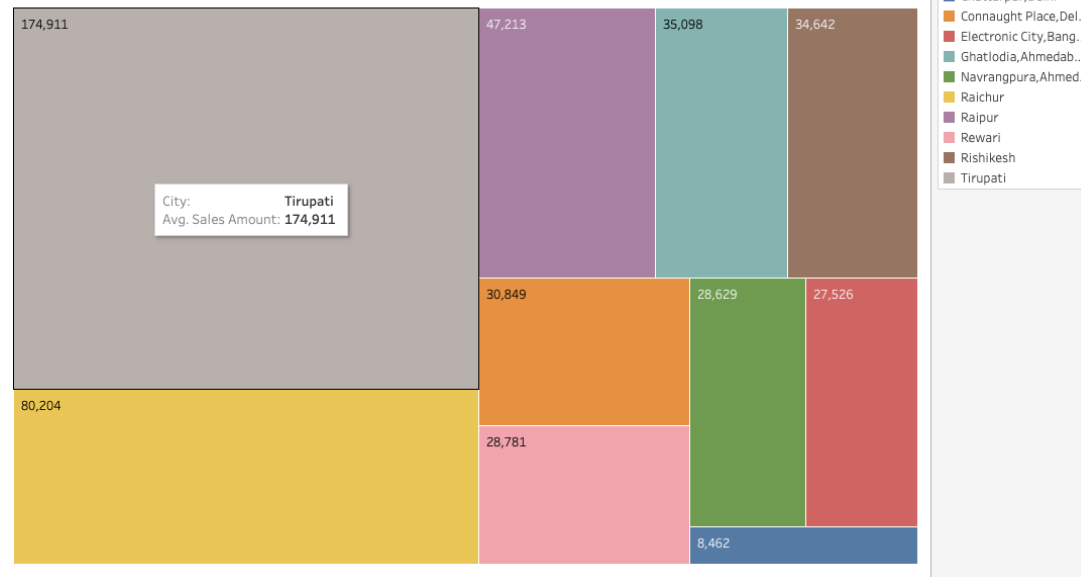
Top and Bottom Cities in Average Sales

On this page there are 2 charts showing top 10 cities with highest and lowest average sales

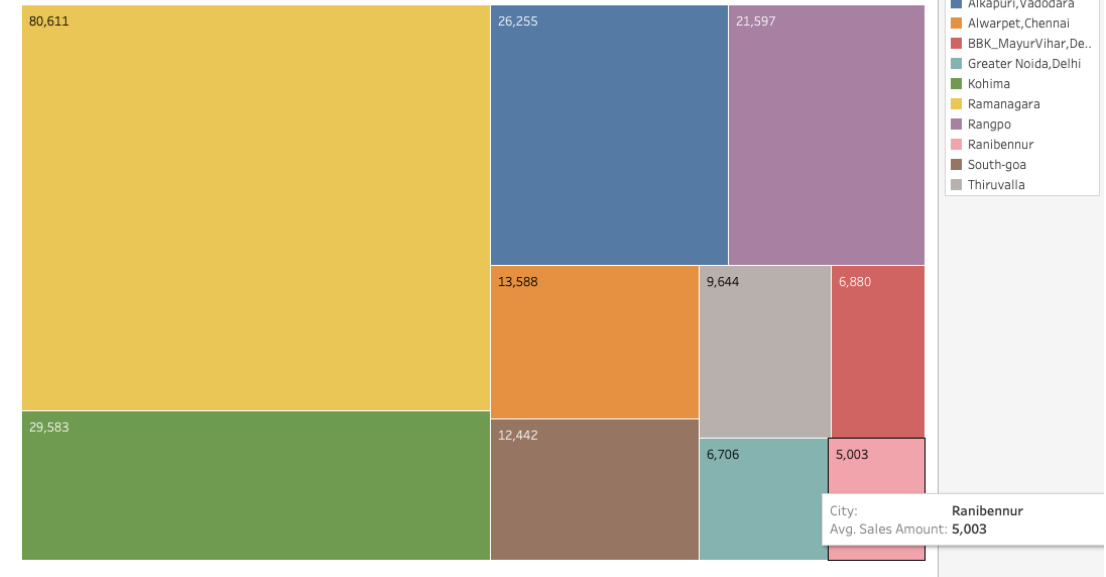
Takeaway

Tirupati has the highest 174,911 sales versus the lowest city Ranibenur has the lowest sales amount as 5003.
The Difference between them is $174,911 - 5,003 = 169,908$

Top Cities in Average sales



Lowest Cities in Average Sales



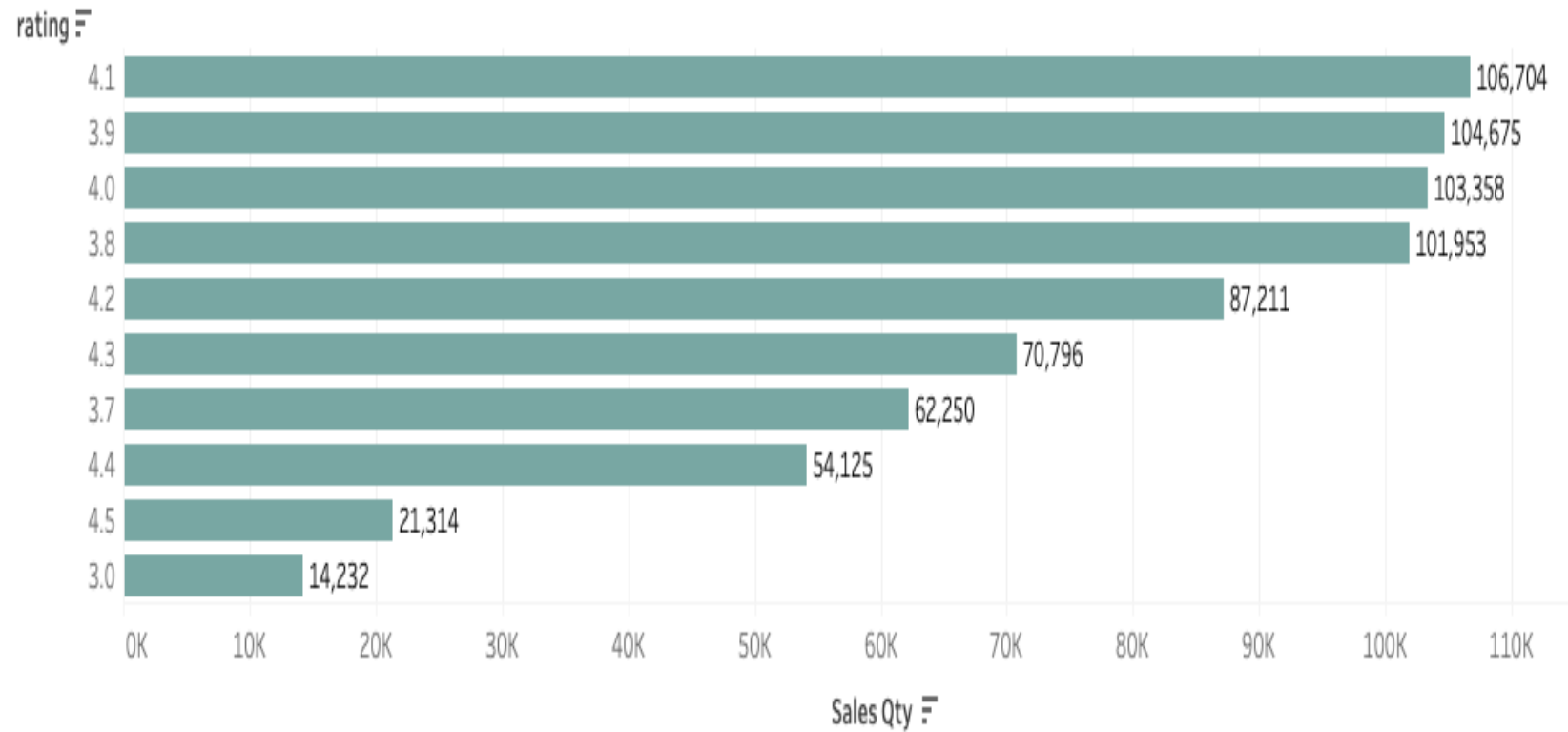
Rating Affects sales

Description: This bar chart show that the highest rating score has the highest number of sales. The highest rating is 4.1 by 106,704 in total sales quantity.

Insight: The highest rating cause the highest sale quantity which bring highest revenue in restaurants.

How Rating Affects Sales

On this sheet shows that rating has positive effects on the total sales. For example 4.1 rating score has got 106,704 total sales which proved positive affect on total sales on each circles.



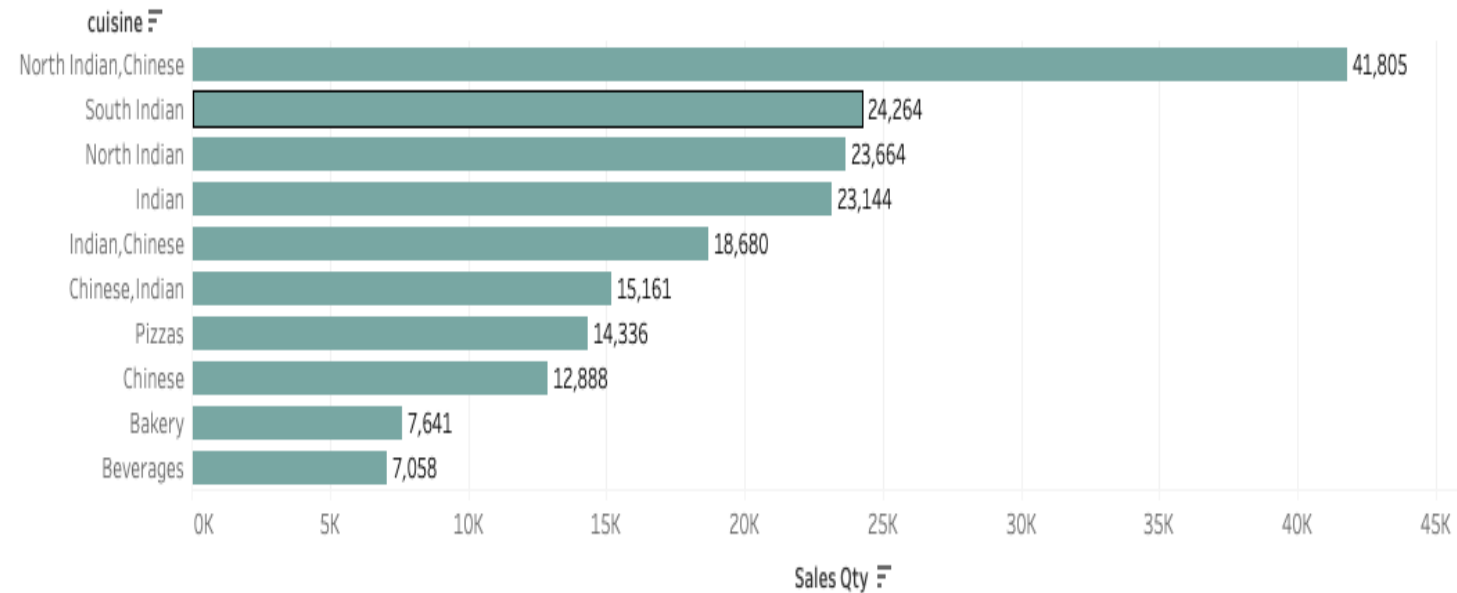
How cuisines affects sales

Description: This bar chart indicate the top choices of cuisines by sales quantity. North India, chineses food has the highest number of sales quantity which means customers prefer those cuisines lines.

Insight: In order to increase the revenue in restaurants, they need to advertise those cuisines or add those cuisines to the menu to bring more revenue.

How Cusines affects Sales

North Indian/chiness has got the highest sales amount between all cuisines.

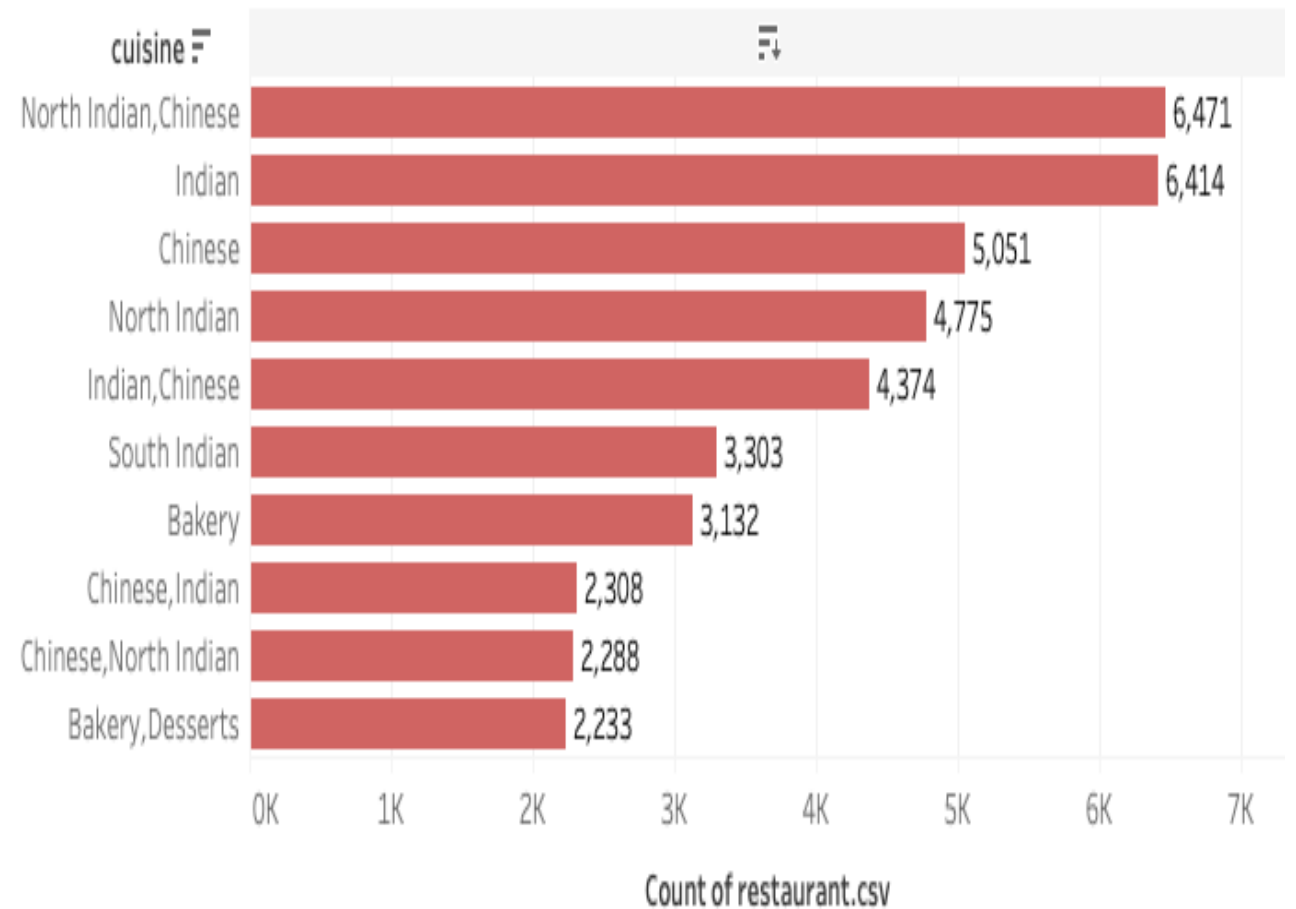


Top 10 restaurants by cuisines

Descriptions: In this bar chart shows the number restaurants that carry the same cuisines which are North Indian, Chinese and Indian.

Insight: There are more than 13000 restaurants that carry top choices of cuisines food chain. In order to have the highest revenue, they need to place same type of cuisines in all restaurants to attract more number of customers to increase the sales quantity.

Top restuarants by cuisine



Analysis

Improve marketing for high implementation restaurants:

Reasoning: Domino's Pizza, Pizza hut and KFC shows strong performance in terms of order volume, revenue and customer rating.

Action: finance in targeted companies for these high-performance restaurants for further boost their visibility and sales. Highlight positive customer reviews rating in marking to attract new customers

Emphasis on underperforming restaurants:

Reasoning: some restaurants have lower volumes, revenues and customer rating.

Action: categorize and address the aspects issues faced by these underperforming restaurants. This could include menu, cuisines, cost, locations and customer satisfaction.

Increase positive customer reviews:

Reasoning: positive reviews significantly effect customer insights an invite new customer

Action: Inspire satisfied customers to leave reviews by simplifying the review process and offering small incentives. Address negative reviews promptly to improve overall rating.

Conclusion:

Following these suggestions can boost Zomato revenue. Address the weakness and adding more emphasize on its strengths, it can enhance dining experience and customer satisfaction, ultimately driving growth and customer satisfaction. The Zomato Restaurant analysis dashboard focus on performance customer satisfactions metrics for various restaurants in terms of cuisines, rating, and locations.