

RESTURANTS ANALYSIS

TO DETERMINE WHICH RESTAURANTS ARE
POPULAR, WHICH ONES GENERATES HIGH
REVENUE AND THE REASON BEHIND IT

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Introduction:

The following is the Restaurant analysis with the objective of determining the popular Restaurants, Restaurants that generate highest revenue and the reasons behind it. In this analysis we used Tableau Public Visualization to show different comparisons of factors that may cause popularity and amount of income generated to understand reasons behind it.

Research Questions:

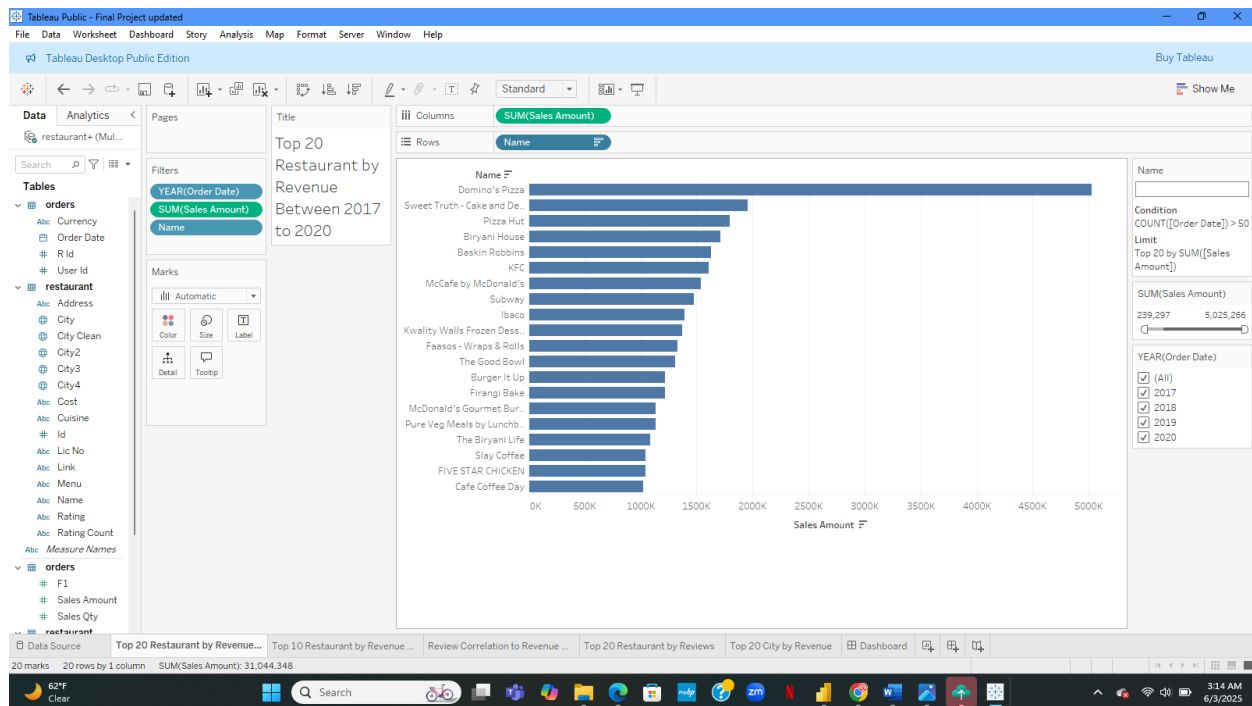
1. Which restaurants generate the most revenue?
2. Do reviews correlate with sales volume or popularity?
3. Does the presence in different cities affect Popularity?
4. How does City Population affect Revenue Generated and Reviews?

Data Preparation:

1. We cleaned the city column in the Restaurant table to obtain the city clean column.
2. We also cleaned the rating column by eliminating null values to obtain a clean rating column in the Restaurant table.
3. We used filters to eliminate null values in the visualizations.

Visualizations:

1. Top 20 Restaurant by Revenue Between 2017 to 2020



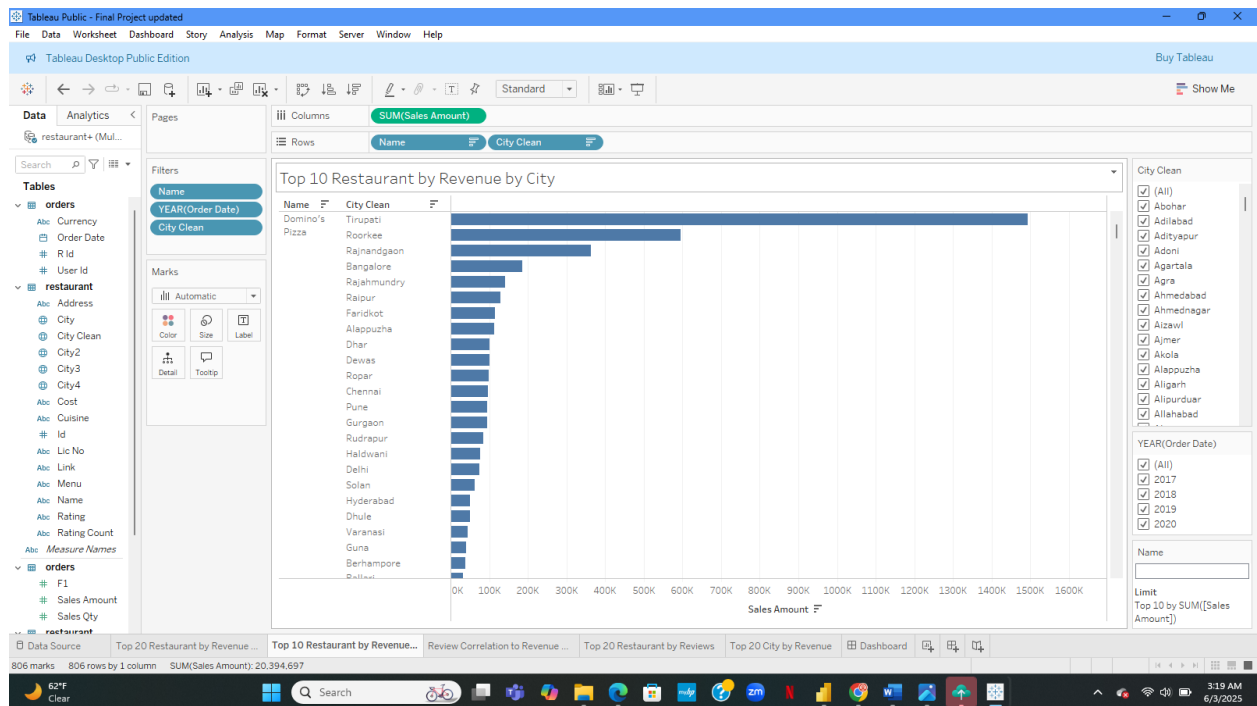
This Visualization shows that Domino's pizza is the most revenue generating restaurant, it also shows that Domino's pizza generated more than two times more revenue than the second most popular by revenue generated restaurant which is Sweet Truth Cake and Dessert. If we use the Year of Order date filter, we learn that in 2017, Domino's Pizza was the fourth popular by the same dimension but managed to top the list on the year 2018 and 2019, this means we need to understand the changes that were made by Domino's Pizza during those two years. It is also during this period that Dominos increases the revenue generated significantly, in 2017, the highest revenue generated by the restaurant was 468, 191 INR by Sweet Truth-Cake and Dessert but a year later in 2018 Domino's Pizza managed to generate 3,163, 828 INR. We should also note that some Restaurants are in a constant rise every year such as.

- Kwality Walls Frozen Dessert and Ice Cream Shop, they managed to increase the revenue generated from 75,350 INR in 2017 to 513, 030 INR in 2020.

- UBQ by Barbeque Nation who managed to increase the sum of revenue generated from 99,573 INR in 2017 to 494,233 in 2020.
- Pure Veg Meals Lunchbox who managed to increase the Revenue from 46,601 INR in 2017 to 399,782 INR in 2020.

This concludes that Domino's Pizza is the most popular Restaurant by Sum of revenue generated and it generated more than twice the amount generated by the second most popular Restaurant which is Sweet Truth cake and Dessert.

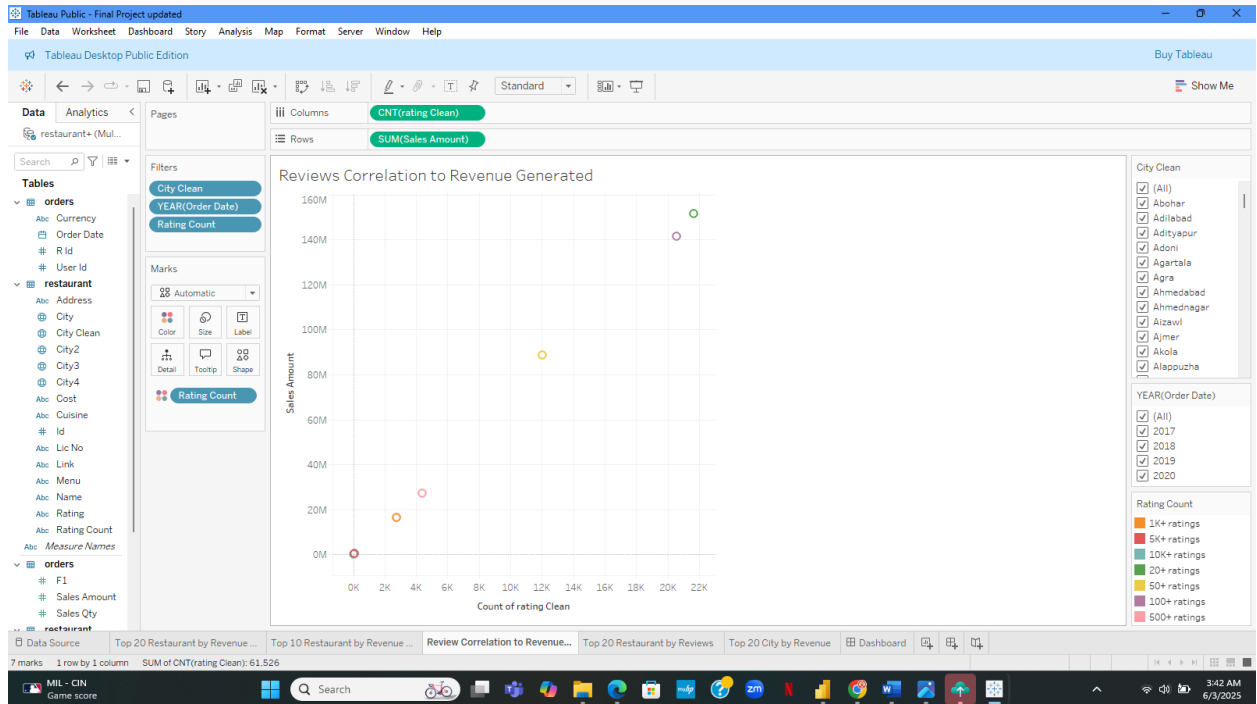
2. Top 10 Restaurant by Revenue by City



In this Visualization we find out that the top 9 restaurants by revenue have a presence in 5 or more cities. If we use the Year of order date filter, we realize that even the restaurants that we noticed in the previous visualization as the ones making constant progress increase their presence in different states yearly.

This concludes that having presence in many different cities significantly increase the Popularity and the revenue generated by a Restaurant.

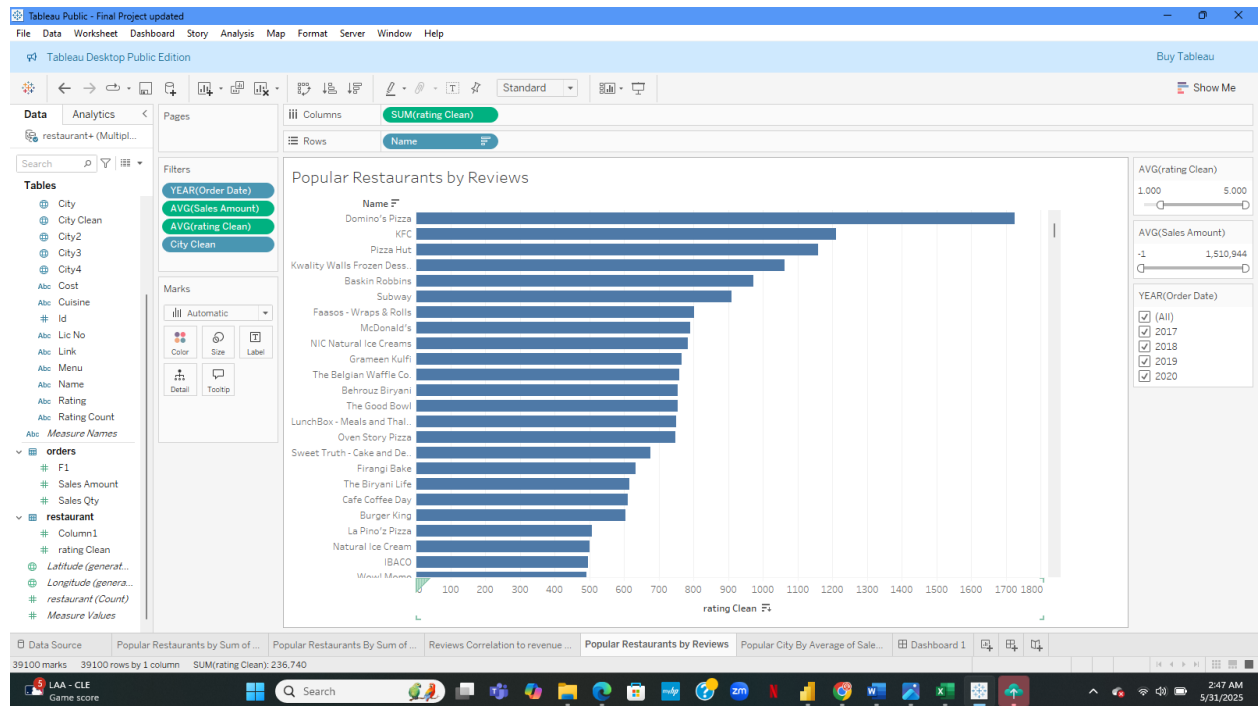
3. Reviews Correlation to Revenue Generated



This Visualization shows that the count of Rating Clean is directly proportional to revenue generated. The higher the Count of Rating Clean the higher the Revenue generated.

This makes the conclusion that the Count of rating clean is directly proportional to the amount of Revenue generated.

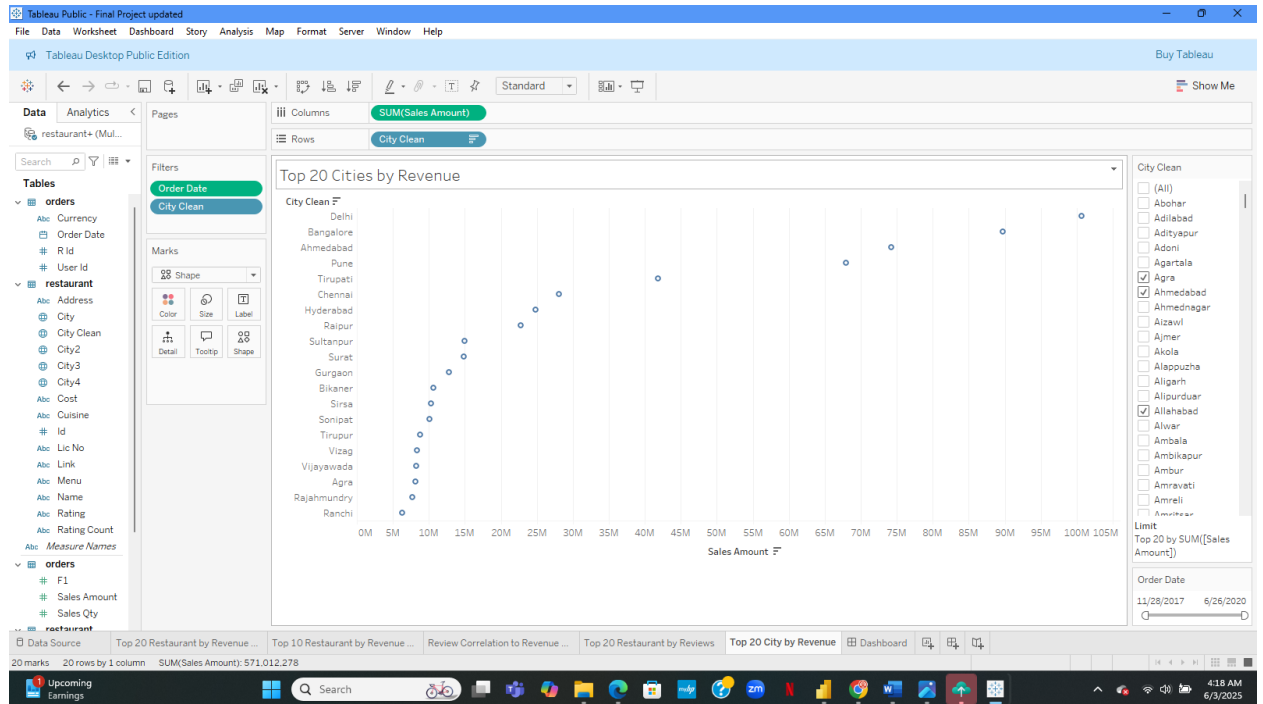
4. Top 20 Restaurants by Reviews



The Visualization shows that Domino's Pizza is the most popular Restaurant by Sum of Reviews followed by KFC and Pizza Hut. Even when we use the Year of Order Date Filter, we realize that these restaurants have always been among the top five every single year. All these Restaurants share the fact that they have a presence in more than 10 different Cities.

This concludes that restaurants with a presence in a higher number of different cities have the most reviews.

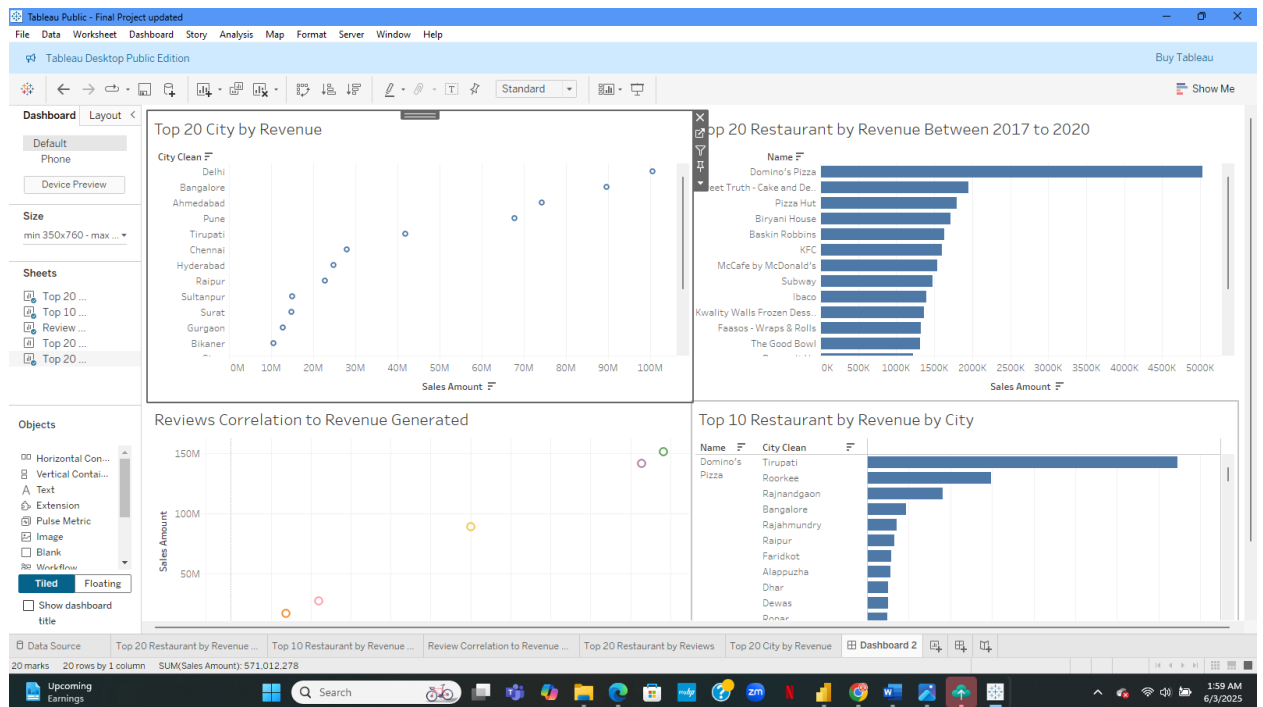
5. Top 20 Cities by Revenue



This Visualization shows the Cities where most of the Revenue was generated from. The Top City by Sum of Revenue generated are Delhi, Bangalore, Ahmedabad and Pune. These are the only cities that generate more than 50 million INR per city. The Visualization also shows that out of 542 Cities only 14 Cities has a Sum of revenue generated above 10 million INR. It also shows that only 49 Cities have a Revenue generated of 3 million and above per City.

This Concludes that even though there are so very many Cities the Cities that generates the biggest percentage of the Revenue are not very many, this can be very helpful in making a choice of a city to operate the Restaurant.

6. Dashboard



The dashboard shows the following visualization:

1. **Top 20 City by Revenue:** This shows that Delhi is the top City by revenue followed by Bangalore, Ahmedabad and Pune. This explains that Cities with high population generates the most Income. These four Cities are the only ones that generated the revenue of above 50 million INR. It also shows that out of 542 Cities only 14 Cities has a Sum of revenue generated above 10 million INR.
2. **Top 20 Restaurant by Revenue Between 2017 to 2020:** This shows that the top Restaurant by Revenue is Domino's Pizza, followed by Sweet Truth Cake and Desert, it also shows that the top restaurant generated more than double the revenue generated by the second top Restaurant Domino's pizza generated 5,025,266 INR while Sweet Truth Cake and Dessert generated only 1, 952,881 INR.

3. Review Correlation to Revenue Generated: This shows that rating clean is directly proportional to Revenue Generated. This explains that reviews help generate revenue.
4. Top 10 Restaurant by Revenue by City: This shows the top 10 restaurants in revenue and their city, it also shows that 9 out of 10 top Restaurant by revenue has a presence in 5 or more Cities

CONCLUSION

We can therefore conclude that Restaurant with the presence in many different cities are the most popular, generates higher revenue and receive the biggest number of reviews. Domino's Pizza is the most popular restaurant by those dimensions, and it is the restaurant with the presence in the biggest number of cities.

Recommendations:

To increase the popularity of a given restaurant it is crucial to increase its presence in different cities, especially in the cities that generate the most income shown in the visualizations above. This will increase the revenue it generates and the number of reviews it receives, hence increasing its popularity.