ZOMATO RESTAURANT ANALYSIS

PRESENTED BY :
GROUP 4

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INTRODUCTION

- Zomato is an Indian multinational restaurant aggregator and food delivery company founded by Pankaj Chaddah and Deepinder Goyal in 2008.

- Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities.

OBJECTIVES

- The objective of this project is to analyze customer behavior, sales trends, and restaurant performance using Zomato's data.
- This involves identifying peak ordering times, popular cuisines, key performance metrics, and customer segments.
- The ultimate goal is to provide actionable recommendations for improving marketing strategies, operational efficiency, and customer satisfaction, thereby supporting Zomato's business growth and enhancing the user experience.

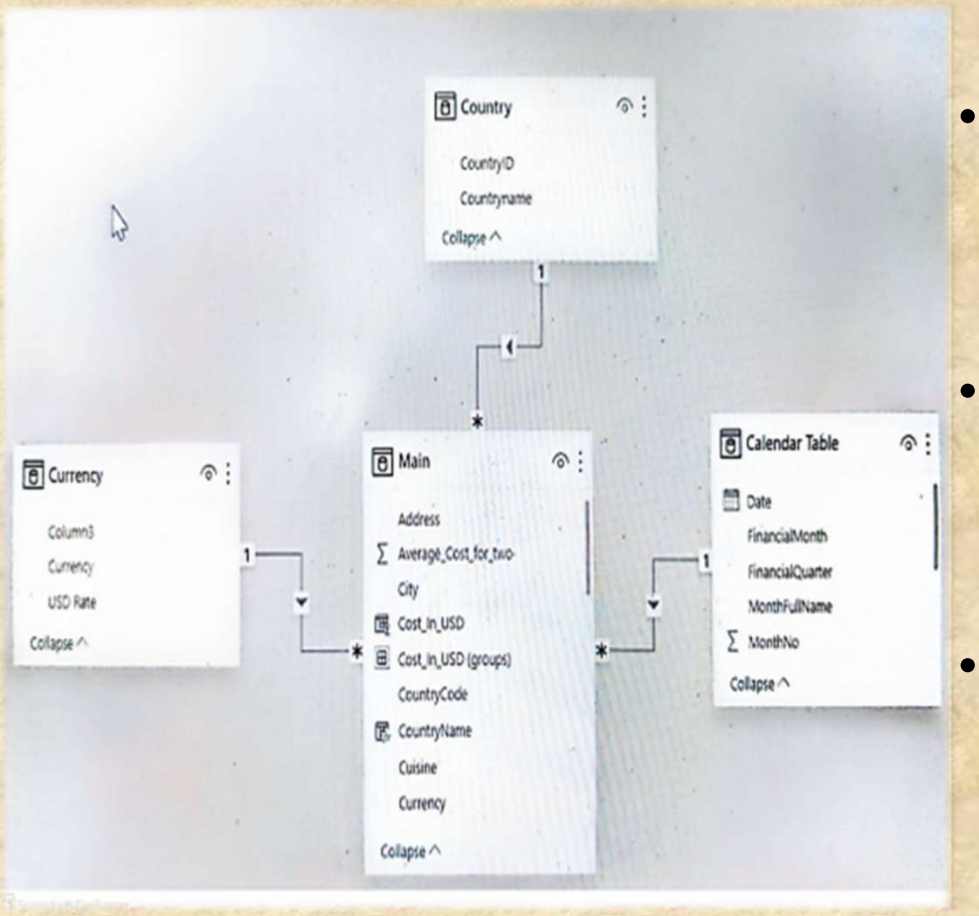
GOAL

- The goal of the Zomato analysis project is to leverage data insights to enhance customer experience, optimize operational efficiency, and support strategic business growth.
- By analyzing customer behavior, sales trends, and restaurant performance.
- The project aims to provide actionable recommendations that will improve marketing strategies, boost customer retention, and identify opportunities for expansion.
- This will ultimately drive increased customer satisfaction and business success for Zomato.

DATA COLLECTION

- The data comes from Zomato, a well-known platform for restaurant reviews and discoveries.
- It contains information on restaurant names, locations, Cuisines, ratings, and costs.
- To give a complete view of the industry, the dataset includes many different types of restaurants and locations.

DATA MODELLING



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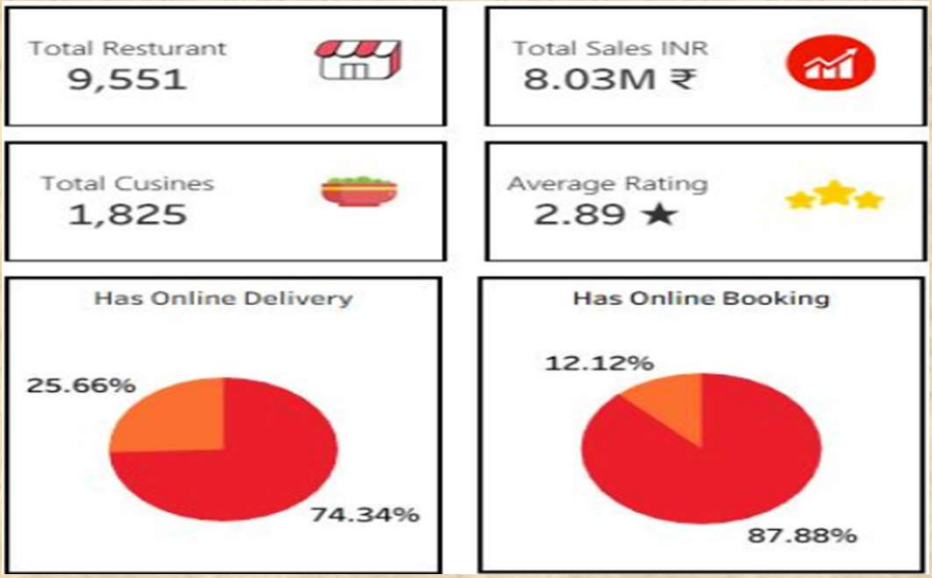
DATA CLEANING & PREPARATION

- The dataset was imported from CSV files into different DA Tools.
- Column names were standardized, and data types were corrected i.e dates were converted to proper formats, and numeric fields like cost and rating were cleaned.
- Null and duplicate values were removed where necessary.
- Relationships were created between tables (Main, Country, Currency, Date).
- A calendar table was prepared using DateKey, and derived columns like Year, Month, Quarter, and FQ , FM were added.
- Currency conversion was calculated and additional KPI's were created for analysis.

PROBLEM STATEMENT

1. Build a Data Model using the Sheets in the Excel File
2. Build a Calendar Table using the Columns Datekey_Opening .
   A.Year
   B.Monthno
   C.Monthfullname
   D.Quarter(Q1,Q2,Q3,Q4)
   E. YearMonth (YYYY-MMM)
   F. Weekdayno
   G.Weekdayname
   H.FinancialMOnth (April = FM1, May= FM2 …. March = FM12)
   I. Financial Quarter (Quarters based on Financial Month FQ-1 . FQ-2..)
3. Convert the Average cost for 2 column into USD dollars (currently the Average cost for 2 in local currencies
4. Find the Numbers of Resturants based on City and Country.
5. Numbers of Resturants opening based on Year , Quarter , Month
6. Count of Resturants based on Average Ratings
7. Create buckets based on Average Price of reasonable size and find out how many resturants falls in each buckets
8. Percentage of Resturants based on "Has_Table_booking"
9. Percentage of Resturants based on "Has_Online_delivery"
10. Develop Charts based on Cusines, City, Ratings (Candidate have to think about new KPI to analyse)

INSIGHTS



GENERAL METRICS

- Total Restaurants: **9,551**
- Total Cuisines Offered: **1825**
- Total Votes Received: **1499 M**
- Average Rating: **2.89**

ONLINE & TABLE SERVICES

- **74.34%** of restaurants offer **Online Delivery**, showing strong digital adoption.
- Only **12.12%** offer **Table Booking**, indicating limited in-house reservation services

RESTAURANT OPENINGS

- Restaurant openings are fairly stable throughout the year, with **peaks** in **March**, **July** and **September**.
- Small **dips** observed in **January, February** and **December.**

INSIGHTS

⭐ CUSTOMER FEEDBACK

- The **average rating** is **2.89**, suggesting a moderate customer satisfaction level.
- **Top-rated cuisines** include Asian, Mediterranean, and North Indian.
- **Highest-rated cities** include Quezon City and London, each averaging 5.0 stars.

🌎 CUISINE INSIGHTS

- **Most Offered Cuisine: North Indian (3,960 restaurants)**
- Followed by **Fast Food**, **Chinese**, **Italian**, and **Bakery**
- **South Indian, Desserts, and Continental** also show significant counts

ANALYSIS

1. **Concentration of Restaurants**: Major cities like Delhi, Mumbai, and Bangalore host the majority of restaurants.

2. **Dominant Restaurant Types**: Casual Dining and Quick Bites dominate the restaurant scene.

3. **High-Rated Cities**: Delhi and Mumbai have a higher proportion of high rated restaurants.

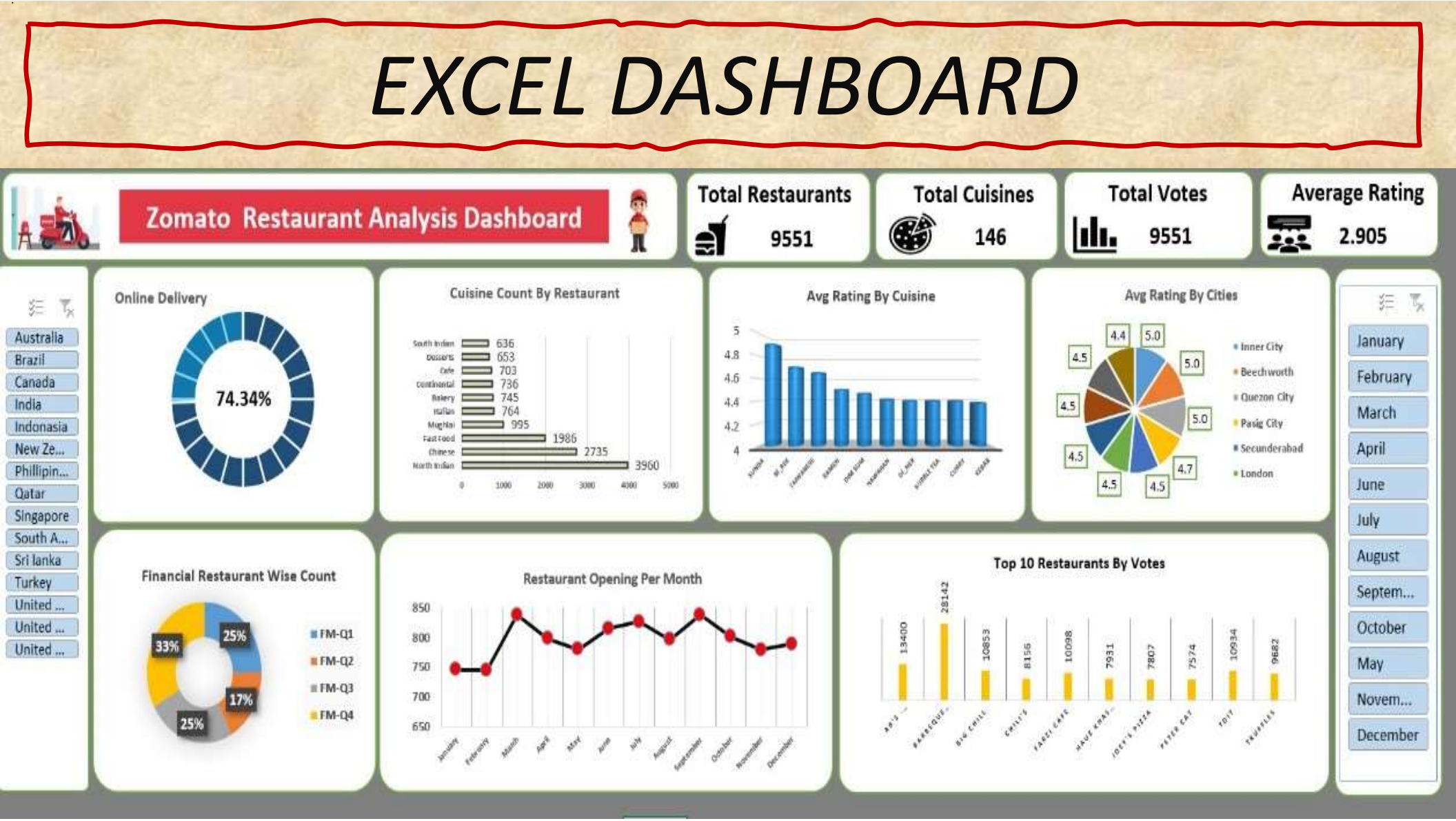
4. **Cost-Quality Correlation**: There is a notable correlation between the cost of dining and the restaurant's rating, suggesting that higher costs often accompany better quality

CHALLENGES

1. **Large Data Volume**
   - 9,000+ rows with 10+ columns can slow down Power BI visuals if not optimized.
   - Needed summarization and aggregation to improve dashboard performance.
   - Difficult to import data to MY SQL as such required a lot of data cleaning & preparation.

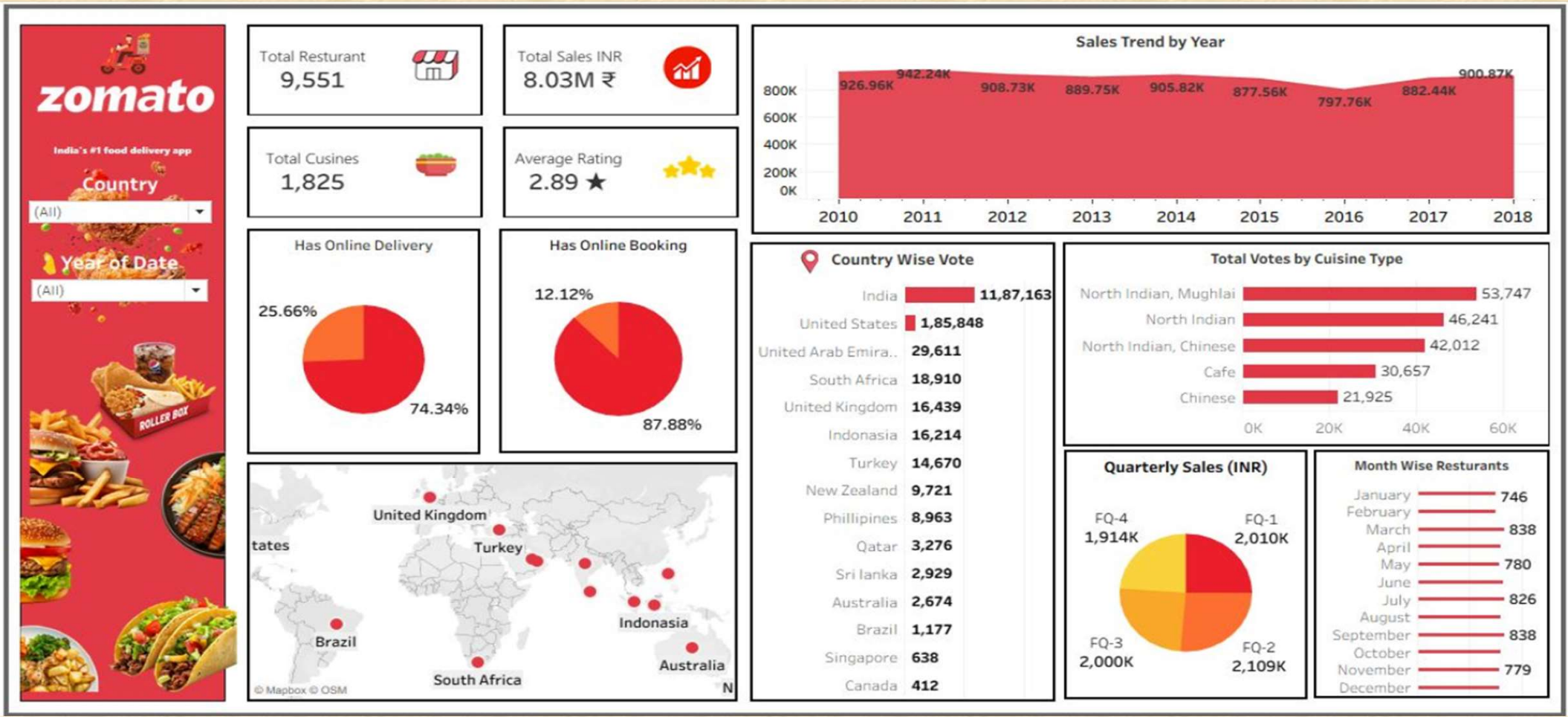
2. **Complex Join Conditions**
   - Keys like Country Code, Currency, and DateKey had to match across sheets.
   - Some required renaming and type conversions to join properly in Power BI or SQL

EXCEL DASHBOARD



POWER BI DASHBOARD

TABLEAU DASHBOARD



1. **Customer Retention:**
   - Implement loyalty programs.
   - Send personalized offers.

2. **User Experience:**
   - Improve app and website interface.
   - Provide real-time order tracking.

3. **Restaurant Performance:**
   - Analyze feedback regularly.
   - Incentivize high ratings.

4. **Business Expansion:**
   - Identify and expand in high-demand areas.
   - Form partnerships with local restaurants.

CONCLUSION

1. **Diversification of Services**
   Zomato has evolved from just food delivery into a **multi-service platform**, offering:
   - **Zomato Gold**: Membership perks on dining and delivery
   - **Zomato Pay**: Table bookings + in-restaurant payments
   - **Hyperpure**: B2B supply for restaurant raw materials
   - **Zomato Instant (Cloud Kitchen)**: Quick-prep meals

2. **Tech-Driven Operations**
   Zomato is leveraging AI and data science for:
   - Personalized restaurant recommendations
   - Predictive delivery time estimates
   - Dynamic pricing and targeted marketing

3. **Global Retraction for Local Focus**
   After experimenting with global expansions, Zomato has **retracted to focus on India**, where it dominates along with Swiggy.

Zomato is thriving by diversifying services, investing in tech, prioritizing profitability, and deepening local market presence, especially in India — where it holds a leading edge


Thank you