

zomato

Made By : Hitul Yadav

**New Restaurant
Launch: A Strategic
Analysis**

Objective Questions:

Q1. The data consists of some inconsistent and missing values so ensure that the data used for further analysis is cleaned.

Answer: [Data Sheet](#)

The dataset has been cleaned and few more columns have been added such as country name, City name, year in which restaurants were opened, Price Conversion to INR according to the requirement.

Formula used:

1. To get Country Code

```
=IFS(  
  L2="Indian Rupees(Rs.)", "INR", L2="Dollar($)", "USD", L2="Pounds(£)", "GBP", L2="NewZealand($)",  
  "NZD", L2="Emirati Diram(AED)", "AED", L2="Brazilian Real(R$)", "BRL", L2="Turkish Lira(TL)", "TRY",  
  L2="Qatari Rial(QR)", "QAR", L2="Rand(R)", "ZAR", L2="Botswana Pula(P)", "BWP", L2="Sri Lankan  
  Rupee(LKR)", "LKR", L2="Indonesian Rupiah(IDR)", "IDR", true, "Unknown")
```

2. To convert Average Cost for Two to INR Currency

```
=ifna(ARRAYFORMULA(GOOGLEFINANCE("CURRENCY:" & $M2 & "INR") * $T2), $T2)
```

3. To get year in which restaurant was opened

```
=LEFT(W2,4)
```

Q2. Using the LookUp functions, fill up the countries in the original data using the country code.

Answer: [Data Sheet](#)

Formula=`=VLOOKUP(C2,'country description'!A:B,2,0)`

In the raw data, the VERTICAL LOOKUP function was used to get data of the Country Names from the “Country Description Data”.

Q3. Create a table to represent the number of restaurants opened in each country.

Answer:

In the given Data, there are a total of 15 countries with 9551 restaurants.

Total Countries

Country	No. of Restaurants
Canada	4
Qatar	20
Singapore	20
Sri Lanka	20
Indonesia	21
Philippines	22
Australia	24
Turkey	34
New Zealand	40
Brazil	60
South Africa	60
United Arab Emirates	60
United Kingdom	80
United States of America	434
India	8652
Grand Total	9551

Q4. Also, the management wants to look at the number of restaurants opened each year, so provide them with something here.

No. of Restaurants	Year									
Country	2010	2011	2012	2013	2014	2015	2016	2017	2018	Grand Total
Australia	4	1	3	6		4	2	1	3	24
Brazil	5	12	2	8	11	9	5	4	4	60
Canada		1		1		1		1		4
India	995	995	911	954	946	918	938	992	1003	8652
Indonesia	1	5		1	4	3	1	1	5	21
New Zealand	4	6	4	2	4	4	4	5	7	40
Philippines	6	3	2	1	2	1	1	2	4	22

Qatar	4	1	2	4	2	2	4		1	20
Singapore	2	3	4	1	2	2	1	2	3	20
South Africa	4	4	7	8	5	7	10	9	6	60
Sri Lanka	1	2	3	4	2	3	2	2	1	20
Turkey	3	2	1	5	6	4	4	3	6	34
United Arab Emirates	4	3	16	6	9	8	2	6	6	60
United Kingdom	9	6	12	10	11	5	7	12	8	80
United States of America	38	54	55	50	47	53	46	46	45	434
Grand Total	1080	1098	1022	1061	1051	1024	1027	1086	1102	9551

Q5. What is the total number of restaurants in India in the price range of 4?

Country	Restaurants with Price Range 4 in India
India	388

Q6. According to the data, what is the average number of voters for the restaurants in each country?

Total Number of Voters
1498645

Country	AVERAGE of Votes
Australia	111.42
Brazil	19.62
Canada	103.00
India	137.21
Indonesia	772.10
New Zealand	243.03

Philippines	407.41
Qatar	163.80
Singapore	31.90
South Africa	315.17
Sri Lanka	146.45
Turkey	431.47
United Arab Emirates	493.52
United Kingdom	205.49
United States of America	428.22
Grand Total	156.91

Subjective Question:

Q1.Suggest a few countries where the team can open newer restaurants with lesser competition. Which visualisation/technique will you use here to justify the suggestions?

Answer:

Refer: [Data Sheet](#)

Method: I have used the Pivot table, in which rows are country and value field is count of restaurant id, AVERAGE of Rating, AVERAGE of Average_Cost_for_two_INR and AVERAGE of Votes. After creating the pivot table, I have used a formula to give scores to each country.

```
=IF(AND(B6>=4, C6>=4), C6 * D6 / B6 * (1 - RANK.EQ(C6, $C$6:$C$20, 0) /  
COUNT($C$6:$C$20)), "")
```

Explanation of the formula:

B2: COUNT of RestaurantID (Competition factor)

C2: AVERAGE of Rating (Good rating factor)

D2: AVERAGE of Votes (Number of votes factor)

The formula checks if the number of restaurants (competition) is at least 4 and if the average rating is at least 4. If both conditions are met, it calculates a composite score by multiplying the average rating by the average number of votes per restaurant, and then adjusts the score based on the ranking of the average rating.

Based on the computed score, this method ranks each country, with 1 representing the highest score, it gives suggested countries as follows:

1. Indonesia
2. New Zealand
3. Philippines
4. Qatar

Q2. Come up with the names of States and cities in the suggested countries suitable for opening restaurants.

Based on the comprehensive analysis, the following cities have emerged with the highest ranks, making them prime candidates for the team to consider when opening new restaurants. These cities exhibit favorable conditions, such as higher average ratings, limited competition, and potential demand for additional dining options. By strategically selecting locations in these cities, the team can maximize the likelihood of success and capitalize on the preferences and expectations of the local diners.

Country	City	COUNT of Restaurantl D	AVERAGE of Rating	AVERAGE of Average_Cos t_for_two_l NR
Indonesia	Jakarta	16	4.4	₹1,635.54
New Zealand	Auckland	20	4.3	₹3,472.04
New Zealand	Wellington City	20	4.3	₹3,624.65
Philippines	Mandaluyong City	4	4.6	₹12,128.94
Philippines	Taguig City	4	4.5	₹10,461.21
Qatar	Doha	20	4.1	₹5,101.59

Q3. According to the countries you suggested, what is the current quality regarding ratings for restaurants that are open there?

To determine the average rating of the recommended countries, I have utilised the aggregated function, which is the Averageif function.

=AVERAGEIF('Raw Data'!D:D,A26,'Raw Data'!V:V)

Country	Rating
---------	--------

Indonesia	4.30
New Zealand	4.26
Philippines	4.47
Qatar	4.06

Q4. Also, what is the current expenditure on food in the suggested countries, so we can keep our financial expenditure in control?

According to the given data, current expenditure can be determined by the sum of the average cost of 2 people in a restaurant for each suggested country.

=SUMIF('Raw Data'!D:D,Y6,'Raw Data'!U:U)

Country	Expenditure
Indonesia	₹31,312.18
New Zealand	₹141,933.86
Philippines	₹214,379.10
Qatar	₹102,031.78

Q5. Come up with the names of restaurants from the recommended states that are our biggest competitors and also those that are rated in the lower brackets, i.e. 1-2 or 2-3.

To identify the names of restaurants that could be considered as the biggest competitors based on the provided metrics (COUNT of RestaurantID, AVERAGE Rating, AVERAGE Average_Cost_for_two_INR, and AVERAGE Votes), you can use a combination of formulas to calculate a composite score for each restaurant.

=IF(AND(AG6>=1, AH6>=3), AH6 * AJ6 / AG6 * (1 - RANK.EQ(AH6, \$AH\$6:\$AH\$106, 0) / COUNT(\$AH\$6:\$AH\$106)), "0")

Explanation of the formula:

AG6: COUNT of RestaurantID (Competition factor)

AH6: AVERAGE of Rating (Good rating factor)

AJ6: AVERAGE of Votes (Number of votes factor)

The formula checks if the number of restaurants (competition) is at least 4 and if the average rating is at least 4. If both conditions are met, it calculates a composite score by multiplying the average rating by the average number of votes per restaurant and then adjusts the score based on the ranking of the average rating.

Based on above analysis a certain rank was assigned to each restaurant using RANK.EQ function.

This formula ranks the restaurant in cell AK6 against the range \$AK\$6:\$AK\$106 in descending order (0 as the third argument means descending order), where a higher score gets a lower rank.

Drag this formula down for all the rows in column AL. The restaurant with the rank 1 will be considered the biggest competitor, and the rank will proceed in descending order based on the composite scores.

=ifna(RANK.EQ(AK6, \$AK\$6:\$AK\$106, 0), "")

Listing Top 10 Competitors with respective city and country:

Country	City	RestaurantName	COUNT of RestaurantID	AVERAGE of Rating
Indonesia	Jakarta	Satoo - Hotel Shangri-La	1	4.6
Indonesia	Jakarta	Sushi Masa	1	4.9
Indonesia	Jakarta	Talaga Sampireun	2	4.9
Indonesia	Jakarta	Toodz House	1	4.6
Indonesia	Jakarta	Union Deli	1	4.6
Indonesia	Tangerang	Talaga Sampireun	1	4.9
New Zealand	Auckland	Federal Delicatessen	1	4.6
New Zealand	Auckland	Milse	1	4.9
Philippines	Pasay City	Spiral - Sofitel Philippine Plaza Manila	1	4.9

Philippines	Pasig City	Silantro Fil-Mex	1	4.9
-------------	------------	------------------	---	-----

Q6. Which cuisines should we focus on in the newer restaurants to get better feedback? Does the choice of cuisines affect the restaurant ratings?

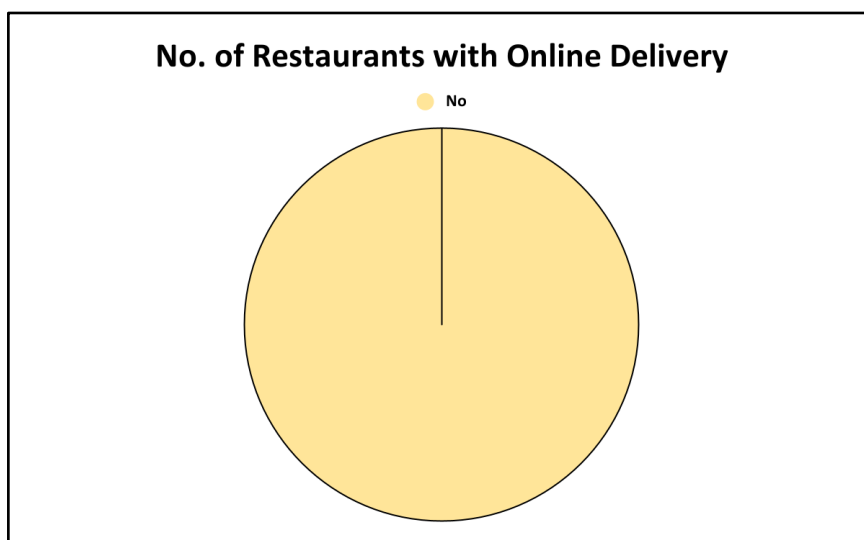
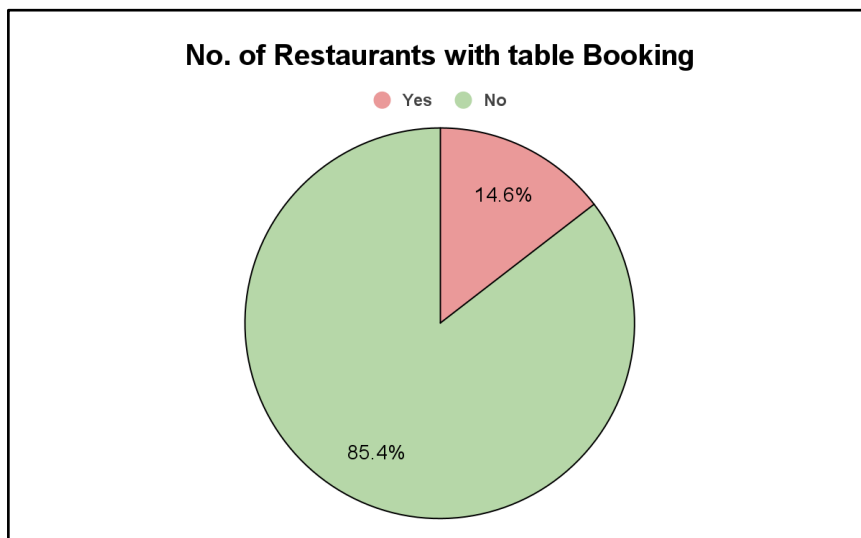
Based on the competitor analysis, the cuisines represented among the competitor restaurants include Asian, Indonesian, Western, Sushi, Japanese, Sunda, Italian, Coffee and Tea, Cafe, European, American, Desserts, Bakery, Filipino, Mexican, and Indian.

The team may consider focusing on cuisines that are popular among top-ranked competitors in each country. Additionally, they may explore offering a diverse menu that includes a mix of popular local and international cuisines, considering the preferences of the target market in each location.

Country	City	RestaurantName	Cuisines
Indonesia	Jakarta	Satoo - Hotel Shangri-La	Asian, Indonesian, Western
Indonesia	Jakarta	Sushi Masa	Sushi, Japanese
Indonesia	Jakarta	Talaga Sampireun	Sunda, Indonesian
Indonesia	Jakarta	Toodz House	Cafe, Italian, Coffee and Tea, Western, Indonesian
Indonesia	Jakarta	Union Deli	Desserts, Bakery, Western
Indonesia	Tangerang	Talaga Sampireun	Sunda, Indonesian
New Zealand	Auckland	De Fontein Belgian Beer Cafe	European
New Zealand	Auckland	Federal Delicatessen	Cafe, American
New Zealand	Auckland	Milse	Desserts
Philippines	Pasay City	Spiral - Sofitel Philippine Plaza Manila	European, Asian, Indian
Philippines	Pasig City	Silantro Fil-Mex	Filipino, Mexican

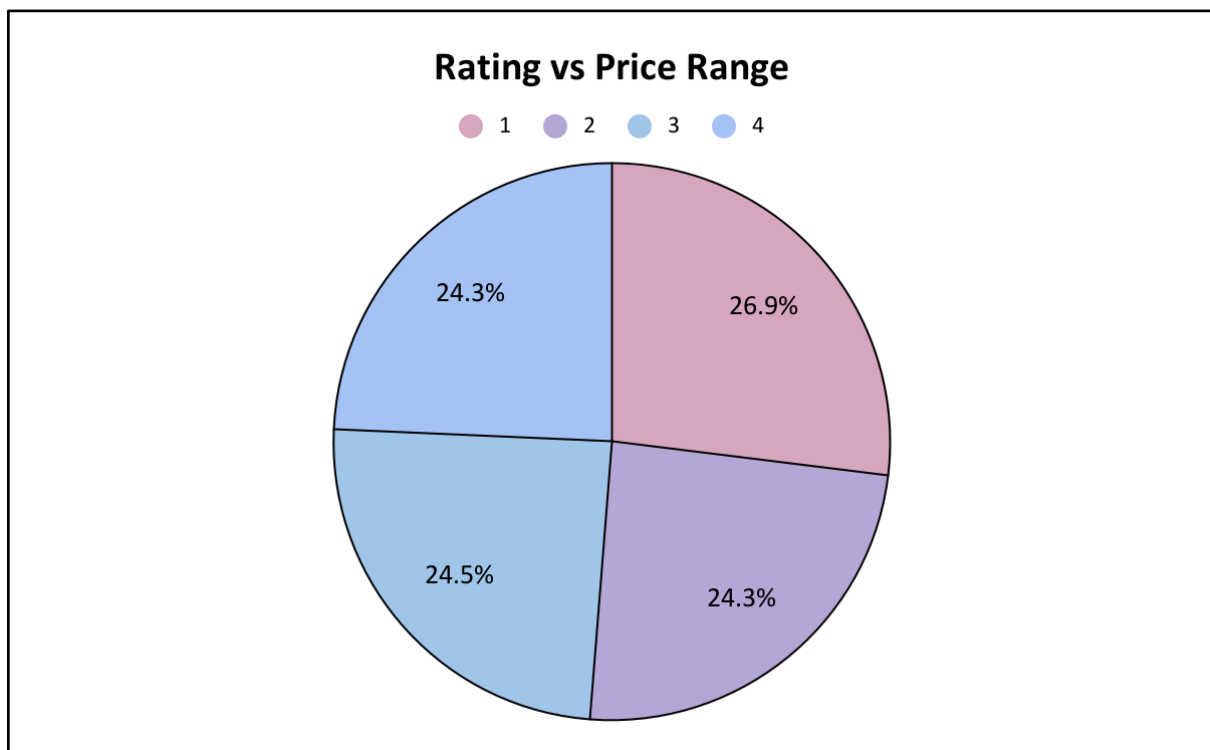
Q7. According to our current data, should we go for online delivery and table booking? Does that affect the customer's ratings?

The analysis highlights a notable trend: few restaurants in the suggested countries currently offer table booking, and none provide online delivery services. Surprisingly, this absence does not seem to impact their ratings. In response, the team is urged to prioritise the incorporation of both table booking and online delivery services when launching new restaurants. This strategic move aims to align with market preferences for convenience and elevate the overall customer experience. By embracing these modern conveniences, the team can effectively broaden their customer base, enhance competitiveness, and establish a strong presence in the local dining scene.



Q8. Should the team keep the rate of cuisines higher? Will that affect the feedback? According to our data are the rates of cuisines and ratings, correlated?

Based on the analysis, it appears that in the suggested country, restaurants with lower price ranges tend to receive higher ratings. While this suggests a positive correlation between lower prices and better ratings, it's important for the team to strike a balance. They should be cautious not to set prices too low, as this may impact factors such as the quality of food, ambiance, and overall customer experience. The team should aim to maintain a pricing strategy that reflects the perceived value of the offerings while ensuring a high standard of quality in various aspects of the dining experience. This approach will likely contribute to both customer satisfaction and the overall success of the restaurants



Q9. What is the distribution of the number of restaurants of different price ranges in all the countries?

<i>Price_range</i>	AVERAGE of Rating	COUNT of RestaurantID
1	4.7	3
2	4.2	7
3	4.3	54
4	4.2	39

The dashboard must consist of date and country slicers.