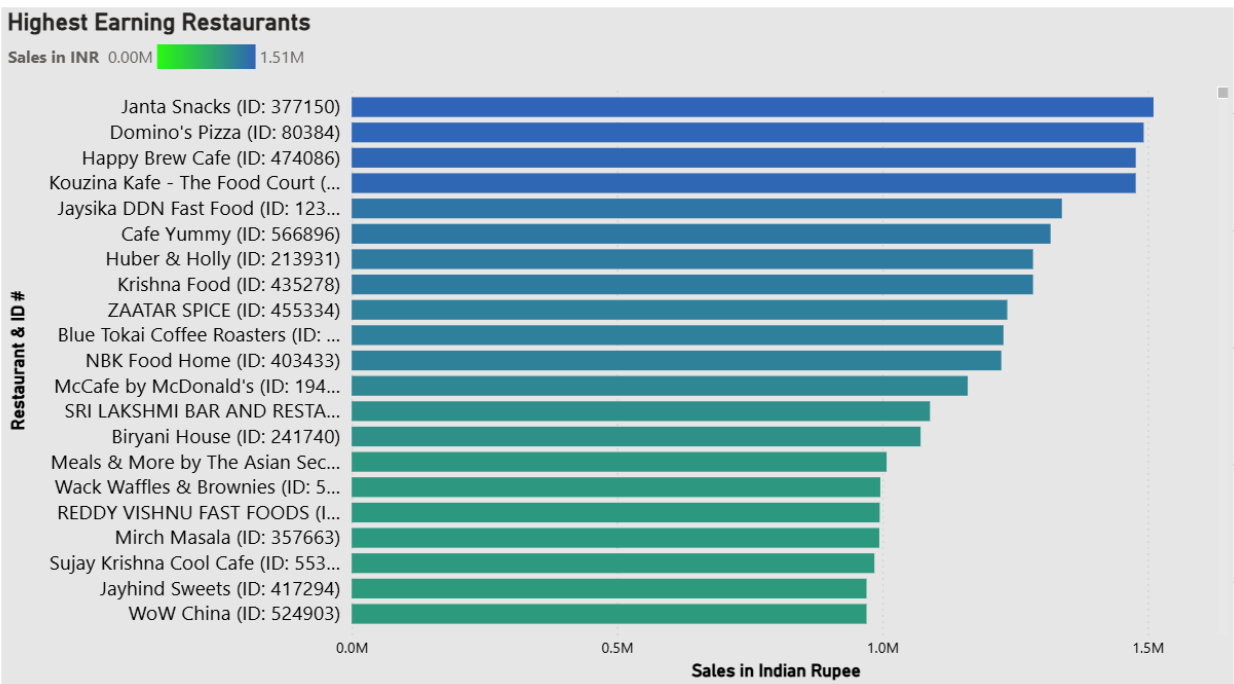
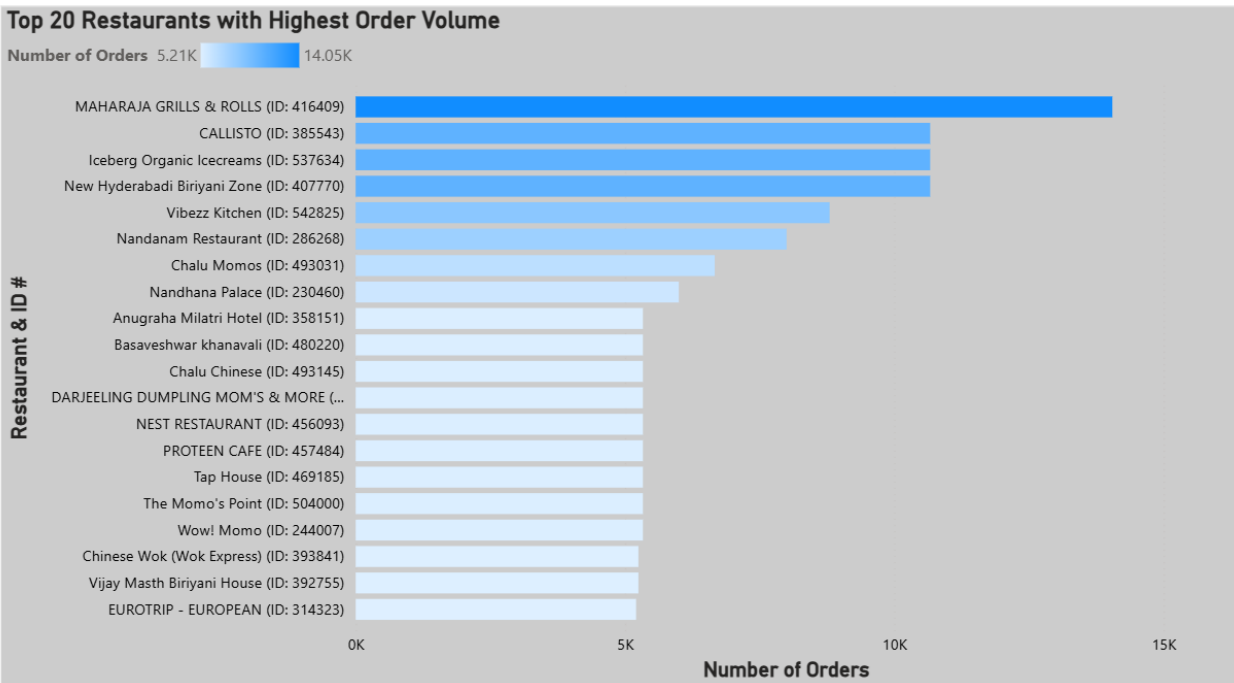


To assist Zomato identify the most popular restaurants, an analysis was conducted comparing individual establishments based on order volume, total revenue, average order value, number of unique customers, and total customer count.

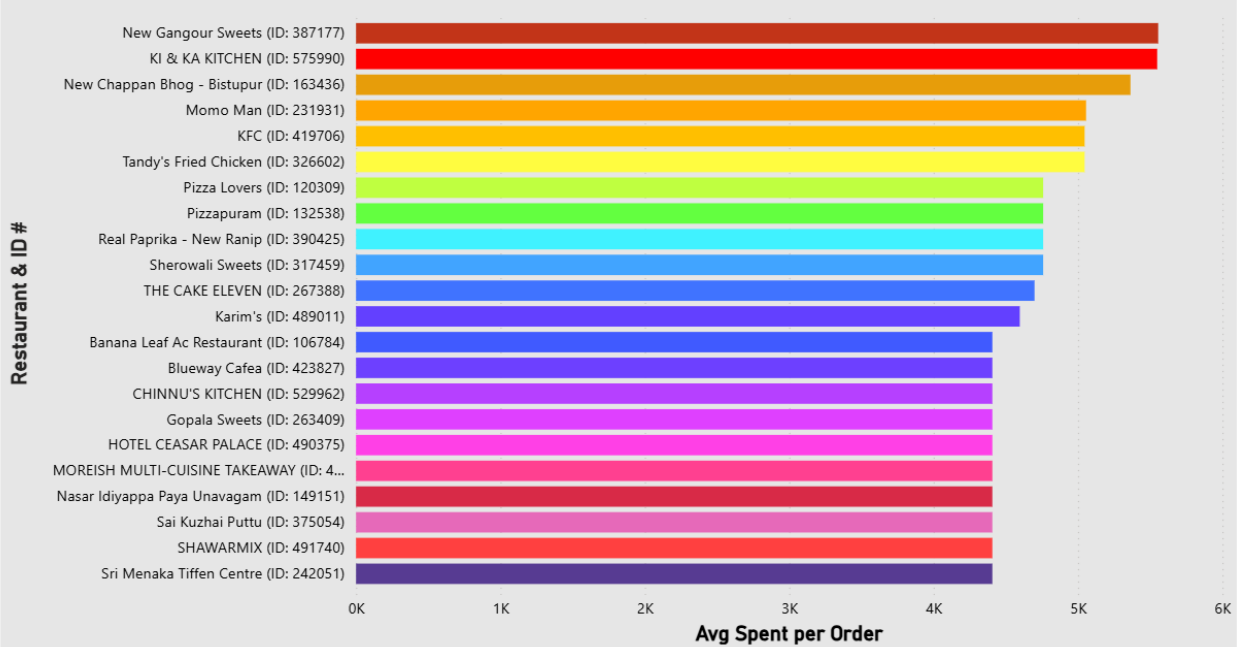


Displayed above are the top 20 revenue-generating restaurants, highlighting key players in the dataset based on total sales figures.



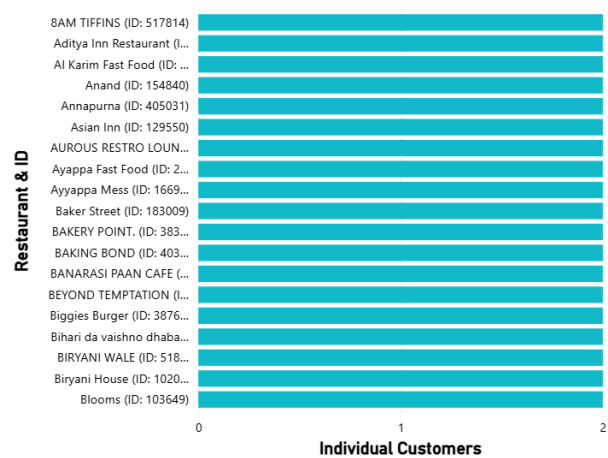
The chart above are the 20 restaurants with the highest cumulative order volume, offering a clear view of consumer demand concentration across individual establishments.

Top 20 Locations Where Customers Spend the Most per Order

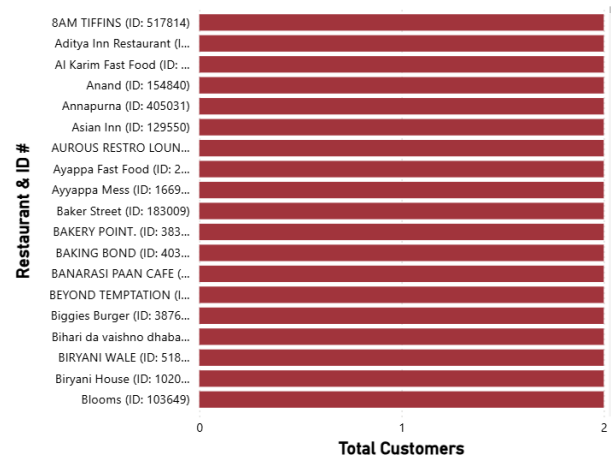


This chart ranks restaurants by average order amount, showcasing those with the highest per-order revenue and indicating potential premium dining experiences.

Individual Restaurants v. Individual Customers



Total Visits per Restaurant



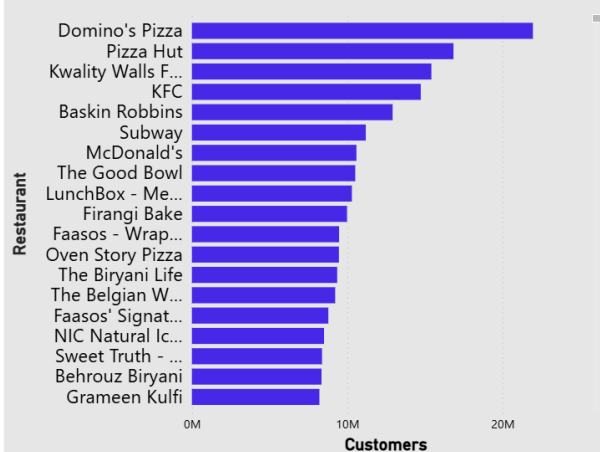
The bar chart in the top left, Individual Restaurants v Individual Customers, displays the number of unique customers per individual restaurant, calculated using distinct user_ids. This metric was intended to highlight which locations are growing in popularity by attracting new customers.

The bar chart on the top right, Total Visits per Restaurant, illustrates the total number of customer visits per restaurant, including repeat visitors. This was meant to provide insight into overall customer engagement and loyalty.

Data Quality Note:

Upon closer examination in both Excel and Tableau, it was observed that the maximum number of unique and total customers per restaurant caps at two—an unlikely scenario for actual restaurant operations. This anomaly indicates a potential error in the dataset. As such, these charts should not be used as reliable indicators of restaurant popularity until the data can be validated or corrected.

Restaurant Customer Volume



Number of Restaurants by Name



An aggregated analysis was performed to determine which restaurant brands—grouped by name rather than individual location—attracted the highest number of customers. The results, in the Restaurant Customer Volume, revealed that well-known chains, predominantly American cuisine, accounted for the largest customer base. The bar chart on the top right, Number of Restaurants by Name, further supports this trend, showing that these same brands also operate the highest number of individual restaurant locations, suggesting a strong correlation between brand presence and customer reach. It's important to consider that this popularity may be influenced by the sheer number of locations rather than customer preference alone. Therefore, high customer volume at the brand level may reflect operational scale more than individual restaurant quality or customer satisfaction.