



Zomato presentation

Overview: Analytical dashboard and comprehensive report aimed at delivering actionable insights into Zomato's business performance. The analysis will emphasize key areas such as restaurant popularity, restaurant revenue, and trending cuisines.

Dashboard

This dashboard provides information on the restaurant popularity through ratings and sales:

- Average Rating per Restaurant
- Highest rated restaurants with over 500+ reviews
- Average Sales Amount per location
- Average sales amount by location (Address). Since we are focusing on the top restaurants there is a filter of the top 10 in sales per location.

3.45K

Average Rating

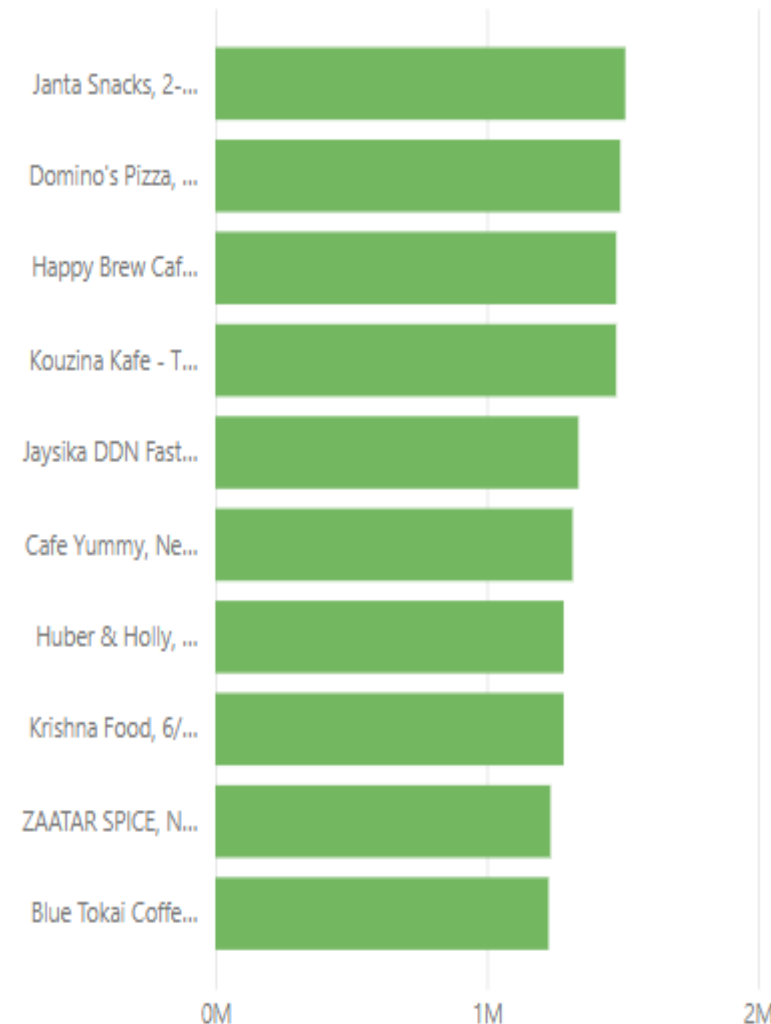
name	rating	rating_count	location
Kwality Walls Frozen Dessert and Ice Cream Shop	4.9	500+ ratings	Kwality Walls Frozen Dessert and Ice Cream Shop, 254 Gali No 6A Main Sindhufarm Road Pur, Sarita Vihar, South East, Delhi, 110044
Kwality Walls Frozen Dessert and Ice Cream Shop	4.9	500+ ratings	SUNSHINE SHAKE, WH4X+PMX, Azad Garh, India
Mithai	4.8	500+ ratings	Mithai, 18, Gariahat Road, Gariahat, Kolkata
Natural Ice Cream	4.8	500+ ratings	Natural Ice Cream, P-563, LAKE ROAD(HEMAMUNICIPAL CORPORATION, KOLKATA-700028
Natural Ice Cream	4.8	500+ ratings	Natural Ice Cream, Shop No 77/1A, Park Street, Chennai, Tamil Nadu 600006
Amadora Gourmet Ice Creams	4.7	500+ ratings	Behrouz Biryani - Royal & Safe, A160 1st floor, 110092
Behrouz Biryani - Royal & Safe	4.7	1K+ ratings	Bombay Salad Co, Chiran Plot No. 340, 16th Bandra West, 400050 Mumbai Maharashtra
Bombay Salad Co	4.7	1K+ ratings	Cakes,Patuli, 1/5 baishnabghata patuli town, 560005
Cakes,Patuli	4.7	500+ ratings	Corner House Ice Cream, No7/5, Orbit Circle, 492001
Corner House Ice Cream	4.7	1K+ ratings	Fresh Baked Goodness, New No. 22, Old No. Mylapore
Fresh Baked Goodness	4.7	500+ ratings	Kamdhenu's Sweets, P 515, RAJA SUBHODH
Kamdhenu's Sweets	4.7	1K+ ratings	

6.56K

Average of sales_amount

location	rating	rating_count
Blue Tokai Coffee Roasters, N 7 Connaught Place Central Delhi 110001	4.7	50+ ratings
Huber & Holly, Navrangpura, Ahmedabad, Gujarat, India	4.5	50+ ratings
Domino's Pizza, Door No. 19-3-13/B, Municipal Ward No. 19,Tirupati Town, Village Record No. 29, Survey No. 3/2C/2C (Opposite Quality Inn Bliss Hotel),Ramanujam Circle, Renigunta Road,Tirupati Urban Mandal, Tirupati	3.8	100+ ratings
Jaysika DDN Fast Food, tilak road, opp ritual salon, rishikesh	3.7	500+ ratings
Happy Brew Cafe, D No: - 19-8-182, Airbypass Road Near TvsShowroom , Tirupati 517501	3.5	20+ ratings
Cafe Yummy, Near Shiv Mandir Anand Nagar Telibandha Raipur, Ward no. 48 - Madar teresa ward, DHARSIWA, Raipur, Chhattisgarh - 492001	--	Too Few Ratings
Janta Snacks, 2-GF, SARANYA AVENUE, OPP. SHARDA SCHOOL,	--	Too Few Ratings

Average of sales_amount by location

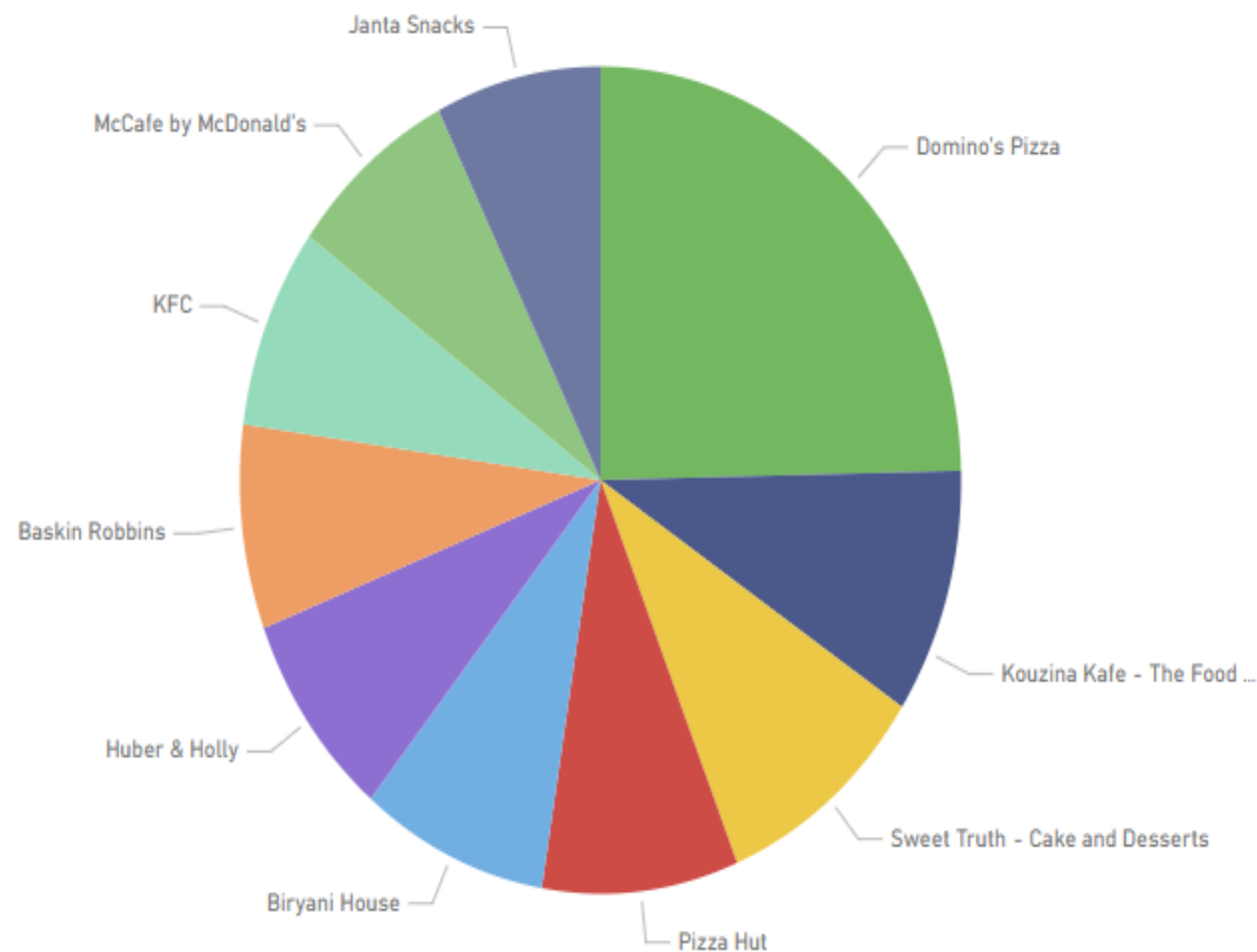


Restaurants Popularity Findings

- Deserts look to be popular among consumers when we are look at the ratings
- We should be making the restaurants with the higher sales volume do more ratings to get more feedback from the Customer. Looks like most of the high-volume restaurants do not have ratings in the system.
- The average rating is 3.4 and all the restaurants that have a qualifying number of ratings are above the average which symbolizes that people go there a lot and like the restaurant.

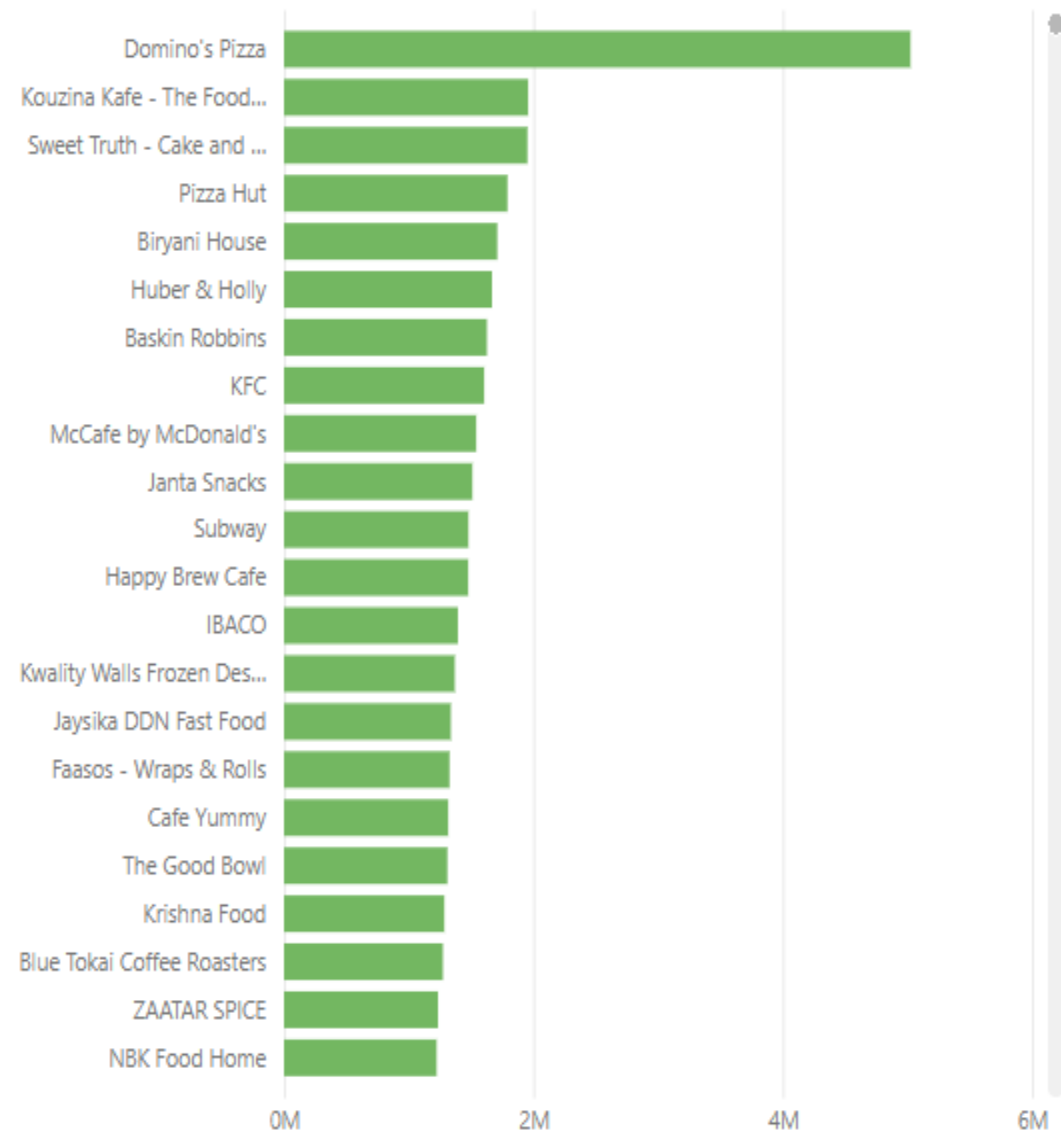
Top 10 in Revenue

Sum of sales_amount by name



Top revenue sorted by sales

Sum of sales_amount by name



Restaurants Revenue Findings

- Domino's have the highest revenue overall. I know they have multiple locations that play a factor into this as long as being a worldwide brand.
- Desserts look to have a good portion of sales in this Top 10 chart.
- Kquality is showing great sales and great ratings with a lot of feedback. This shows a high-quality restaurant you might want to add some more marketing for this restaurant.

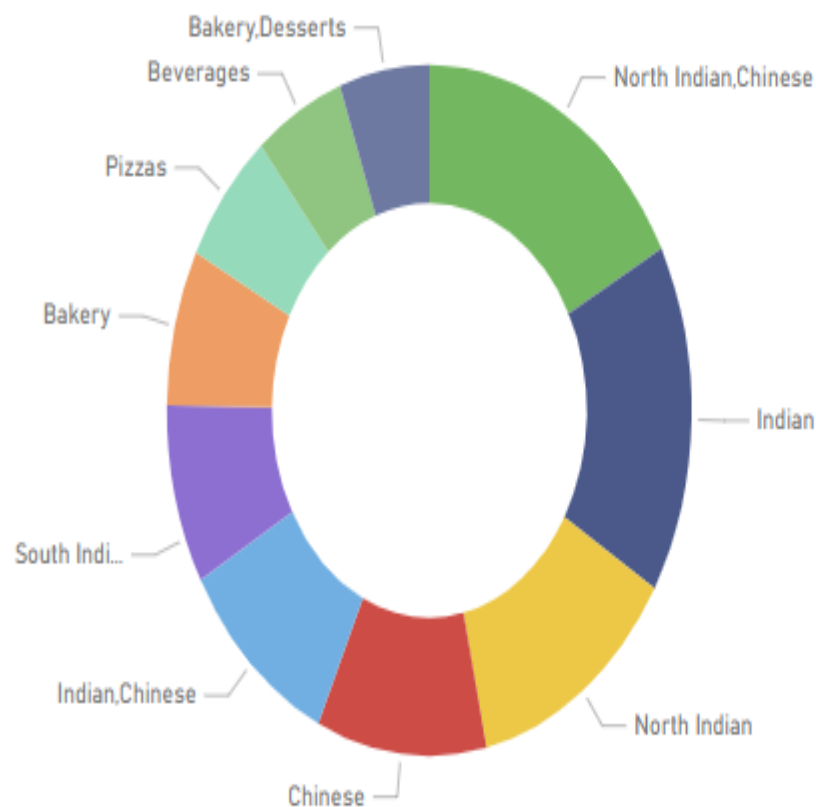
Cuisines Dashboard

This dashboard provides information on the cuisine popularity through ratings and sales:

- Top 10 cuisines in revenue
- Cuisines with the best ratings
- Revisiting Highest revenue restaurants with the cuisines

Top 10 per Sales

Sum of sales_amount by cuisine



Ratings (500+ count)

cuisine	rating	rating_count
Beverages,Snacks	4.9	500+ ratings
Ice Cream	4.9	500+ ratings
Ice Cream,Desserts	4.9	500+ ratings
Desserts	4.8	500+ ratings
Ice Cream	4.8	500+ ratings
Bakery	4.7	500+ ratings
Beverages,Bakery	4.7	1K+ ratings
Biryani,Mughlai	4.7	1K+ ratings
Desserts	4.7	1K+ ratings
Desserts	4.7	500+ ratings
Desserts,Bakery	4.7	500+ ratings
Desserts,Ice Cream	4.7	500+ ratings

Highest revenue per name

name	cuisine	Sum of sales_amount
Domino's Pizza	Pizzas	5025132
KFC	American,Snacks	1604402
Janta Snacks	Street Food,Indian	1510944
Kouzina Kafe - The Food Court	Bakery,Beverages	1481783
Happy Brew Cafe	Pizzas,Continental	1477458
Pizza Hut	Pizzas	1416107
Jaysika DDN Fast Food	Continental,Indian	1338264
Faasos - Wraps & Rolls	Fast Food,Snacks	1327746
Cafe Yummy	Cafe,North Indian	1316921
Krishna Food	North Indian,Punjabi	1283875
Huber & Holly	Pizzas,Pastas	1283875
McCafe by McDonald's	Beverages,Desserts	1264395
ZAATAR SPICE	Arabian,Chinese	1235347
Blue Tokai Coffee Roasters	Beverages,Desserts	1230324
NBK Food Home	Indian	1224088
Sweet Truth - Cake and Desserts	Bakery,Desserts	1214592
Burger It Up	American,Fast Food	1169165
McDonald's Gourmet Burger Collection	Burgers,Beverages	1134492
The Good Bowl	North Indian,Punjabi	1129128
Jayhind Sweets	Sweets	1124380
Firangi Bake	Italian,Mexican	1120355
Wack Waffles & Brownies	Waffle,Desserts	1112801
Total		963846484

Restaurants Findings

- Chinese cuisine is the most popular with a few showing in the top grossing restaurants
- Pizza is in 4 out of the top 11 restaurants
- Deserts show to have high ratings and good revenue in some of the top restaurants. Maybe suggesting add on items to beverages could lead to some increase revenue

Conclusions

- Chinese cuisine is the most popular with a few showing in the top grossing restaurants.
- Domino's have the highest revenue overall. I know they have multiple locations that play a factor into this as long as being a worldwide brand.
- Many businesses (Kwality Walls, Natural Ice Cream, etc.) have 4.9 ratings with 1K+ reviews but aren't top revenue earners.
- Pizza is in 4 out of the top 11 restaurants. This show that a lot of customers order pizza at various places.
- The average rating is 3.4
- Average sales by address is 6.5k

Recommendations

- Consider analyzing marketing, pricing, and product offerings of low-rated high earners. What are they doing differently? Is it volume, location, or price point?
- There's untapped potential to enhance the brand experience and build loyalty by focusing on improving reviews and customer engagement which is shown in Domino's that have high sales but is not atop in the ratings department.
- Expand in Indian/Chinese combos or tap into high-margin dessert/beverage concepts to add more balance .
- Some locations like Janta Snacks and Happy Brew Cafe have high average sales. These don't always align with highest ratings, implying good sales but potential service/product inconsistencies.