

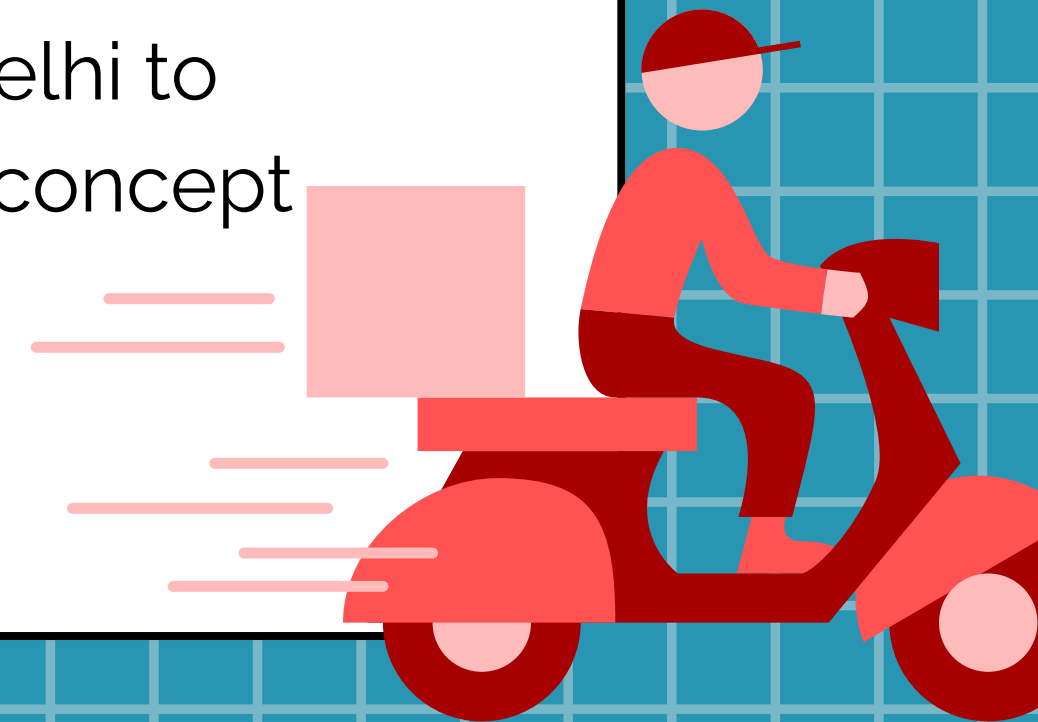
ZOMATO DATA ANALYSIS REPORT



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ZOMATO OVERVIEW

Zomato, a home project that was started in Delhi twelve years ago, has expanded to become one of the biggest food aggregators in the world. We are able to fulfill our mission of providing healthier food for more people by being present in 24 countries and more than 10,000 cities worldwide. In addition to helping consumers find meals in any situation, Zomato collaborates closely with eateries to support a healthy environment. All it needed in 2008 was an idea to make thousands of restaurant menus digitally accessible. Three fervent food enthusiasts, who detested standing in line, drove throughout Delhi to gather restaurant menus, scan them, and upload them online. Their concept has developed into the daily vision that motivates.



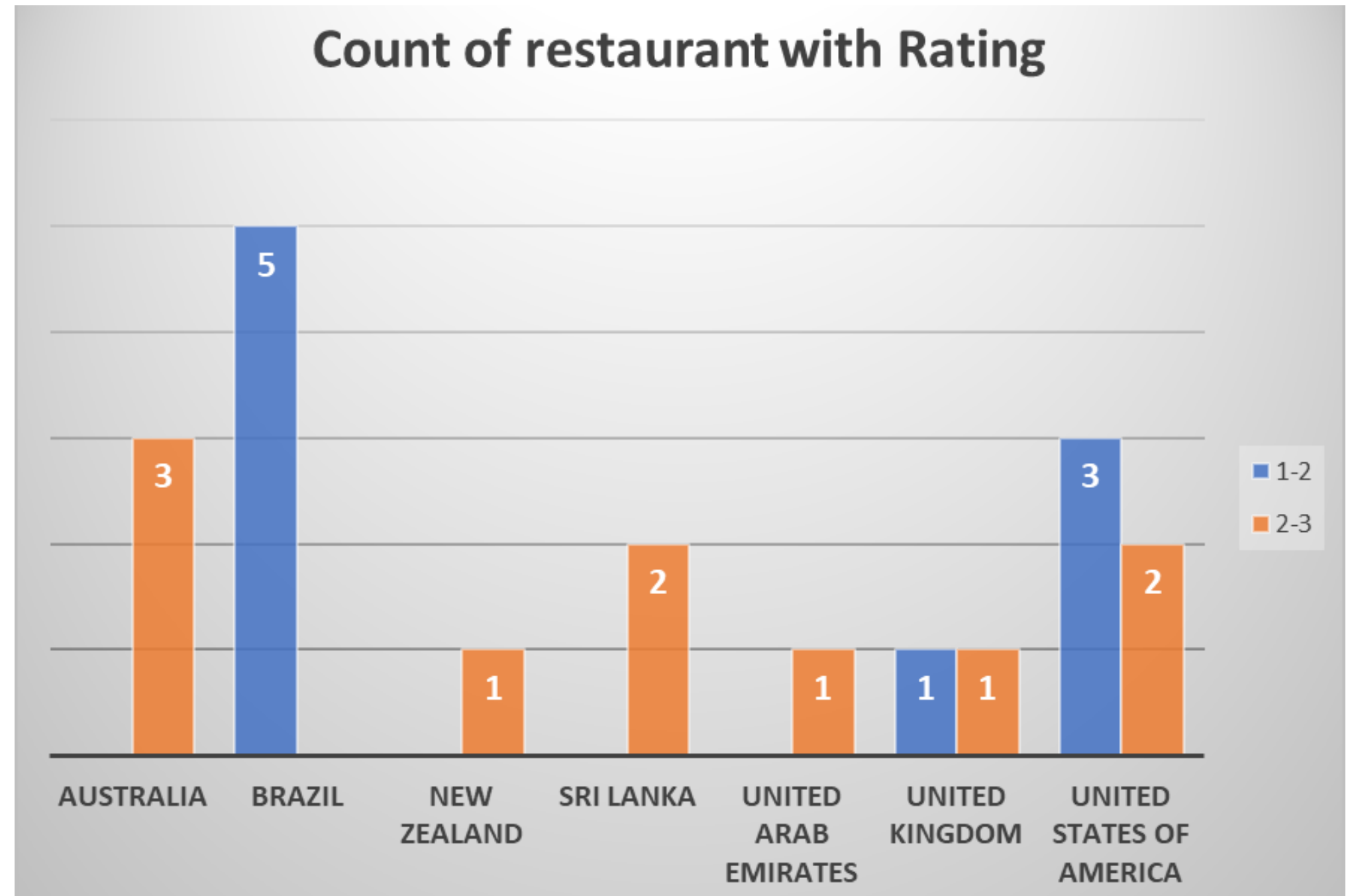
PROBLEM STATEMENT

Strategies & suggestions for expansion and opening newer restaurants in different countries and cities by analysing with given data

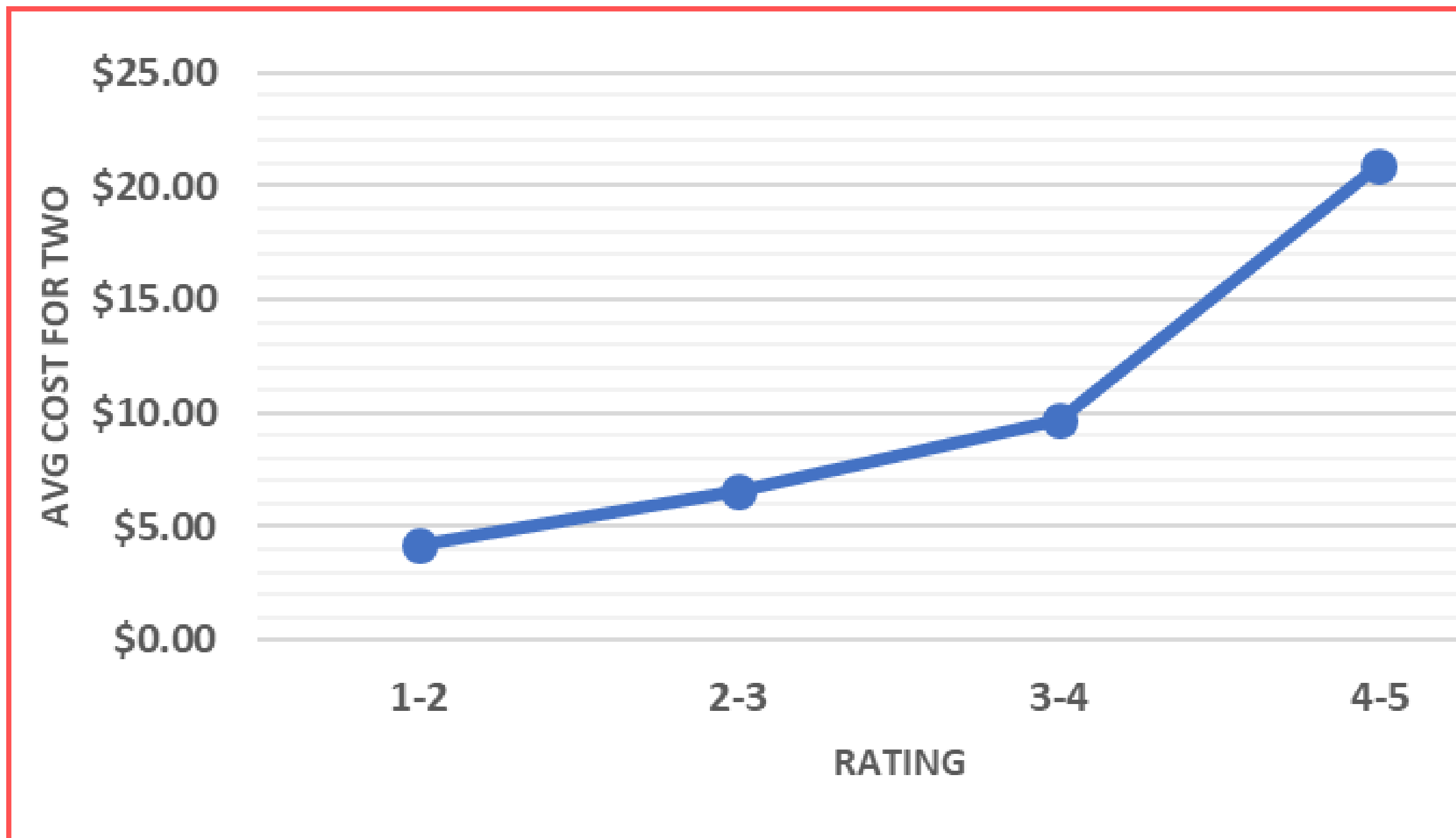


FOR OPENING NEW RESTAURANTS

In countries where the main metrics-rate of restaurants is low, such as Australia, Brazil, New Zealand, Sri Lanka, United Arab Emirates, United Kingdom, and the United States of America, these are the best places to open new restaurants.

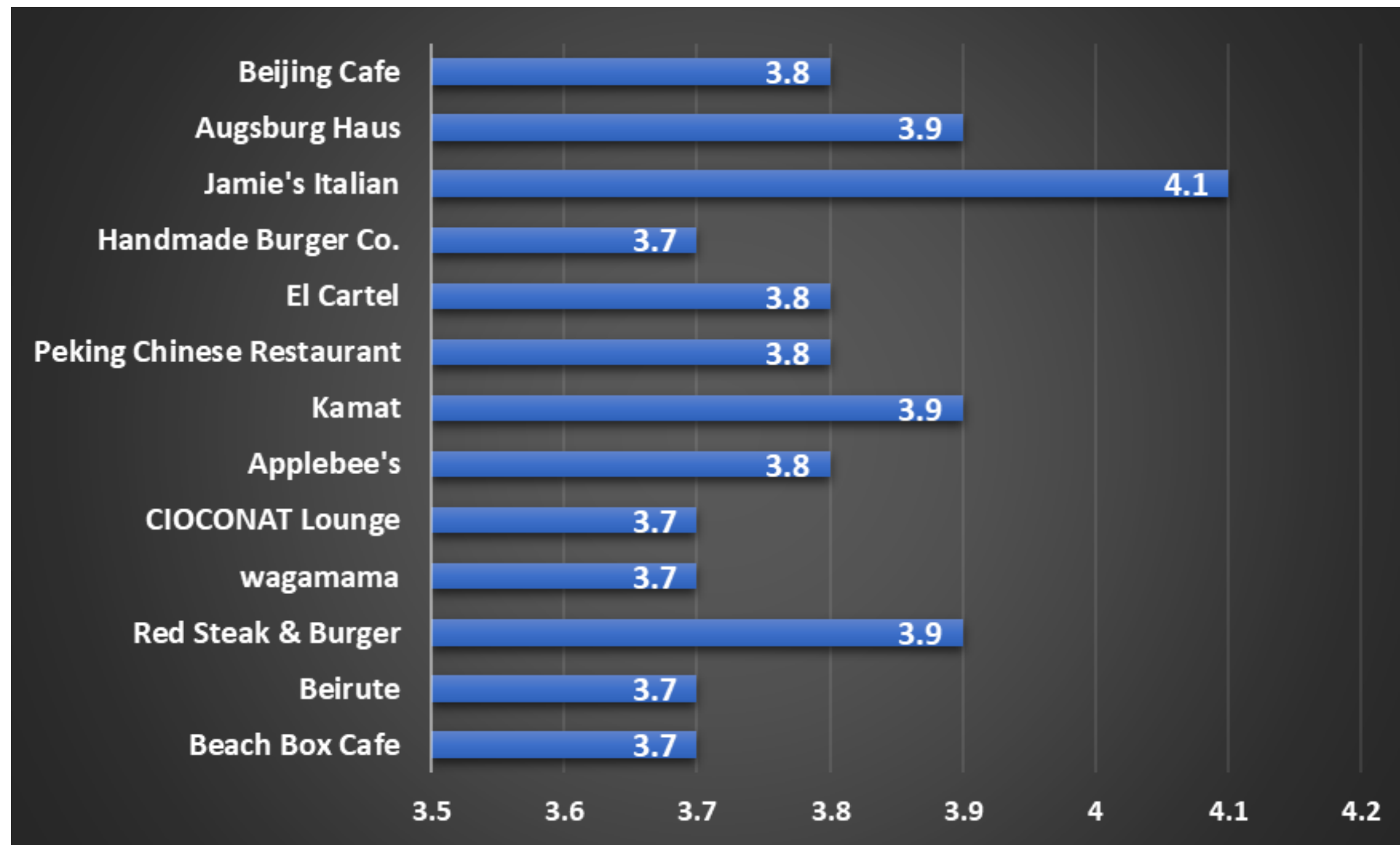


RATING



High-rated restaurants—which are usually awarded four to five rating—tend to charge more on average for a two.

BIGGEST COMPETITORS



The above graph represents the restaurants which are competitors in the suggested countries and cities.

CUISINES

CUISINES that we should prioritize in order to open more restaurants in each recommended country :

- **Australia**-Pizza, Bar Food
- **Brazil** -Brazilian, Bar Food
- **New Zealand** - Cafe, European, Mexican
- **Sri Lanka** - American, Fast Food, Steak, Beverages
- **United Arab Emirates** - Indian, North Indian, Mughlai, Biryani
- **United Kingdom** - Steak, Scottish, British
- **United States of America**- American , BBQ



ONLINE DELIVERY

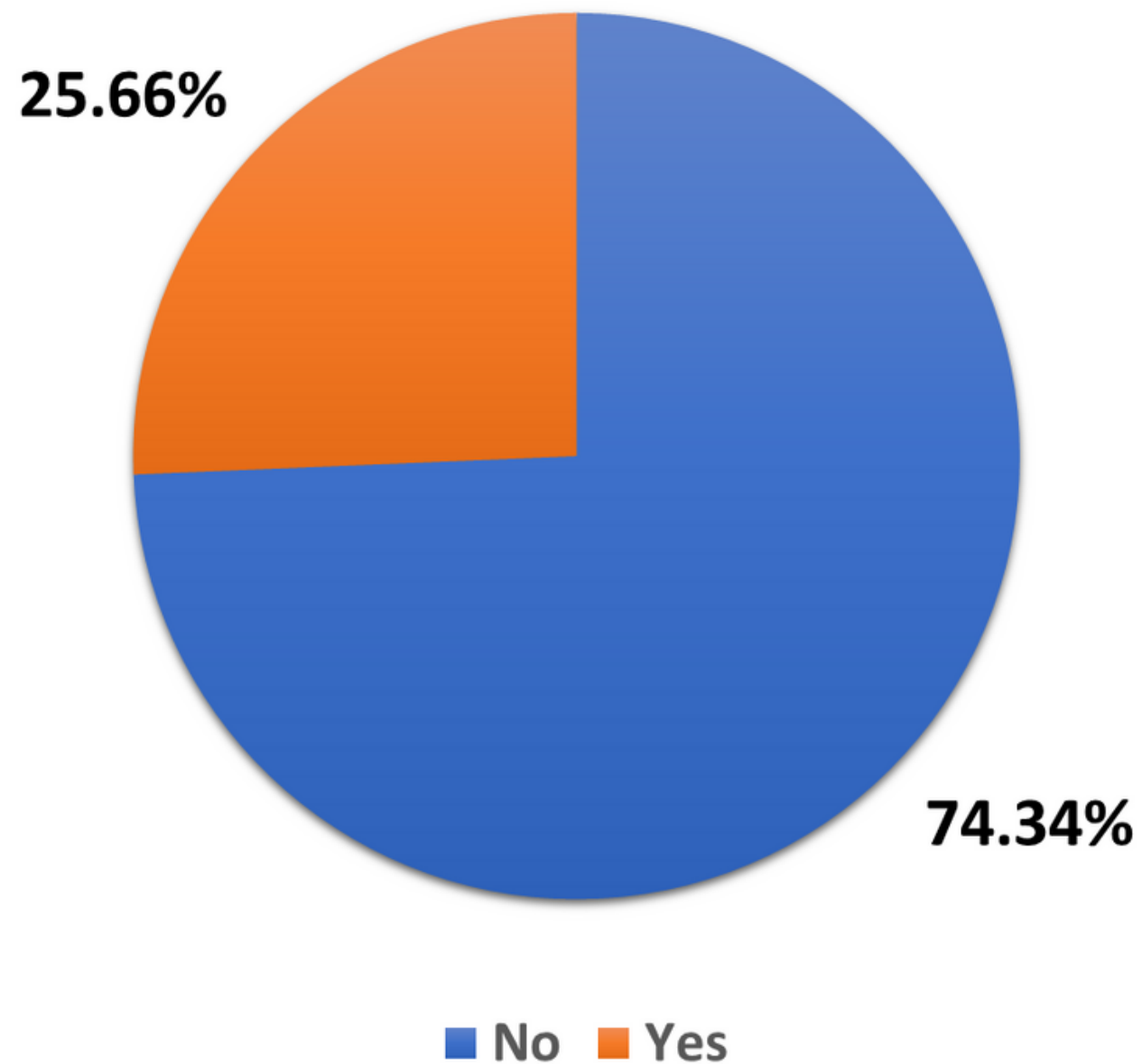
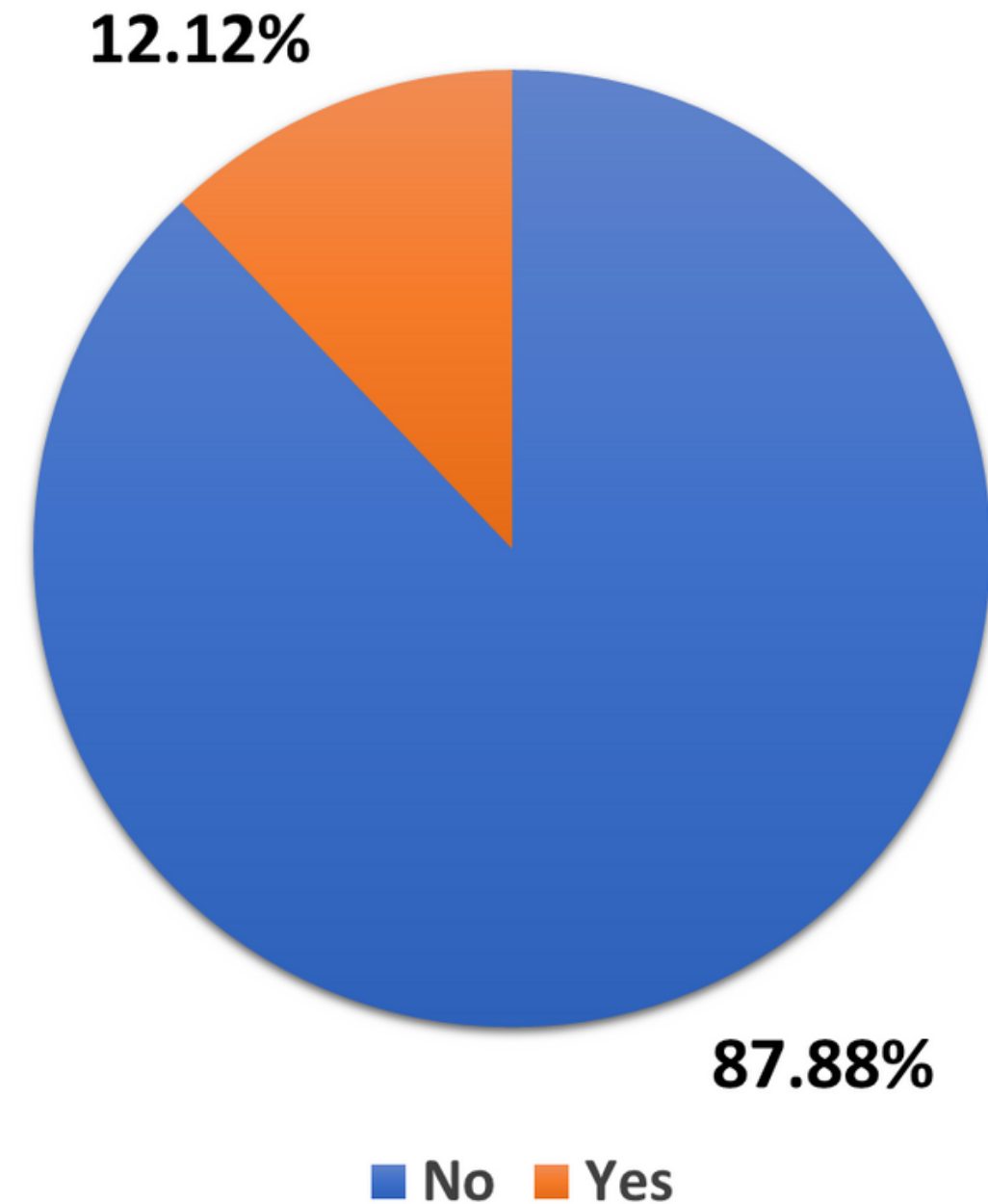


TABLE BOOKING



We have the option of booking tables in person or online. Online delivery gets a somewhat higher ranking than the other two.



DASHBOARD

Important restaurant metrics, include the average for two, average rating, price range distribution, average voters, and online delivery versus table booking. The dashboard provides essential performance data that can be used to answer the problem statement, such as the number of restaurants that are opened annually in all countries.

ZOMATO DATA ANALYSIS REPORT

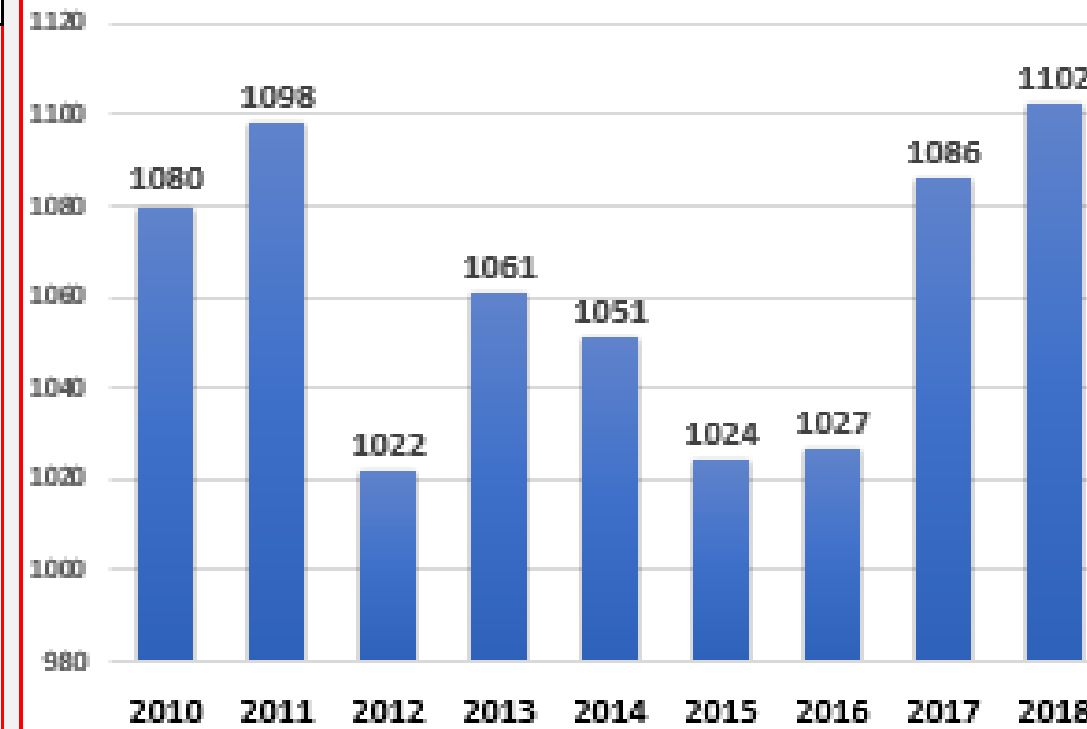
Country

Australia
Brazil
Canada
India
Indonesia
New Zealand
Philippines
Qatar
Singapore
South Africa
Sri Lanka
Turkey
United Arab Emir...
United Kingdom
United States of ...

Year

2010
2011
2012
2013
2014
2015
2016
2017
2018

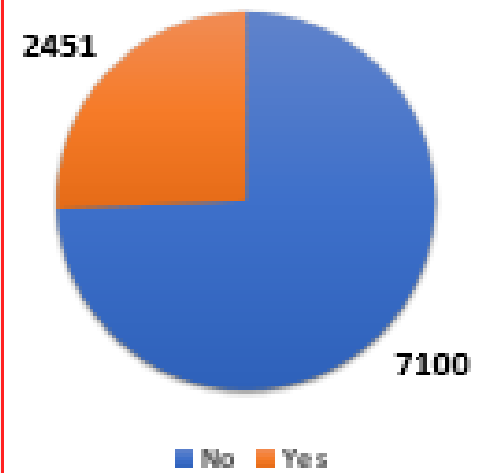
RESTAURANTS OPENED IN EACH YEAR



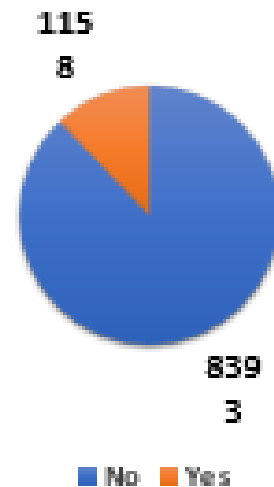
Avg cost for two in Dollar
\$9.58

Average or Rating
2.89

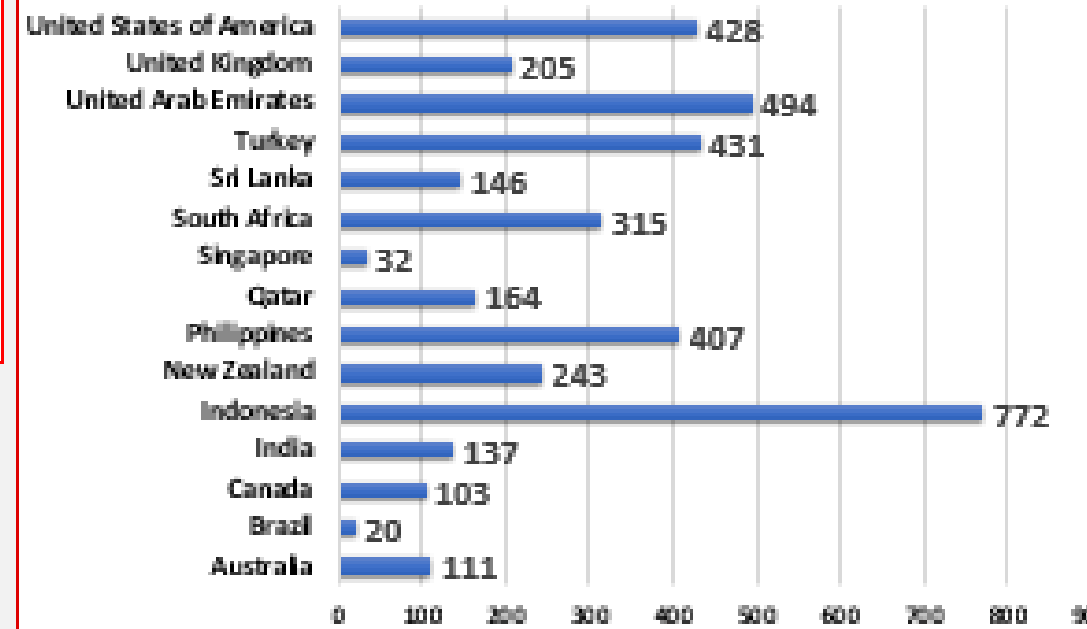
HAS ONLINE DELIVERY



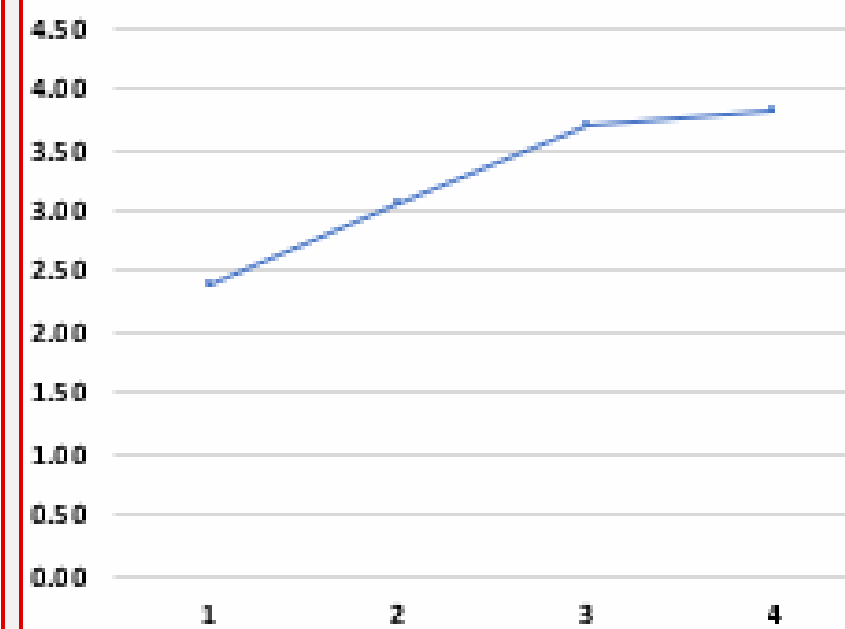
HAS TABLE BOOKING



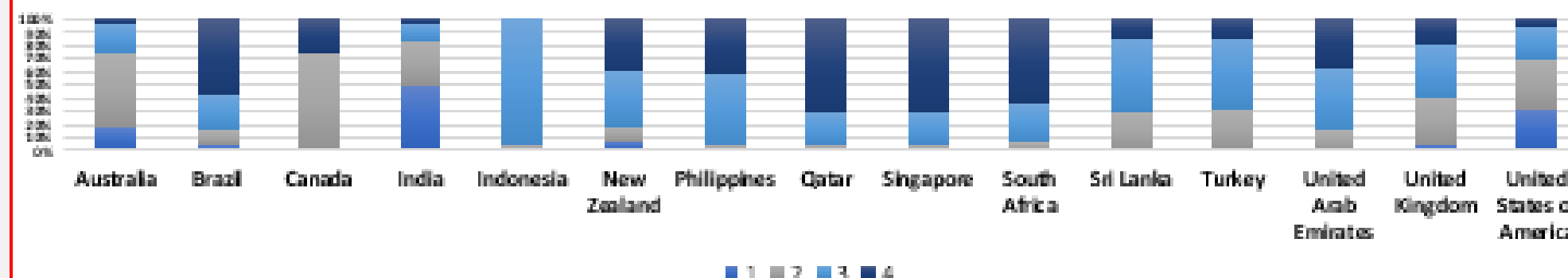
AVERAGE VOTES BY COUNTRY



PRICE RANGE VS AVG RATING



Distribution of restaurants of price ranges



INSIGHTS

- With 1,102 restaurants opening, 2018 had the largest number of restaurant openings.
- India is the country with the most restaurants, while Canada has the fewest restaurants.
- The restaurants opened in INDIA in the price range of 4 are 388 restaurants in different locations of India.
- Brazil has the fewest voters, whereas Indonesia has the most average voters despite having fewer restaurants per capita.
- Indian, North Indian, Mughalai, and Biryani are the most well-known cuisines worldwide.



CONCLUSION

- After analyzing the provided data in depth, I've come to the conclusion that the recommended countries would make the best locations for new restaurant openings in order to support business growth: many low-rated cities with fewer restaurants.
- If a restaurant serves more than one cuisine in the city, it has a better chance of receiving more votes.
- Additionally, offer high-quality services and make extra special incentives to consumers who place frequent orders so they can enjoy the services.

THANK YOU



Are There Any Questions?

Reach me out at khwajamohiddin1999@gmail.com