

Zomato Restaurant Performance Analysis

Levon Williams
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Executive Summary

The focus of this project will be ventured around the analysis of Zomato's and the KPIs that contributes to the popularity of the individual restaurants.

Questions this analysis will be answering

- Which restaurants are popular? Why?
- What restaurants generate the highest revenue?
- What are Zomato's best performing restaurants? Why?

During this analysis I will be using Power BI to create visualizations and a complete analysis of Zomato's data to create insights and actionable steps to increase profitability.

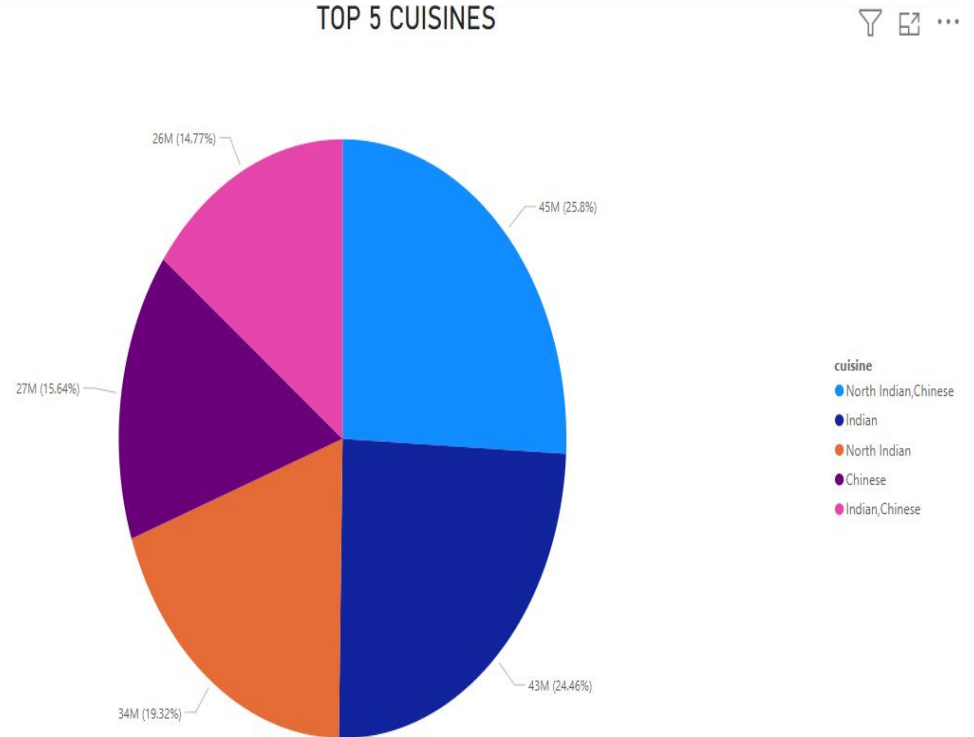
Data Sources & Methodology

To properly analyze Zomato's restaurants I needed to import the orders and restaurants datasets. Combining those datasets using Power BI allowed me to gain valuable insights as to the KPIs for the restaurants.

The KPIs were the number of reviews, cities and cuisines. The number of reviews a particular restaurant or cuisine received were used to gauge the popularity. The number of reviews allowed me to separate the data (restaurants, cuisines & city) in tiers. Tier 1 >10k reviews, Tier 2 >5k reviews, Tier 3 >1k reviews.

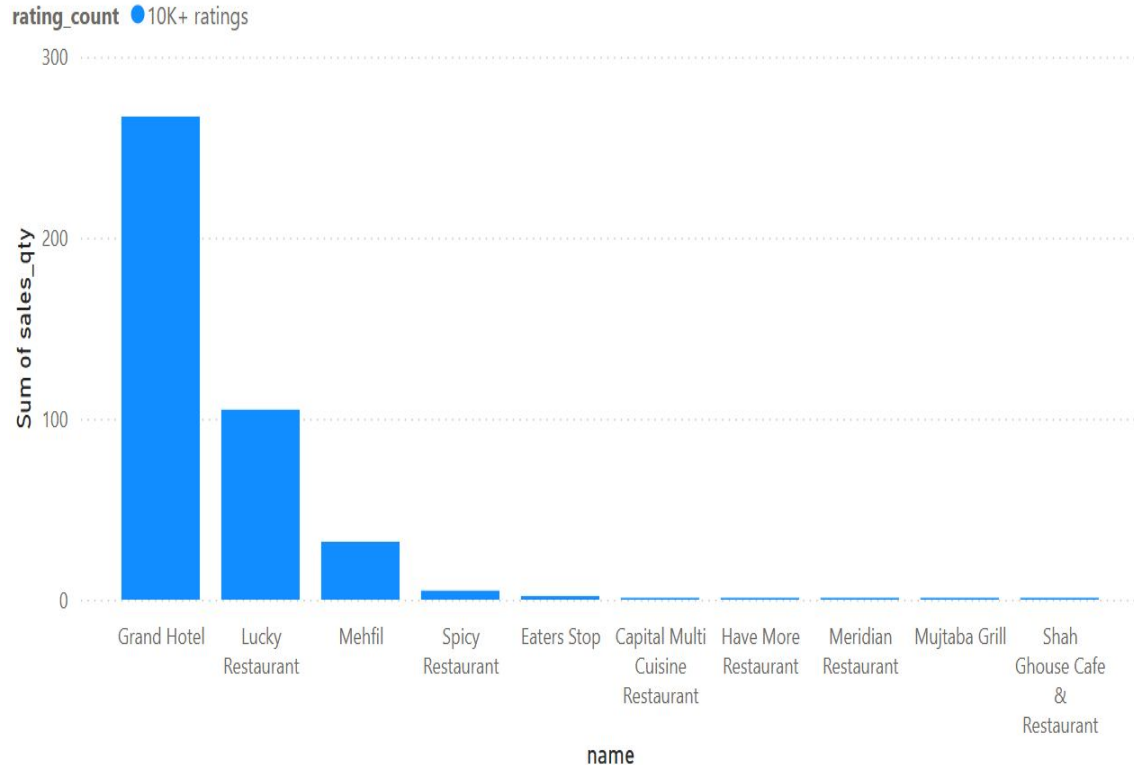
Top Cuisines Analysis

- North Indian, Chinese generated the highest amount of sales at 45 million.
- Chinese cuisine generated the second highest amount of sales at 43 million.
- Chinese and Indian cuisines dominated.



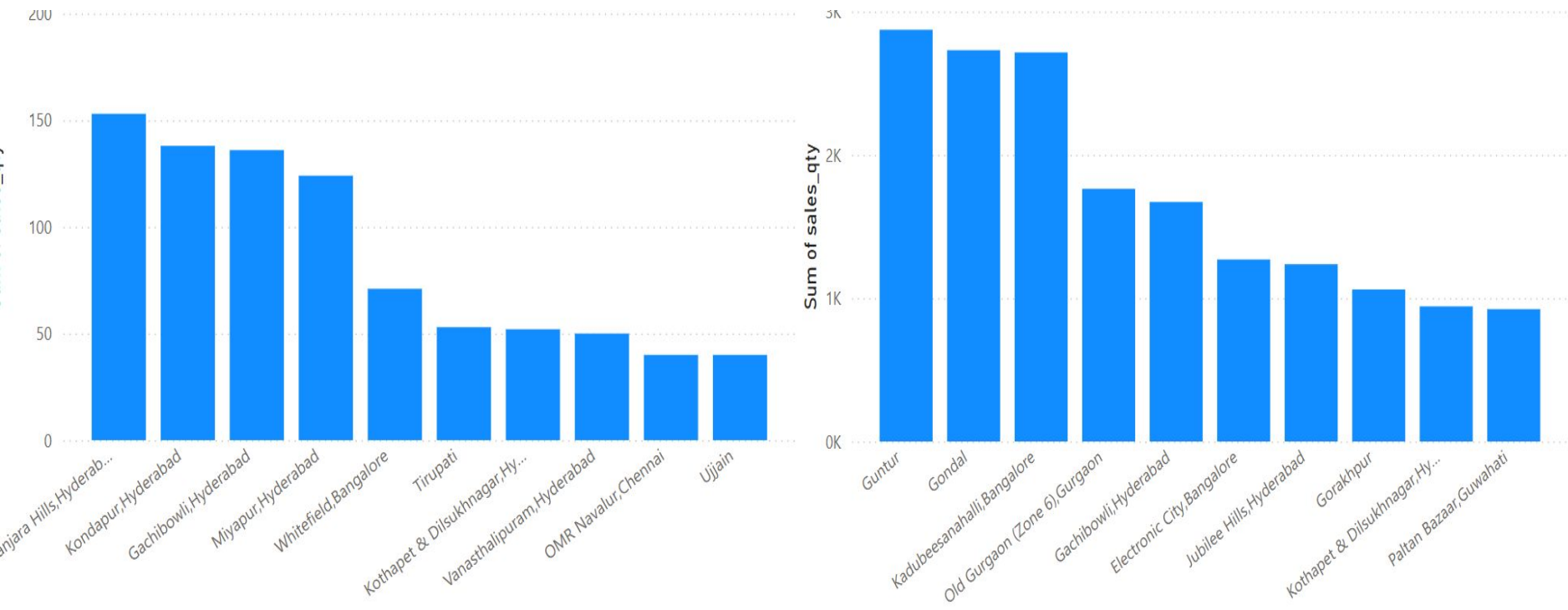
Top Restaurants by Reviews

- Grand Hotel was the highest performing restaurant of the Tier 1 restaurants (>10k reviews)
- KPIs for Grand Hotel's dominating performance are the cuisine served (Chinese) as well as the city (Hyderabad)
- Hyderabad and Guntur performed well KPI being Indian cuisine



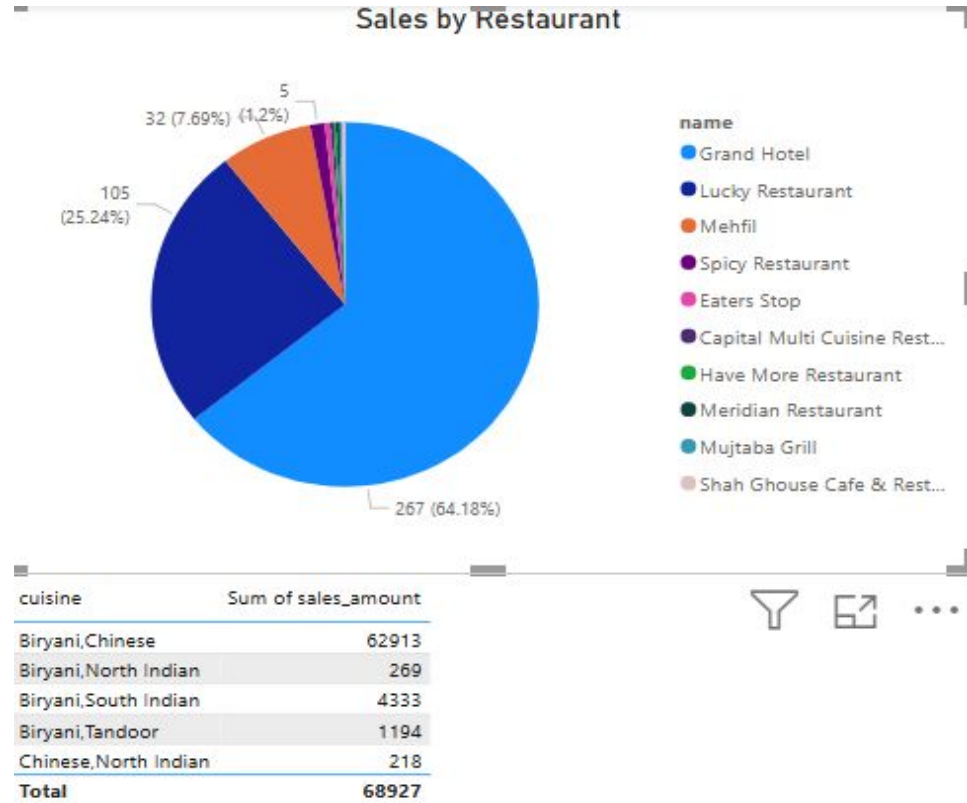
City-wise Trends

Guntur and Hyderabad performed especially well amongst Tier 2 and Tier 3 cities.



Recommendations

- Zomato should consider replication Grand Hotel's offerings in other high traffic cities.
- Zomato should invest in Indian cuisine offerings in Tier 2 cities like Guntur and Hyderabad where user engagement is strong.
- Zomato should consider having Biryani Chinese cuisine in under performing cities as it is favored by performing Tier 1 cities



Conclusion

- Zomato can conclude that Chinese and Indian cuisine are there most popular and highest performing cuisines.
- Grand Hotel achieved massive success in both sales and popularity. Grand Hotel's offerings should be replicated in higher traffic cities
- Hyderabad was one of the highest performing cities as well as Guntur and received high engagement