ZOMATO DASHBOARD- Unlocking Restaurant Market Insights

PLANS AFTER THIS CALL:

COOK FOOD

EAT FOOD

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AGENDA

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PROJECT BRIEF

Used Excel functions to extract and count data based on specific criteria, and used PivotTables, PivotCharts to summarize the data.

For better interactive dashboards, used Power BI with help of data modeling, dax formulas and Tableau with help of data blending to combine data and provided valuable insights into restaurant industry trends related to location, opening trends, ratings, and cost range.

This project focuses on analyzing restaurant data from Zomato to uncover key trends and patterns in the food industry.

The project also explores restaurant growth over time, tracking openings by year, quarter, and month.

It showcases the use of Excel, SQL, and BI tools such as Power BI and Tableau for data analysis and visualization.

Through interactive dashboards, users can filter and compare data dynamically for deeper insights.

DATASET OVERVIEW

The dataset consists of restaurant details across multiple countries, including attributes like location, cuisine type, pricing, ratings, and service availability.

It includes key fields such as Restaurant ID, Name, City, Country, Average Rating, Votes, Price Range, Online Delivery Availability, and Table Booking Status.

BUSINESS OBJECTIVES [KPIs]

01

Leading Country

Identifies the country with the highest number of restaurants.

02

Restaurant Presence

Total number of restaurants available in the dataset.

03

Table Reservation

Percentage of restaurants offering table reservations.

04

Online Delivery

Percentage of restaurants providing online delivery services.

05

Customer Satisfaction

Average rating given by users across all restaurants.

06

User Engagement

Average number of votes per restaurant, indicating popularity.

07

Dining Affordability

Average cost for two people across all restaurants.

08

Top Cities

Highlights the cities with the most restaurants.

09

Top Cuisines

Identifies the popular cuisines based on restaurant count.

10

Restaurant Growth

Tracks the number of new restaurants opening over time.

11

Pricing Analysis

Categorizes restaurants into segments [Affordable, Premium, Mid-Range]

12

Rating Distribution

Shows how restaurants are distributed across different rating levels (1-2, 2-3, 3-4, 4-5)

13

Top-Rated Countries

Highlights countries with the highest average restaurant ratings.

14

Delivery & Booking Trends

A visual breakdown of restaurants offering Online & Table Booking, highlighting the % split between 'Yes' & 'No' categories.

15

Calendar & Country Table

A structured calendar for time-based trends and a country table for geographic analysis.

EXPLORATION

Restaurant Presence

India leads in restaurant count, with New Delhi having the highest concentration.

Customer Ratings

Majority of restaurants fall within 3.0–4.0 ratings, indicating moderate satisfaction.

Growth Over Time

In 2018 - 1,102 restaurants opened, a slight rise from 1,086 in 2017.

Pricing Segmentation

Most restaurants fall into the Mid-Range pricing category based on avg_cost_for_two, indicating balanced affordability.
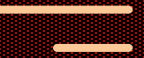
Rating Trends Over Country

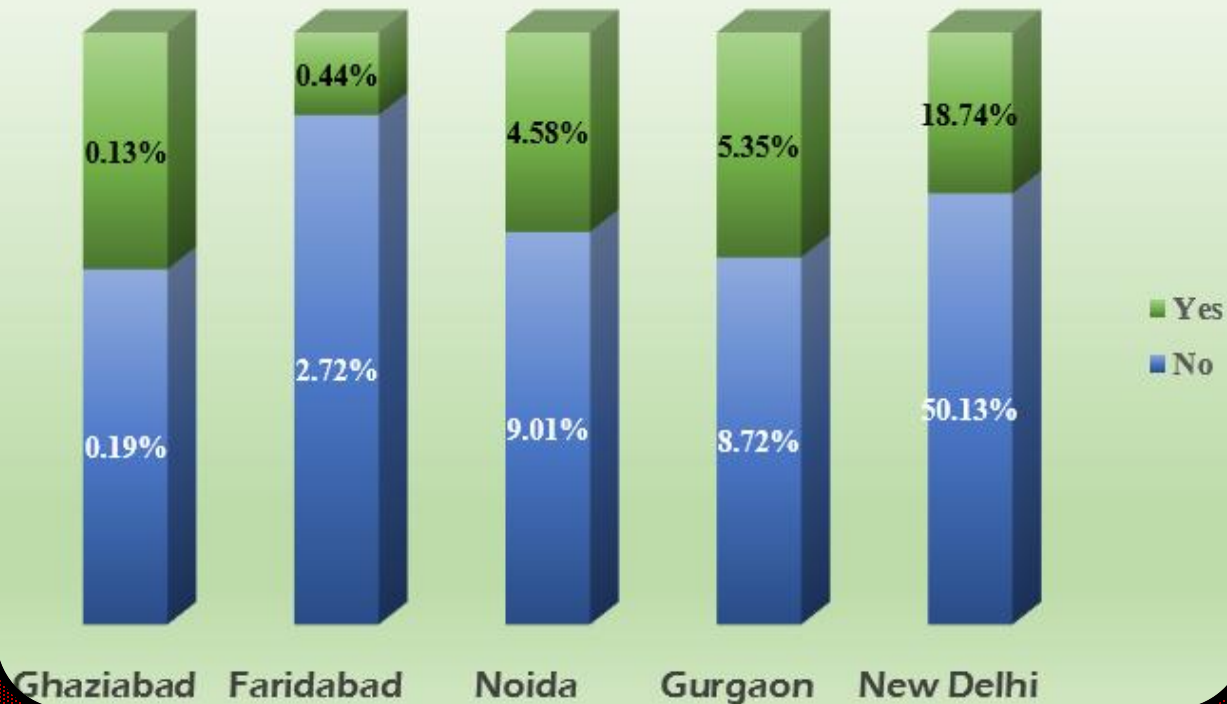On average, restaurants in the Philippines have higher ratings compared to other regions.

Customer Preferences

Average Ratings: 2.89,
Average Votes: 156.91,
Average Cost: ₹1,199.2.

TOP 5 ONLINE DELIVERY TRENDS BY CITIES

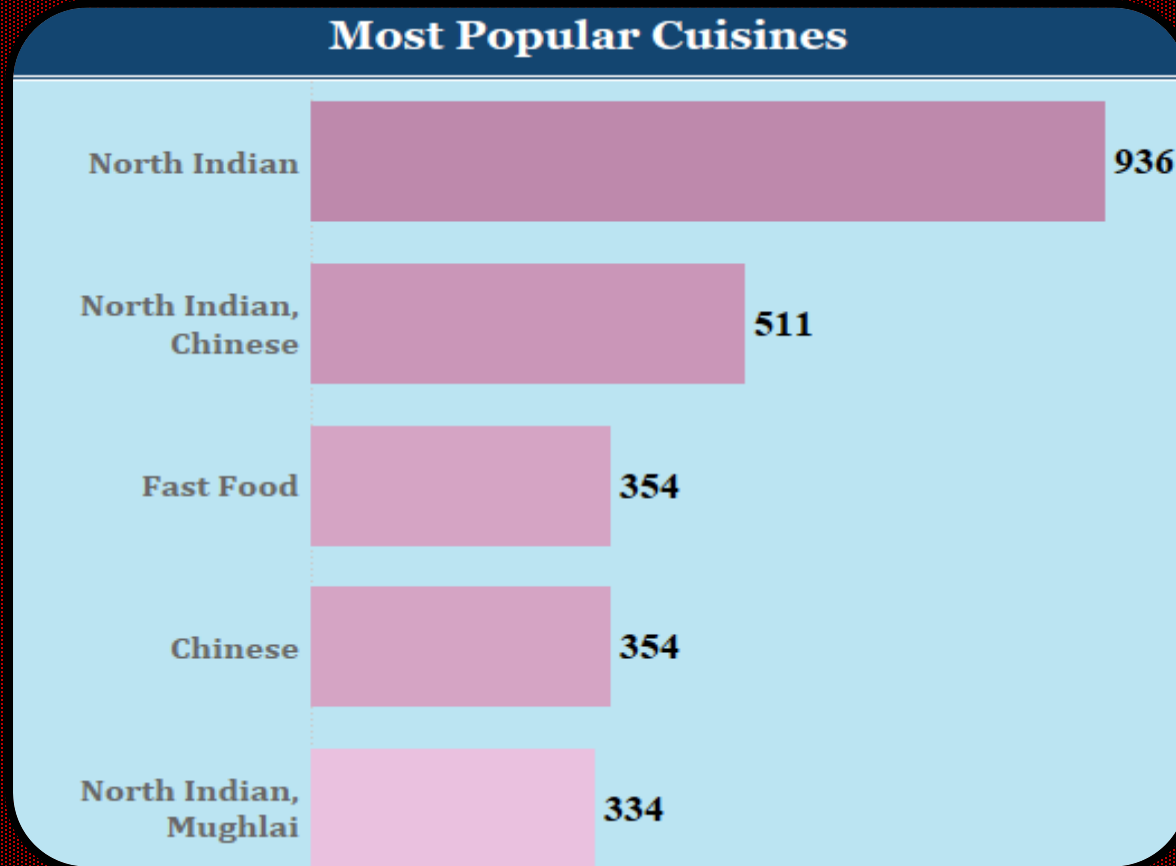## Online Delivery Accessibility in Leading Cities

The data represents the percentage of orders marked as "Yes" (successful deliveries) and "No" (cancellations / failures / table reserved).

✓ **New Delhi** shows the highest percentage of online orders, with a significant portion marked as delivered.

✓ **Gurgaon and Noida** also exhibit steady growth in online deliveries, with minimal cancellations.

✓ **Ghaziabad and Faridabad** have lower online order volumes, indicating potential areas for market expansion.

VISUAL OVERVIEW

Most Popular Cuisines

Cuisine	Value
North Indian	936
North Indian, Chinese	511
Fast Food	354
Chinese	354
North Indian, Mughlai	334

Culinary Trends Across Regions

✓ **North Indian** cuisine leads the market, followed by Chinese and Fast Food.

✓ Diverse preferences highlight regional variations in dining choices.

✓ Popular cuisines influence restaurant distribution and menu offerings.

STRATEGIC INSIGHTS

zomato

1. AI-Driven Customer Insights
✓ Leverage AI & machine learning to analyze customer preferences.
✓ Use predictive analytics to forecast demand trends.
2. Strategic Location & Market Expansion
✓ Optimize restaurant locations based on foot traffic and demographics.
3. Enhanced Digital Presence & Marketing
✓ Strengthen social media engagement and influencer collaborations.
4. Delivery & Service Optimization
✓ Partner with food delivery platforms to increase market reach.
✓ Implement AI-based route optimization for faster deliveries.
5. Data-Driven Menu & Pricing Strategy
✓ Offer seasonal, region-specific menu items based on demand trends.
✓ Use customer feedback & dynamic pricing to enhance profitability.

KEY TAKEAWAYS

The restaurant industry is evolving, driven by online service adoption, pricing strategies, and regional cuisine preferences. Our Zomato analysis highlights key trends in market growth, customer demand, and service flexibility. Cities with high online delivery adoption reflect shifting consumer behavior, emphasizing the need for a hybrid dine-in and digital model. Success in this space relies on data-driven decisions, innovation, and a customer-centric approach for sustained growth.