

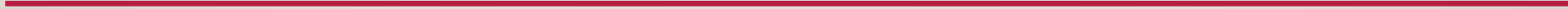
Overview

This project focuses on the analysis of Zomato's list of restaurants provided on their website for users who prefer to order food from different establishments.

- I believe that a big reason why most restaurants succeed more than others is due to good ratings, the total number of customers, the cost to eat, and the number of profit/sales (daily, weekly, monthly, etc.). So, if I can combine different parameters or metrics given to me based on the raw data I was provided, I can list the top 10 restaurants for users, so they don't waste time scrolling through all the other options.

Who is Zomato ?

- Zomato is a multinational restaurant aggregator and food delivery company.

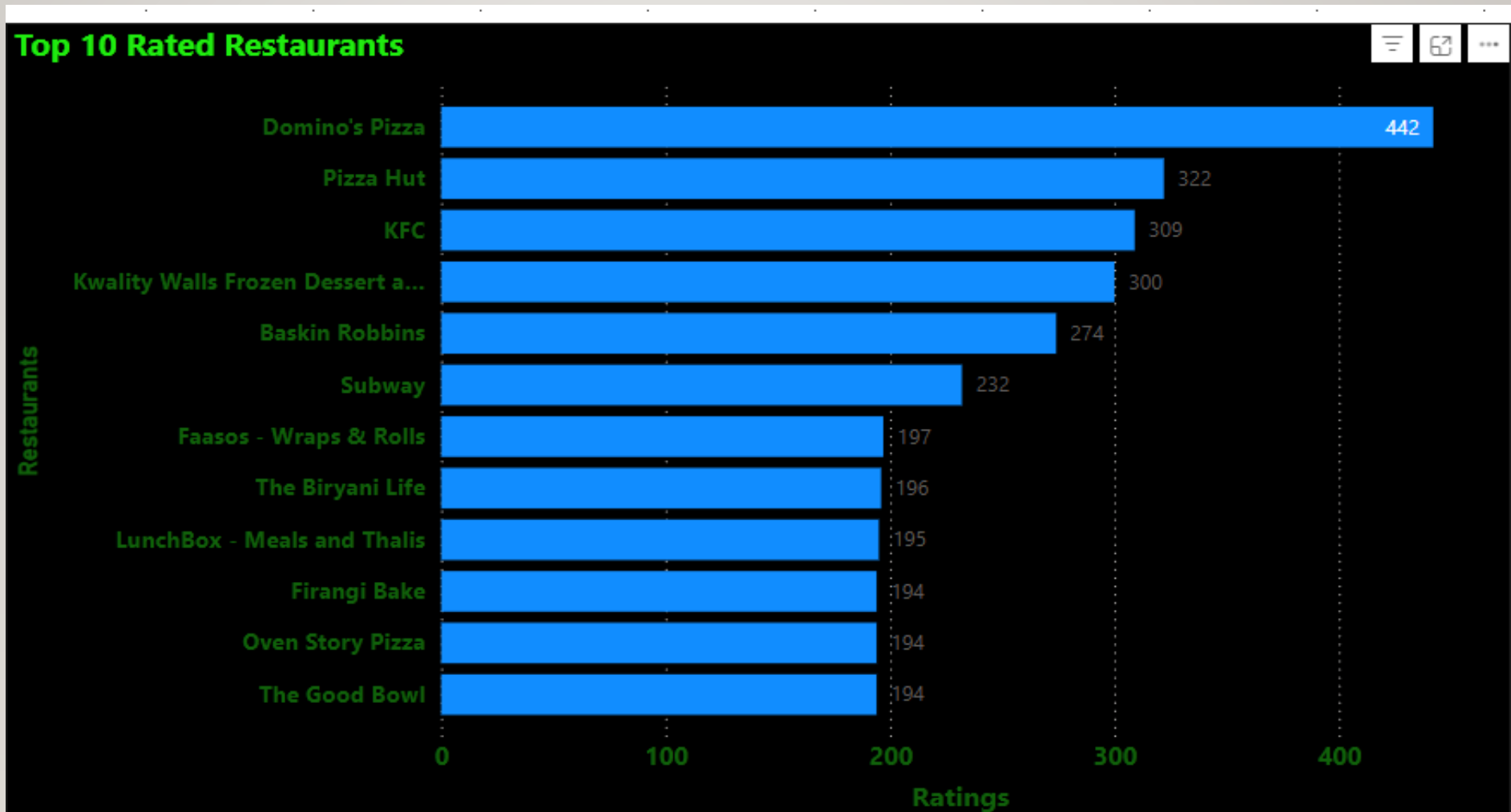


Rated Restaurants Dashboard

This dashboard provides information on the top 10 rated restaurants.

What are some important reasons on why this dashboard is relevant to the analysis?

- Food Quality: Ratings often reflect the quality of the food being served, so a highly rated restaurant is likely to offer more satisfying meals.
 - Hygiene: Hygiene and cleanliness are important for both health and safety, and ratings can help you identify problems with cleanliness in the kitchen or dining area.
-
- Avoiding Disappointment: By quickly looking over reviews, you can prevent wasting time and money on a location that might fall short of your expectations.



RATINGS FINDING

- Three out of the top ten restaurants are pizza places.
- There is a very small gap of total ratings between 10th highest to the 6th highest.
- The top 3 restaurants in ratings are also in the top 10 for highest sales.
- After working with the data, I realize it's also important to consider the average amount of ratings because even though a restaurant like Domino's Pizza has the most ratings, a restaurant like The Good Bowl could have an overall better average.

Highest Yearly Sales Dashboard

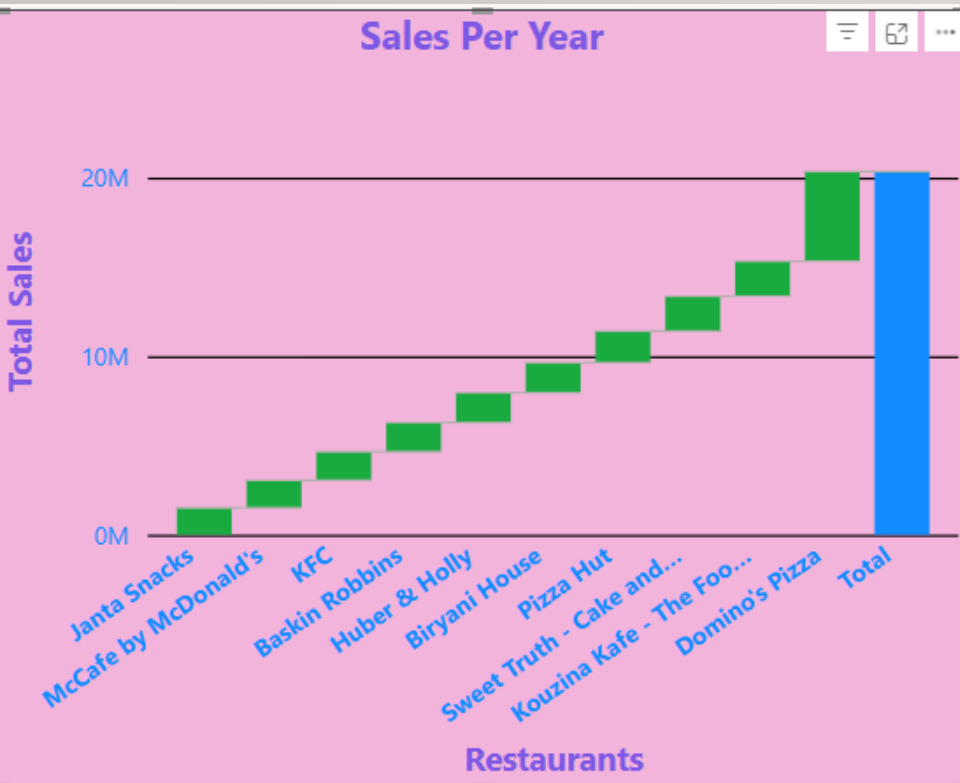
This dashboard provides information on the top 10 restaurants based on the profit they bring in on a yearly bases from 2017-2020.

What are some important reasons on why this dashboard is relevant to the analysis?

- Consistency: High and steady sales over the years suggest the restaurant consistently delivers quality food and service, keeping customers coming back.
- Financial Stability: Strong yearly sales can reflect the restaurant's financial health and stability, meaning it's less likely to cut corners on food quality or service.

This data can be filter further by the Quarter or the Month and the minimum or maximum amount of sales one restaurant should have.





name	Sum of sales_amount	Year
Domino's Pizza	209285	2017
Domino's Pizza	3163828	2018
Domino's Pizza	1318421	2019
Domino's Pizza	332107	2020
Total	5023641	

name	Sum of sales_amount	Year
Kouzina Kafe - The Food Court	7542	2017
Kouzina Kafe - The Food Court	383676	2018
Kouzina Kafe - The Food Court	79671	2019
Kouzina Kafe - The Food Court	1487519	2020
Total	1958408	

name	Sum of sales_amount	Year
Sweet Truth - Cake and Desserts	468191	2017
Sweet Truth - Cake and Desserts	862180	2018
Sweet Truth - Cake and Desserts	524023	2019
Sweet Truth - Cake and Desserts	98487	2020
Total	1952881	

name	Sum of sales_amount	Year
Pizza Hut	184325	2017
Pizza Hut	861958	2018
Pizza Hut	528622	2019
Pizza Hut	189019	2020
Total	1763924	

name	Sum of sales_amount	Year
Biryani House	13324	2017
Biryani House	1291628	2018
Biryani House	124898	2019
Biryani House	261126	2020
Total	1690976	

name	Sum of sales_amount	Year
Huber & Holly	3778	2017
Huber & Holly	1304255	2018
Huber & Holly	34226	2019
Huber & Holly	326033	2020
Total	1668292	

name	Sum of sales_amount	Year
Baskin Robbins	116201	2017
Baskin Robbins	519412	2018
Baskin Robbins	724608	2019
Baskin Robbins	267510	2020
Total	1627731	

name	Sum of sales_amount	Year
KFC	89913	2017
KFC	766794	2018
KFC	598971	2019
KFC	147280	2020
Total	1602958	

name	Sum of sales_amount	Year
McCafe by McDonald's	4184	2017
McCafe by McDonald's	1427013	2018
McCafe by McDonald's	46750	2019
McCafe by McDonald's	63902	2020
Total	1541849	

name	Sum of sales_amount	Year
Janta Snacks	1510944	2018
Total	1510944	

Yearly Sales Finding

- Domino's Pizza is leading all other establishment in total profit by 4 million.
- Janta Snacks appears to have started their business in 2018 and had it running for a year or there isn't anymore information after 2018. However, within one year they produced enough sales to be consider in the top 10.
- In the year 2020 Kouzina Kafe – The Food Court lead all restaurants in total sales. Furthermore, it was the only food establishment to exceed pass one million in profit.
- In the year 2018, 5 restaurants had a breakout year in sales and made over one-million dollars.

Total Monthly Customer Dashboard

This dashboard provides information on the top 10 restaurants in the most recent year (2020), based on the total amount of customers each establishment gets a month.

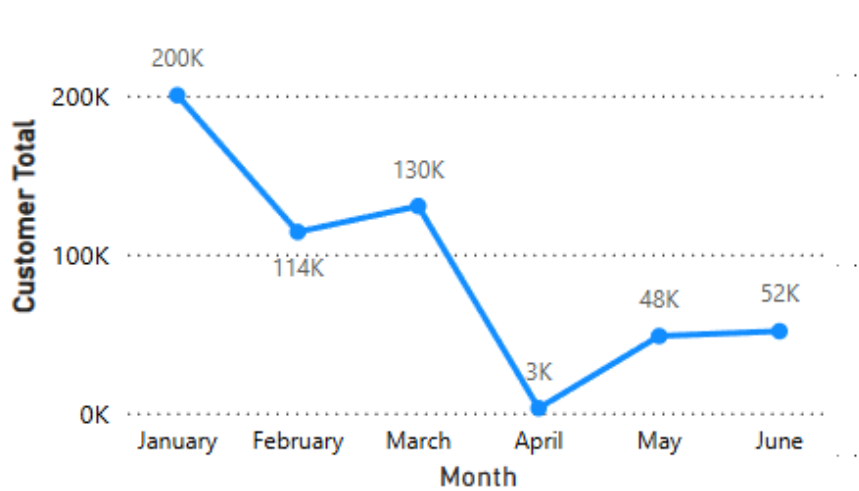
What are some important reasons on why this dashboard is relevant to the analysis?

- **Waiting Times:** Knowing the average number of customers can help you anticipate wait times. If you're in a hurry or prefer a relaxed dining experience, this info can help you choose the best time to visit or opt for a less crowded spot.
- **Quality:** Busy restaurants often have high customer turnover because they offer good food and service. A steady flow of customers can tell you if an establishment is popular and has a well-regarded dining experience.

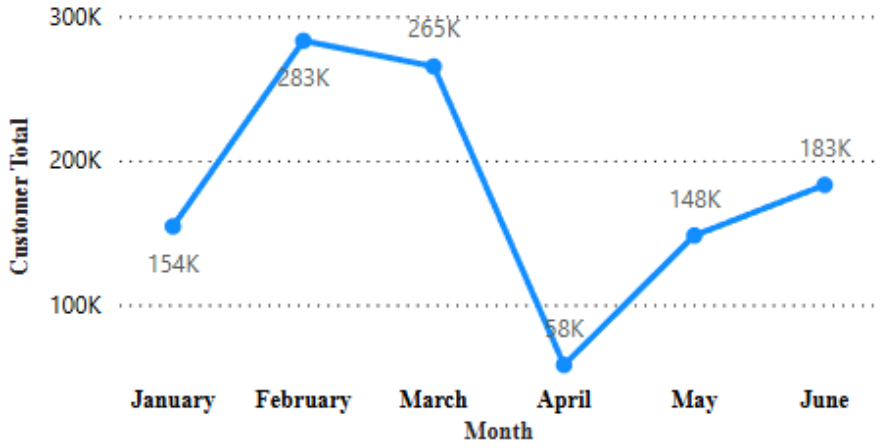
This data can be filter further by adjusting which months of the year you would like to check.



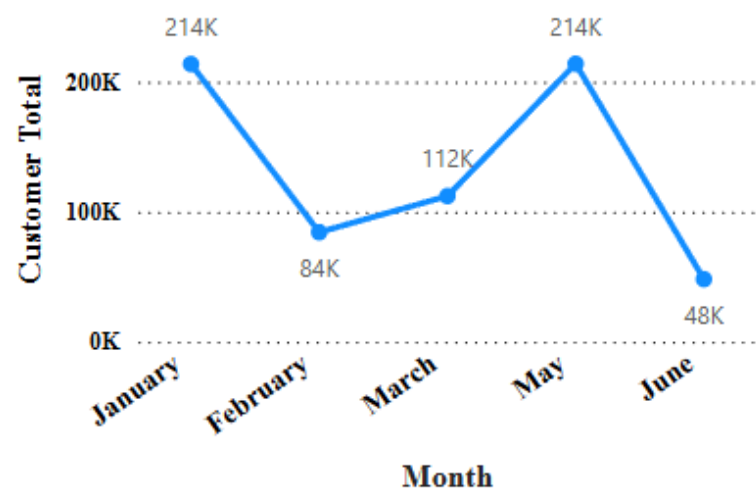
The Good Bowl



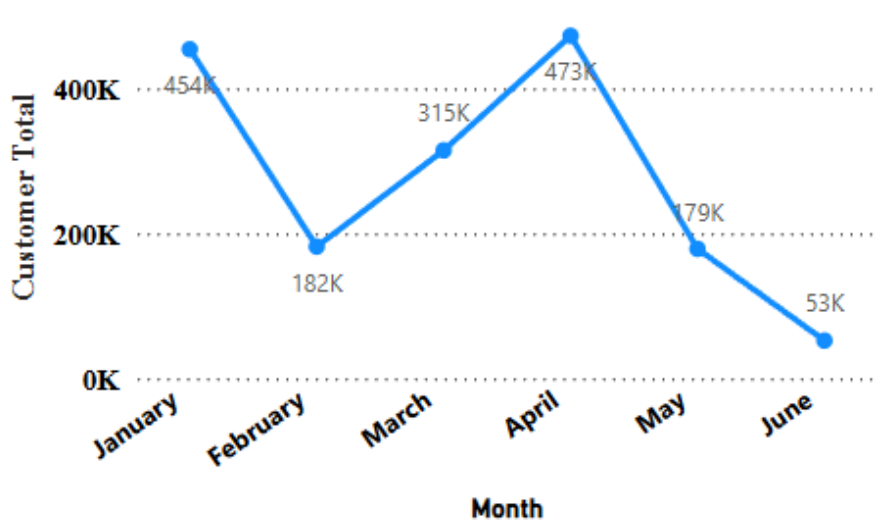
Subway



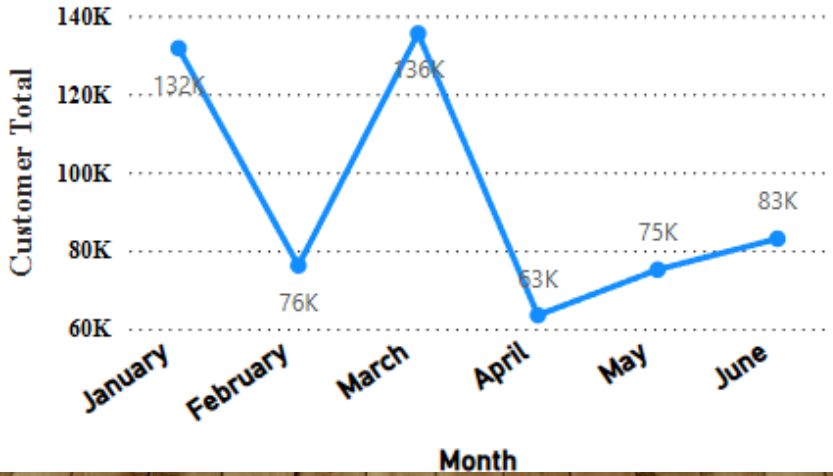
NIC Natural Ice Cream



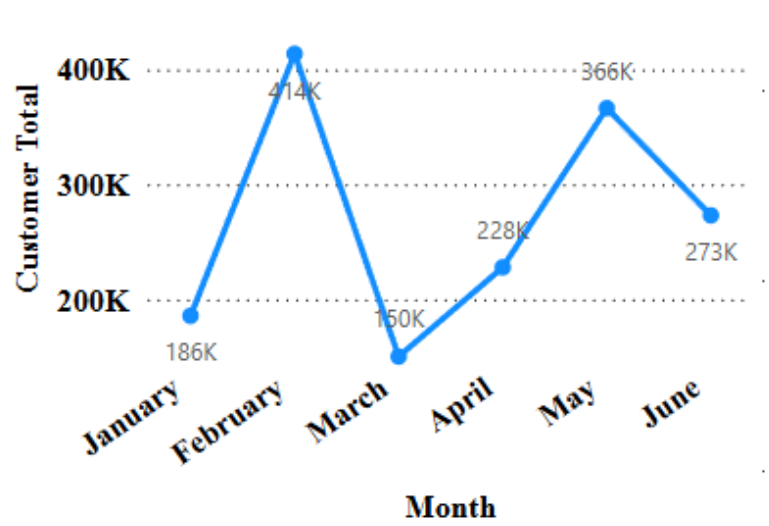
Pizza Hut



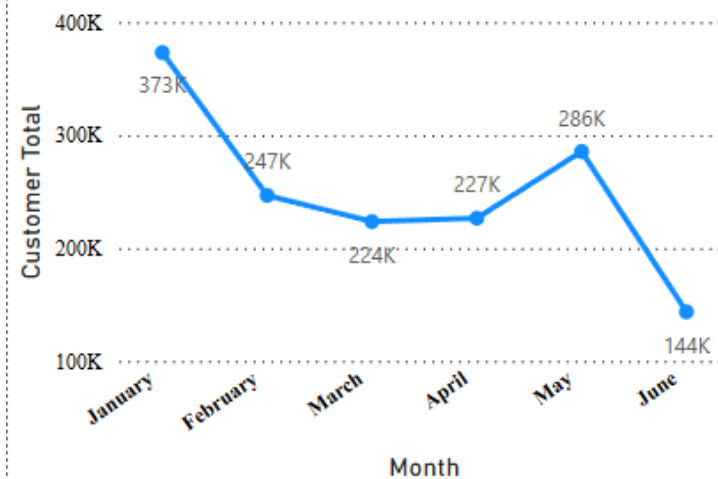
Oven Story Pizza



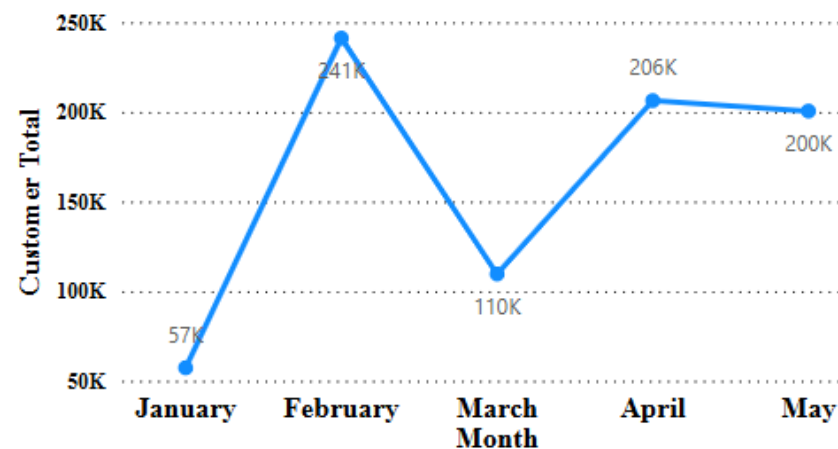
Kwality Frozen Dessert



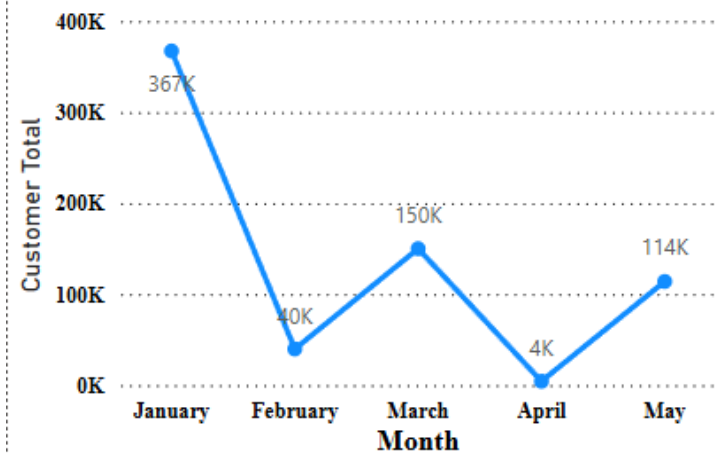
KFC



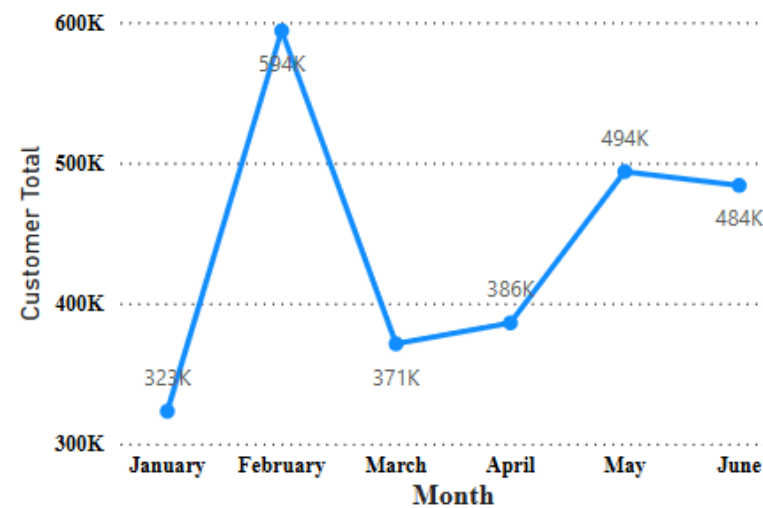
Grameen Kulfi



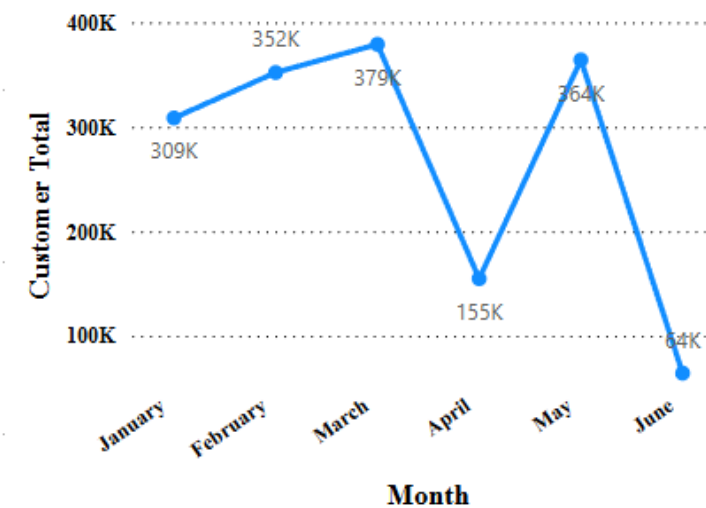
Faasos' Signature Wraps



Domino's Pizza



Baskin Robbins



Family Cost Dashboard

This dashboard provides information on the average cost it would take to feed a family of 3-6 people every other year (2018 and 2020).

What are some important reasons on why this dashboard is relevant to the analysis?

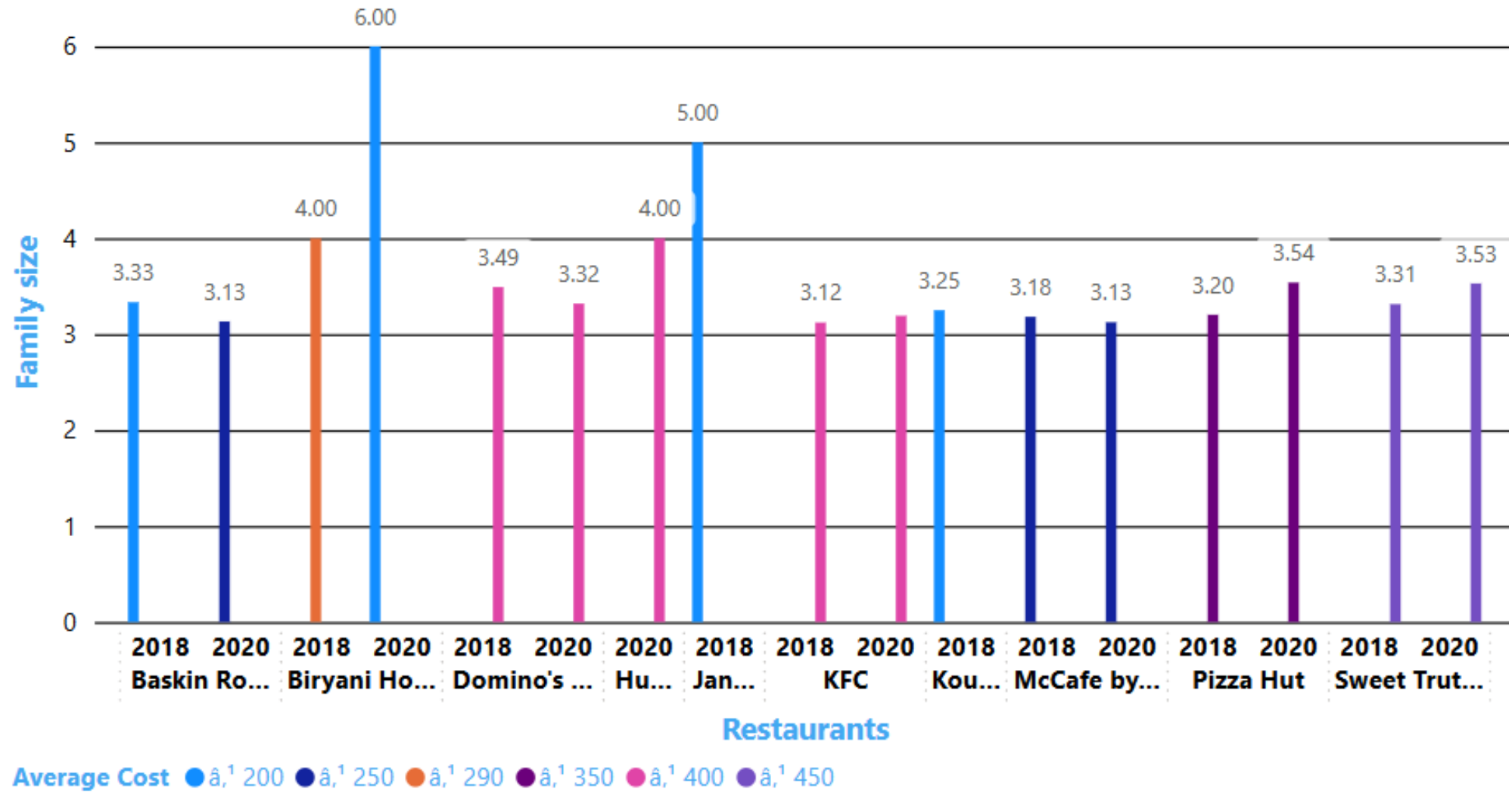
- **Avoiding Hidden Costs:** Some restaurants might have additional charges, such as service fees or mandatory gratuities for larger groups.
- **Dietary Preferences:** Some family members might have specific dietary needs or preferences. By checking the menu and prices in advance, you can make sure the restaurant offers the food options you need.
- **Value for Money:** You can compare prices to find restaurants that offer the best value for your money. This way, you can enjoy a great dining experience without going overboard and spending too much money.

This data can be filter further by adjusting the size of the family or changing the year.



Family Average Cost

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Family Cost Findings

- The average family is about 2 parents and 1 child dining at each establishment.
- Biryani House is the best establishment you could eat from based on the cost since you could feed a family of six for only \$200.
- KFC is the worst place you could eat at since it has the smallest average for a family but costing the most money.
- Most of the restaurants are the same price for a family of 3-4 so you have a lot more variety when picking a spot to eat.

Conclusion & Recommendations

After using different parameters and metrics to figure out the Top 10 restaurants to dine at, we ended up with a huge variety of restaurants depending on the topic. Which goes to show that almost every establishment lacks something that keeps them off every list or section. And since I couldn't list a consistent top 10 to prove my theory, I recommend that Zomato have a section to sort different topics or subjects on their website which can provide several benefits such as:

- **Increased Sales:** Highlighting top-rated restaurants can encourage customers to try new dishes, which could boost sales.
- **Efficient Ordering:** When customers can quickly find what they are looking for, it speeds up the ordering process, leading to a smoother and more efficient dining experience.
- **Personalization:** By sorting topics such as the average waiting time or by how much it cost per person, the restaurant can cater to the diverse needs of their customers, making it easier for them to find suitable choices for themselves and family.

