

Data Analytics Portfolio

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Project: Restaurant Data Analysis & Dashboard Development

Domain: Marketing Analytics

Problem Statement

A restaurant consolidator aimed to revamp its B2C portal using intelligent automation. To design effective recommendation models, it was necessary to understand restaurant data, consumer behavior, and operational factors that influence ratings and engagement.

Approach & Methodology

- Performed data cleaning (duplicates, missing values, variable standardization).
- Exploratory Data Analysis (EDA): distribution of restaurants by city, rating patterns, franchise presence, table booking, and delivery trends.
- Compared engagement (votes) between delivery vs non-delivery restaurants.
- Identified top cuisines across cities and analyzed cuisine diversity vs ratings.
- Studied relationship between cost, cuisines offered, delivery options, and ratings.
- Visualized insights using Python (Matplotlib, Seaborn) and built an interactive Tableau dashboard.

Key Insights

- Certain cities dominate the restaurant landscape, highlighting market saturation and opportunities.
- Restaurants offering delivery and table booking options receive higher engagement.
- Cuisine diversity showed a positive correlation with higher ratings.
- Cost is a strong differentiator influencing consumer choices alongside ratings.

Outcome

Delivered a structured data report with actionable insights, created an interactive Tableau dashboard for stakeholders, and provided a foundation for machine learning-based recommendation systems.

Skills & Tools

- Python (Pandas, NumPy, Matplotlib, Seaborn)

- Exploratory Data Analysis (EDA)
- Data Cleaning & Preprocessing
- Tableau Dashboard Development
- Data Visualization & Storytelling