

# Zomato Insights Dashboard Business Report

Prepared for Personal Project

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## Executive Summary

The Zomato Insights Dashboard highlights key trends in restaurant performance, customer behavior, and operational efficiency between 2023 and 2025. Key takeaways include strong growth in Thai cuisine popularity, dominance of top-performing restaurants (e.g., Johnson PLC), and opportunities to improve customer satisfaction and delivery times.

## Key Metrics

Metric	Value
Total Orders	10,000
Average Delivery Time	65 minutes
Customer Satisfaction	3/5
Average Order Value	₹1,000
Discount Utilization Rate	50%

## Detailed Insights

### 1. Order Trends (2023–2025)

- Total orders fluctuate significantly: **4.7K (2023) → 0.2K (2024) → 5.1K (2025)**.
  - Recommendation:* Investigate the sharp decline in 2024 (potential data error or operational issue).

### 2. Top-Performing Restaurants

- Johnson PLC** leads with **21K orders**, followed by Smith Group (15K) and Smith LLC (13K).
- Smith-branded restaurants occupy **5 of the top 10 spots**, suggesting strong brand loyalty or franchise success.

### 3. Ratings Distribution

- 80% of ratings are 4–5 stars**, indicating generally positive experiences.
- 20% of ratings are 1–3 stars**, highlighting room for improvement in service quality.

### 4. Delivery Time Analysis

- Longest delivery times in **Lake Matthew (774 minutes)** and West Christine (731 minutes).
- Recommendation:* Optimize logistics in high-delivery-time regions.

### 5. Cuisine Popularity

- Thai (1,470 orders)** is the most popular cuisine, followed by American (1,459) and Italian (1,444).
- Opportunity:* Promote underperforming cuisines (e.g., Mexican at 1,355 orders) through targeted campaigns.

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## Critical Challenges

1. **Low Customer Satisfaction (3/5):** Address inconsistent service quality and delivery delays.
  2. **High Discount Utilization (50%):** Evaluate profitability impacts and refine promotional strategies.
  3. **Data Discrepancies:** Clarify 2024 order drop and truncated location names (e.g., "Lake Matt...").
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## Strategic Recommendations

1. **Enhance Delivery Efficiency:** Partner with logistics providers in lagging regions (e.g., Lake Matthew).
  2. **Improve Customer Experience:** Address low-rated restaurants and incentivize feedback collection.
  3. **Leverage Top Cuisines:** Feature Thai and American cuisines in marketing campaigns to drive orders.
  4. **Audit Data Accuracy:** Verify 2024 order data and ensure dashboard labels are fully visible.
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## Conclusion

The dashboard underscores Zomato's strengths in cuisine diversity and top-performing restaurants but calls for immediate action on delivery efficiency and customer satisfaction. Addressing these areas will strengthen market positioning and drive sustainable growth.

**Prepared by:** Ankit Kumar Shrivastava

**Github:** <https://github.com/MrAnkitk>

**Contact:** [ankitbaech@gmail.com](mailto:ankitbaech@gmail.com)