***Analysis Report on Zomato Dashboard***

**Overview**

The Zomato dashboard provides a comprehensive analysis of restaurant performance, types, cuisines, popularity, prices, and availability across various cities. This report delves into the key insights

 gathered from the dashboard's different components.

**Customer Dashboard:**

**Dashboard Components**

1. **Summary Cards**
   * **Total Votes**: Represents the collective votes from users, indicating overall engagement.
   * **Total Restaurants**: Reflects the number of restaurants listed on the app.
   * **Average Rating**: Shows the average rating of all restaurants, providing a measure of overall customer satisfaction.
2. **Distribution of Restaurants by Cost Range**

A red pie chart with a number of percentages

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* + **Cost Categories**: Restaurants are categorised into four cost ranges: Low, Medium, High, Very High, and Luxury.
  + **Insight**: The pie chart reveals that most restaurants fall into the low-cost category, indicating affordability is a significant factor for many users.

1. **Top 10 Cuisines by Average Rating and Cost**

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* + **Bar Chart and Dots**: Displays the average rating and cost of the top 10 cuisines.
  + **Insight**: This visualization helps determine if higher-priced cuisines correlate with higher ratings. It provides a clear picture of customer preferences and the perceived value of different cuisines.

1. **Average Cost for Restaurant Types**

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* + **Bar Chart**: Illustrates the average cost for different types of restaurants, sorted from highest to lowest.
  + **Order**: Drinks & Nightlife, Pubs and Bars, Buffet, Cafes, Dineout, Delivery, and Desserts.
  + **Insight**: This breakdown helps understand the cost dynamics within various restaurant types, highlighting areas where customers are willing to spend more.

1. **Number of Restaurants in Each City**

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* + **Column Chart**: Shows the distribution of restaurants across different cities.
  + **Insight**: This chart provides insight into the geographic concentration of restaurants, identifying key markets and potential areas for expansion.

1. **Table of Top 10 Restaurants**

A screenshot of a menu

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* + **Details**: Includes the restaurant name, type of cuisine, total votes, and average rating.
  + **Insight**: This table offers a quick reference to the highest-performing restaurants, valuable for benchmarking and setting standards.

**Key Insights**

* **Affordability**: The dominance of low-cost restaurants suggests that affordability is a critical factor for Zomato users. This insight can guide future restaurant listings and promotional strategies.
* **Customer Preferences**: Higher ratings for specific cuisines, irrespective of cost, highlight customer preferences. This data can help tailor marketing efforts and menu offerings.
* **Geographic Trends**: The concentration of restaurants in certain cities provides valuable information for business expansion and targeted marketing campaigns.
* **Performance Metrics**: The average rating and total votes are crucial indicators of customer satisfaction and engagement. Monitoring these metrics can help improve service quality and customer experience.

**Investors Dashboard:**  
**Overview**  
The Zomato Investment Dashboard provides strategic insights for investors looking to open a restaurant. The dashboard analyzes factors such as online ordering, booking availability, competition by restaurant type, and market opportunities in various cities. This report summarizes key findings that can help investors make informed decisions to maximize their chances of success

1. **Availability of Online Orders and Booking**

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* + **Bar Chart**: Displays the percentage of restaurants offering online ordering or booking services.
  + **Insight**: With over 50% of restaurants not offering these services, investors can leverage this gap by providing online ordering and booking, particularly online booking, to attract more customers.

1. **Number of Restaurants by Type**A screenshot of a computer

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   * **Bar Chart**: Illustrates the frequency of different restaurant types (e.g., dine-out, delivery, cafes).
   * **Insight**: The chart shows that dine-out and delivery dominate the market, suggesting intense competition in these segments. Investors may consider focusing on less saturated types, such as cafes or pubs, to stand out.
2. **Top 10 Richest Cities by Average Cost**

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* + **Column Chart**: Highlights the cities with the highest average cost for meals.
  + **Insight**: These cities offer premium opportunities for high-end restaurants, making them ideal for large businesses seeking affluent clientele. However, they may present challenges for smaller ventures due to the higher cost of operations.

1. **Top 10 Cities by Number of Restaurants**

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* + **Column Chart**: Shows the cities with the highest concentration of restaurants.
  + **Insight**: These locations are highly competitive. While they may have significant market potential, investors should be cautious about the level of competition when entering these cities.

1. **Impact of Average Ratings by Restaurant Type**

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* + **Scatter Plot**: Visualizes the relationship between restaurant types and average ratings.
  + **Insight**: The data shows that ratings are relatively similar across all types, meaning that customer satisfaction is not strongly influenced by the type of restaurant. This suggests that factors other than type, such as service quality and pricing, are more critical to success.

**Key Insights**

* **Service Offering**: Offering both online ordering and table booking is a key differentiator that can attract more customers, especially in a market where many competitors do not provide these services.
* **Competition**: Dine-out and delivery are highly competitive sectors. Investors may benefit from exploring less common restaurant types to reduce direct competition.
* **Market Opportunities**: Wealthy cities present lucrative opportunities for high-end restaurants, but they come with higher operational costs. Smaller investors should consider expanding in cities with less competition and lower costs.
* **Customer Satisfaction**: Restaurant type does not significantly impact customer ratings, suggesting that other factors, such as service and value for money, should be prioritized in business planning.

**Conclusion**

The Zomato dashboard is an invaluable tool for analyzing and understanding the performance and preferences within the restaurant industry. By leveraging the insights provided by this analysis,

stakeholders can make informed decisions to enhance customer satisfaction, optimize pricing

 strategies, and identify growth opportunities.