Created by Narendra

Introduction to Zomato

Zomato is a leading global restaurant discovery and food delivery platform, connecting people to a wide variety of dining experiences. With a presence in over 24 countries, Zomato empowers food lovers to explore and order from a vast network of restaurants at their fingertips.

High Level Business Requirement

Zomato is a restaurant search and discovery service. Operating in several countries worldwide, they provide detailed information and customer reviews of various restaurants.

The owners of Zomato, want to understand the hidden anomalies in their business data.

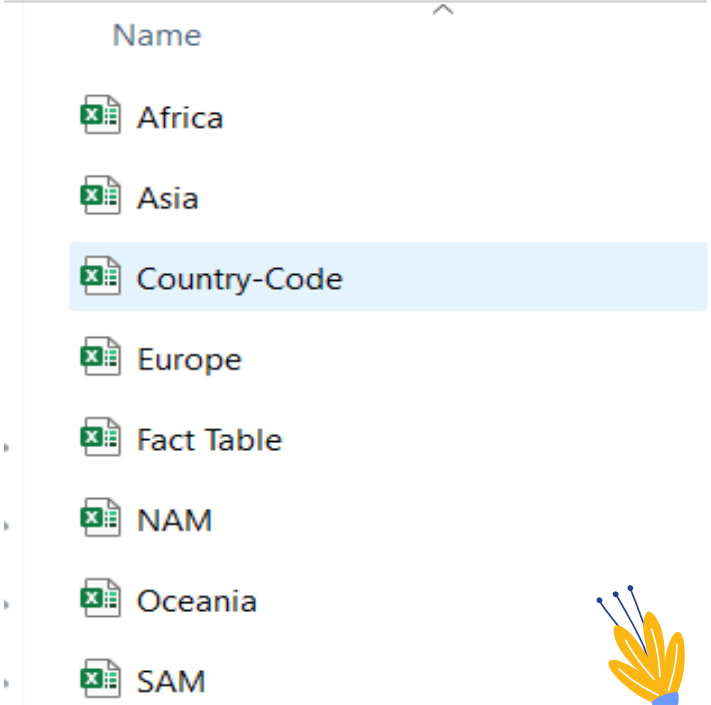
The final objective of this project is to analyze the data in a way which helps them to accurately judge their business performance.

High Level Steps

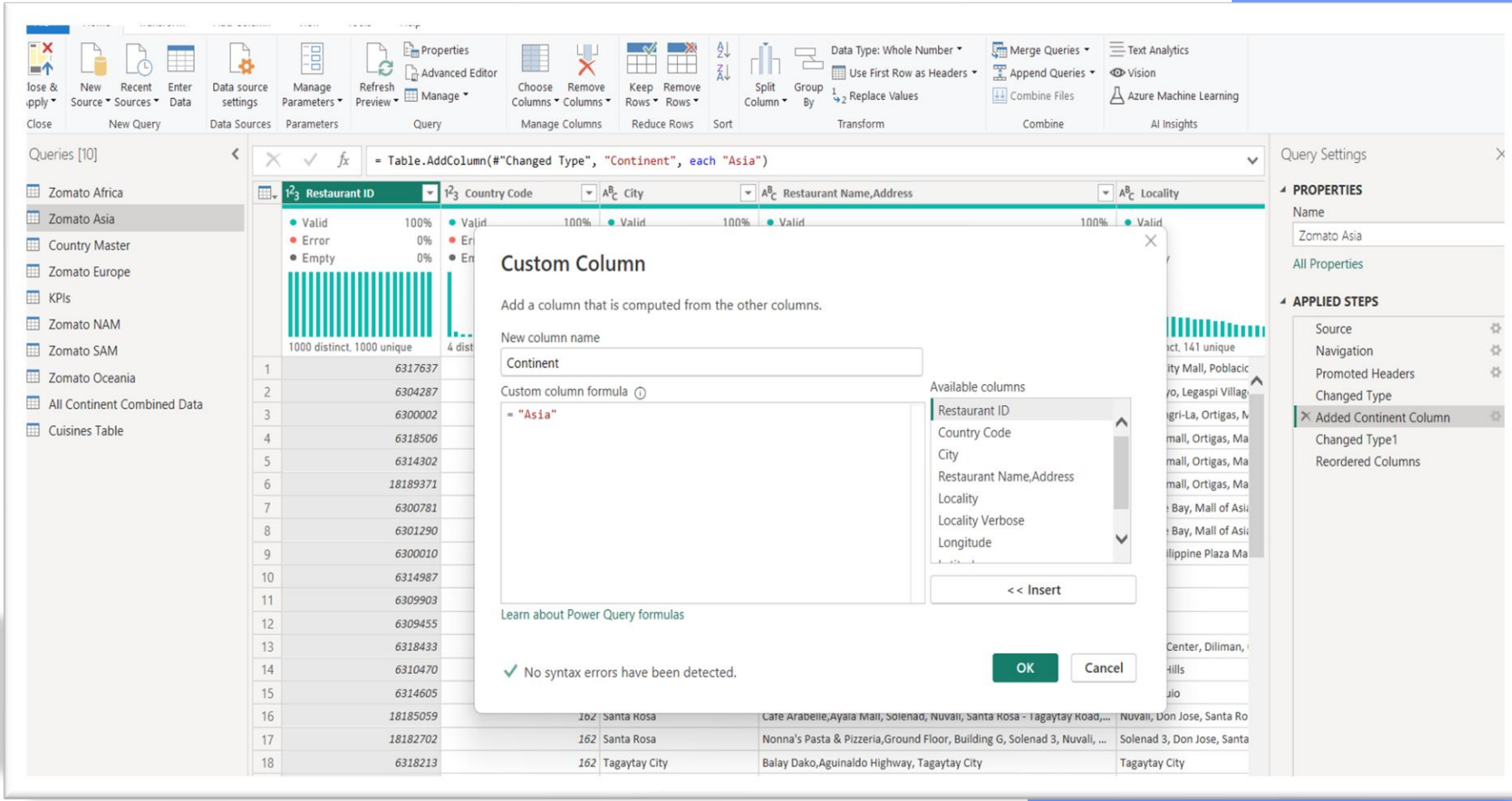
To achieve the above-mentioned requirements, following are some of the high-level steps that need to be performed.

Step 1.
Data Import:

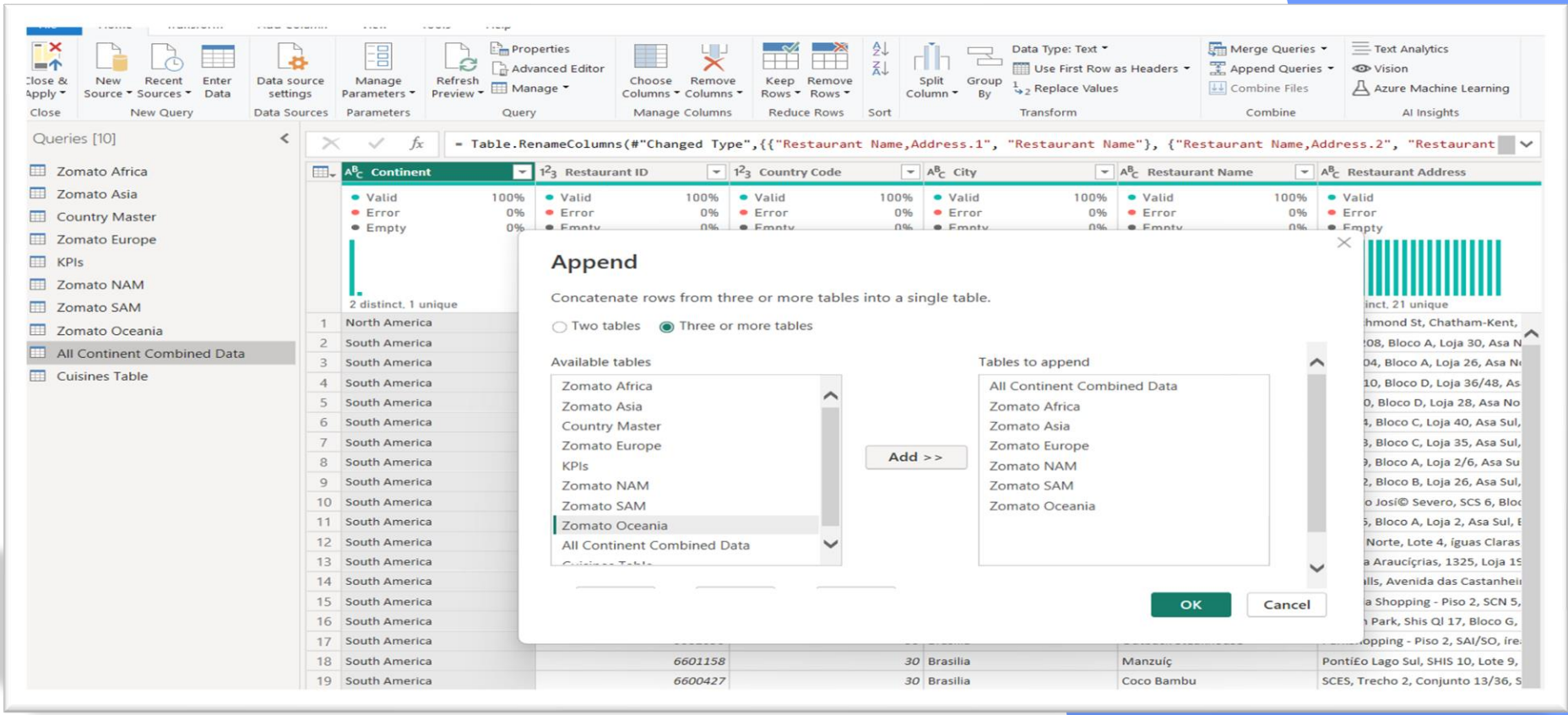
1) Import data from all the available Excel files



Step 2. Created a Custom Column for all Continent Tables



Step 3. I append all Continent Tables as a new table called as : All continent combined data



Step 4. Data Transformations

1) Some of the values in the "City" column, mentioned below, needs to be corrected.

a. The word "city" needs to be taken off from every city name (wherever appears).

b. "Sí£o Paulo" should be corrected to "São Paulo".

c. "Cedar Rapids/Iowa City" should be corrected to "Cedar Rapids".

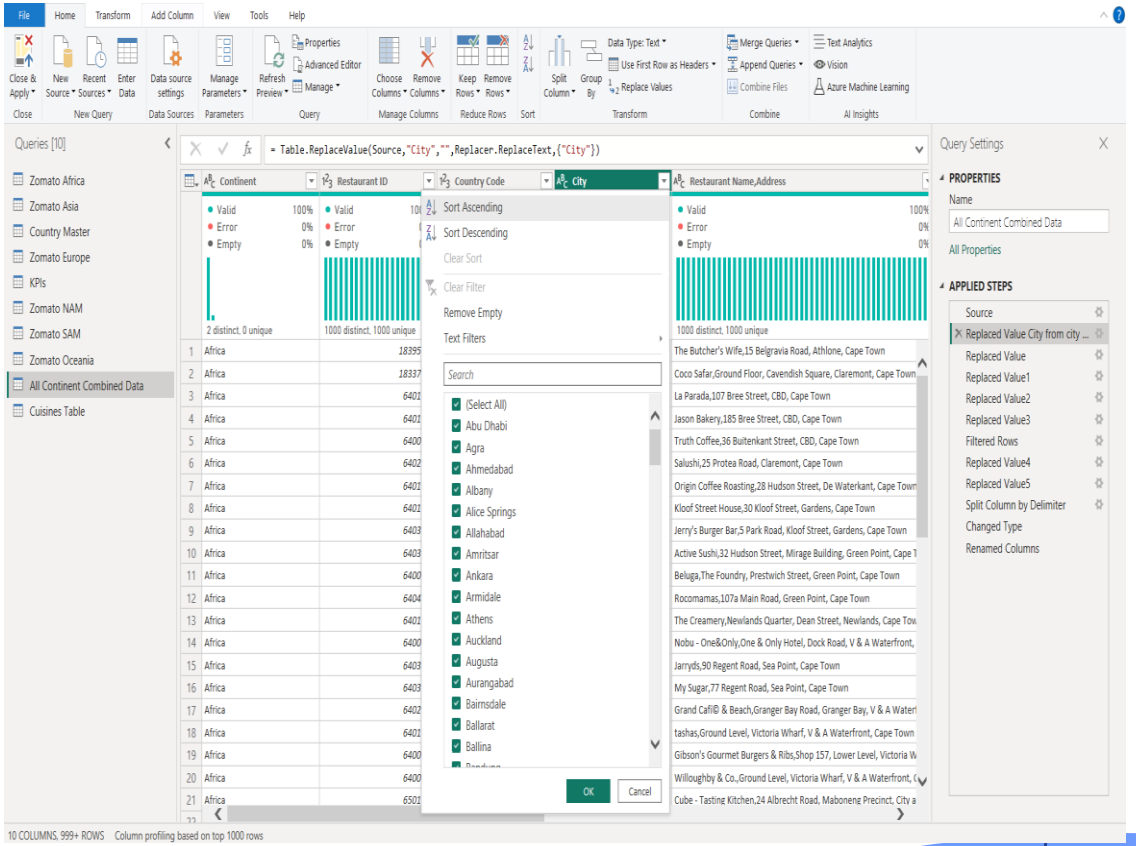
d. "ÛÁstanbul" should be corrected to "Istanbul".

2) Remove the columns which are not used.

3) Make separate columns to show the "Restaurant Name" and the "Restaurant Address".

4) Create a separate table from where you get the list of cuisines served by each restaurant.

5) The "Country-Code" table must contain only unique and non-blank values (as it's a dimension table).



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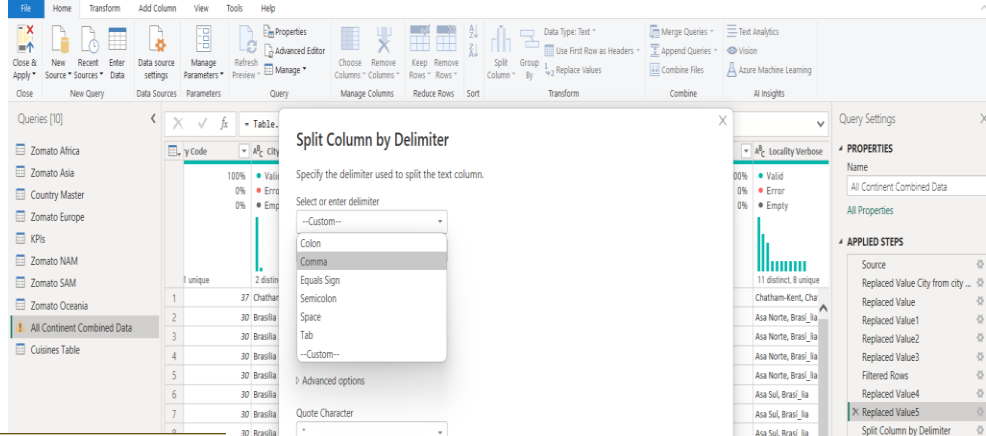

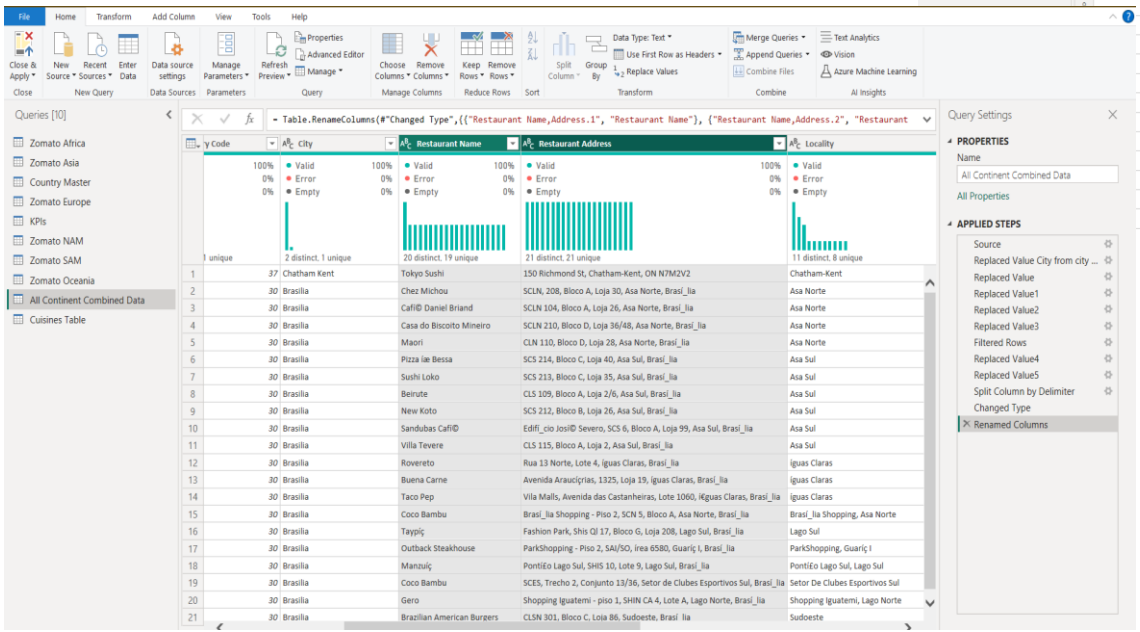

	y Code	City	Restaurant Name	Restaurant Address	Locality
1	37	Chatham Kent	Tokyo Sushi	150 Richmond St, Chatham-Kent, ON N7M2V2	Chatham-Kent
2	30	Brasilia	Chez Michou	SCLN, 208, Bloco A, Loja 30, Asa Norte, Brasília	Asa Norte
3	30	Brasilia	Café Daniel Briand	SCLN 104, Bloco A, Loja 26, Asa Norte, Brasília	Asa Norte
4	30	Brasilia	Casa do Biscoito Mineiro	SCLN 210, Bloco D, Loja 36/48, Asa Norte, Brasília	Asa Norte
5	30	Brasilia	Maori	CLN 110, Bloco D, Loja 28, Asa Norte, Brasília	Asa Norte
6	30	Brasilia	Pizza Ìæ Bessa	SCS 214, Bloco C, Loja 40, Asa Sul, Brasília	Asa Sul
7	30	Brasilia	Sushi Loko	SCS 213, Bloco C, Loja 35, Asa Sul, Brasília	Asa Sul
8	30	Brasilia	Beirute	CLS 109, Bloco A, Loja 2/6, Asa Sul, Brasília	Asa Sul
9	30	Brasilia	New Koto	SCS 212, Bloco B, Loja 26, Asa Sul, Brasília	Asa Sul
10	30	Brasilia	Sandubas Café©	Edifício Josié© Severo, SCS 6, Bloco A, Loja 99, Asa Sul, Brasília	Asa Sul
11	30	Brasilia	Villa Tevere	CLS 115, Bloco A, Loja 2, Asa Sul, Brasília	Asa Sul
12	30	Brasilia	Rovereto	Rua 13 Norte, Lote 4, Águas Claras, Brasília	Águas Claras
13	30	Brasilia	Buena Carne	Avenida Araucárias, 1325, Loja 19, Águas Claras, Brasília	Águas Claras
14	30	Brasilia	Taco Pep	Vila Malls, Avenida das Castanheiras, Lote 1060, iÉguas Claras, Brasília	Águas Claras
15	30	Brasilia	Coco Bambu	Brasília Shopping - Piso 2, SCN 5, Bloco A, Asa Norte, Brasília	Brasília Shopping, Asa Norte
16	30	Brasilia	Taypiç	Fashion Park, Shis QI 17, Bloco G, Loja 208, Lago Sul, Brasília	Lago Sul
17	30	Brasilia	Outback Steakhouse	ParkShopping - Piso 2, SAI/SO, área 6580, Guariç ı, Brasília	ParkShopping, Guariç ı
18	30	Brasilia	Manzuíç	PontiÉo Lago Sul, SHIS 10, Lote 9, Lago Sul, Brasília	PontiÉo Lago Sul, Lago Sul
19	30	Brasilia	Coco Bambu	SCES, Trecho 2, Conjunto 13/36, Setor de Clubes Esportivos Sul, Brasília	Setor De Clubes Esportivos Sul
20	30	Brasilia	Gero	Shopping Iguatemi - piso 1, SHIN CA 4, Lote A, Lago Norte, Brasília	Shopping Iguatemi, Lago Norte
21	30	Brasilia	Brazilian American Burgers	CLSN 301, Bloco C, Loja 86, Sudoeste, Brasília	Sudoeste

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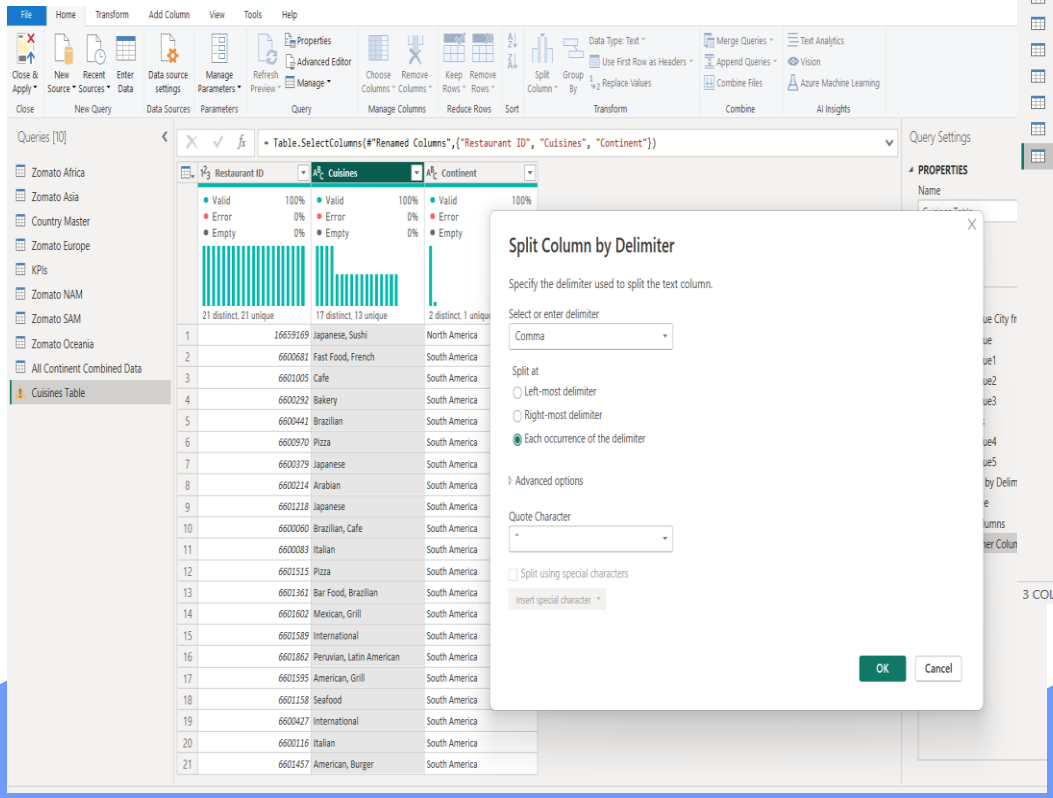
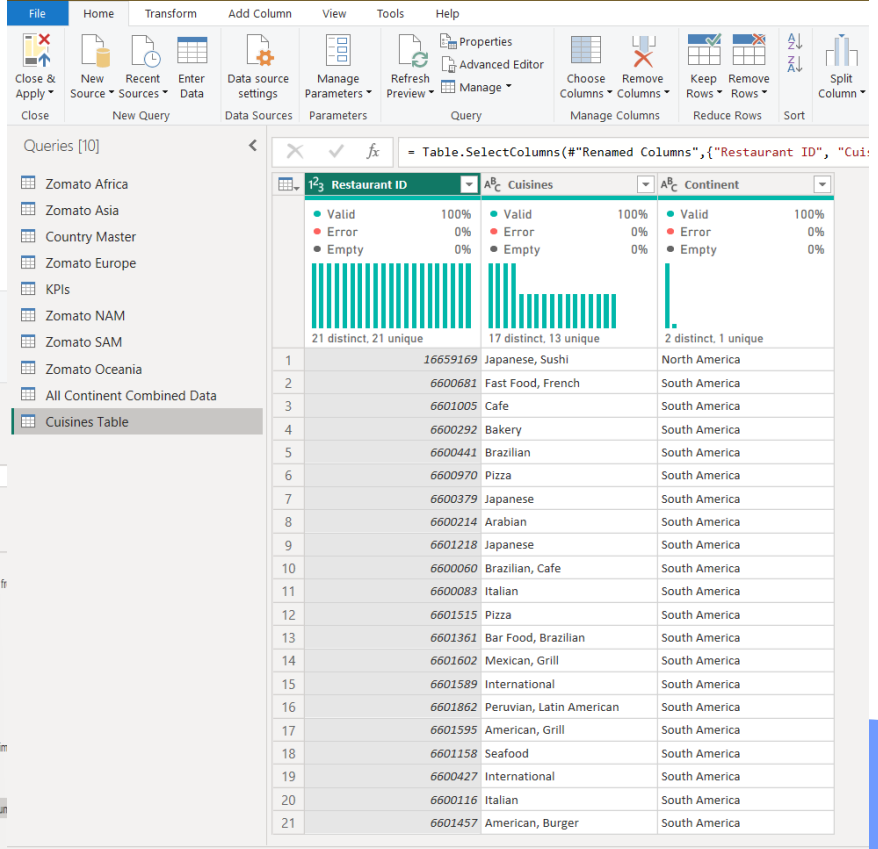
4) Create a separate table from where you get the list of cuisines served by each restaurant.





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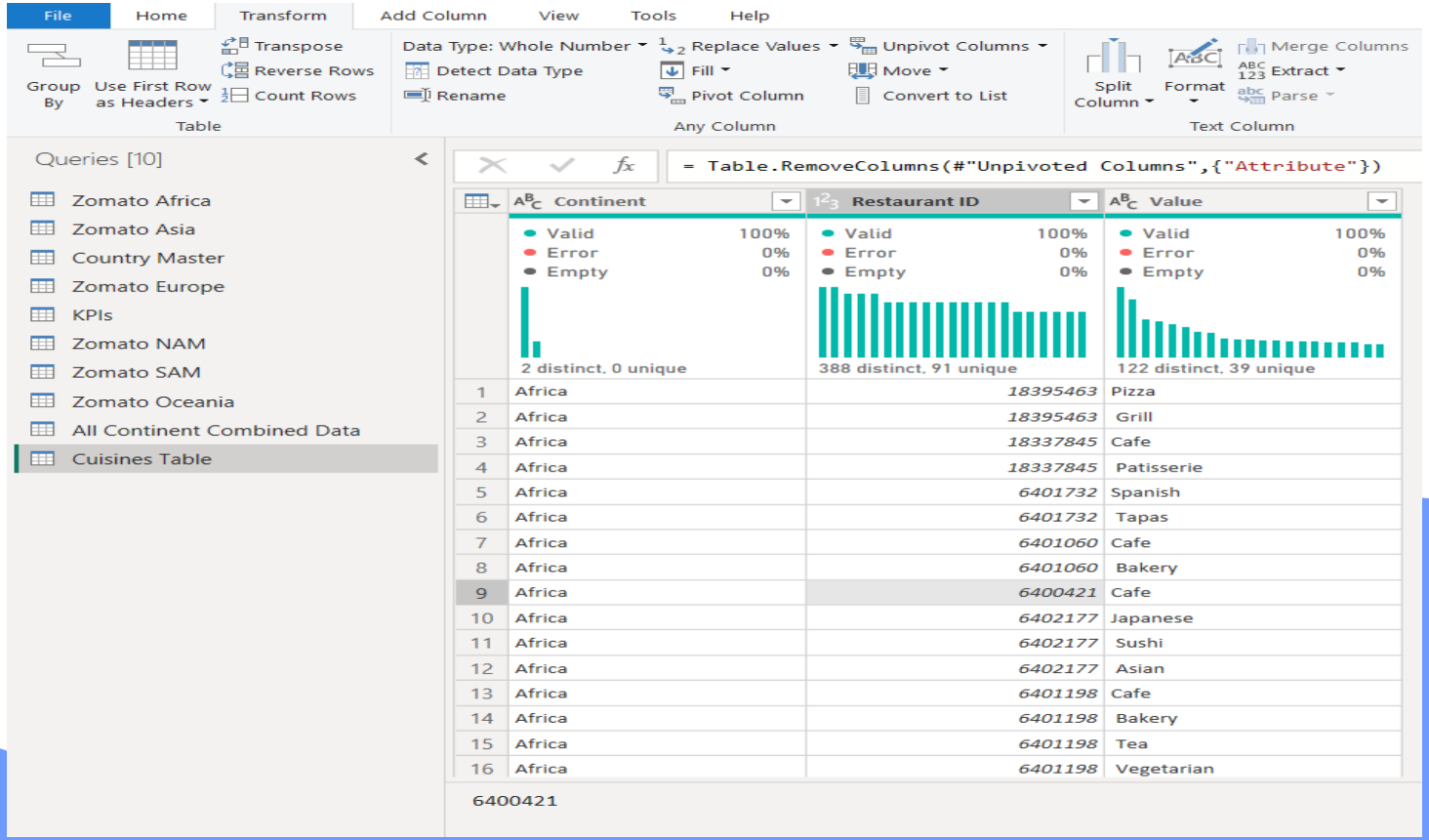
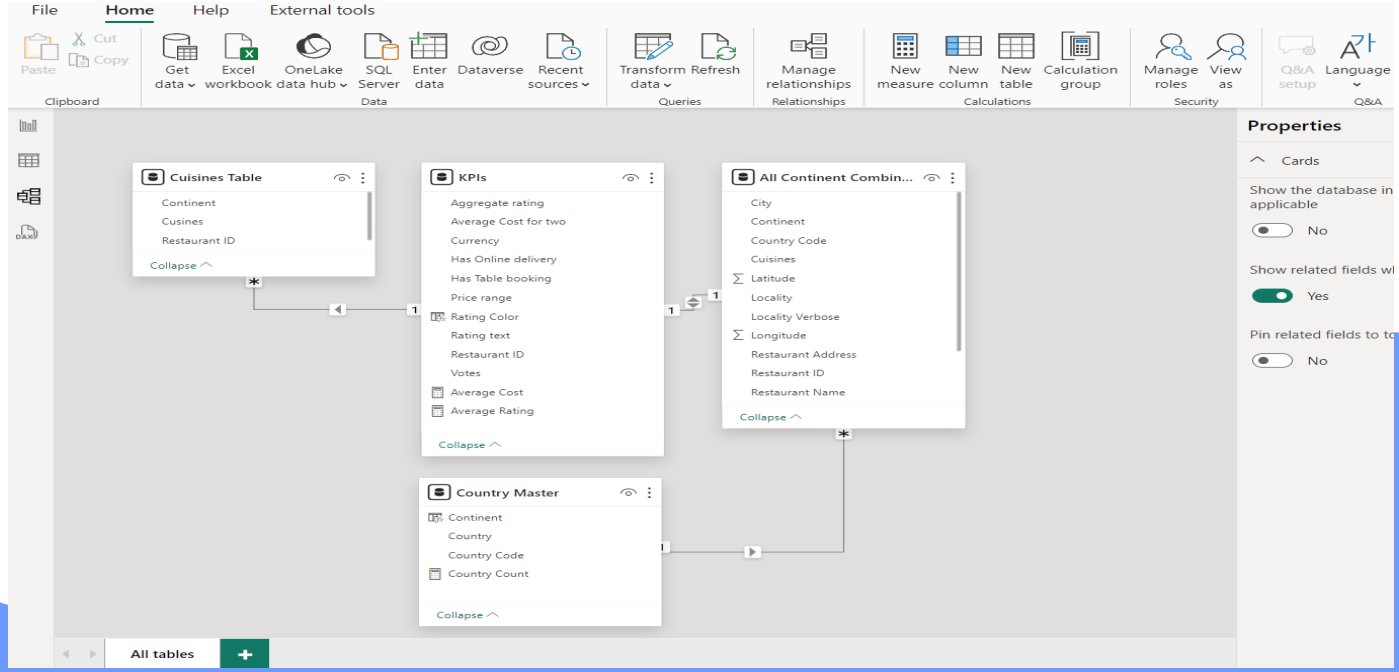


Step 5. Data Modelling

1) Model your data according to the reporting requirements.

2) While creating relationships, choose the appropriate “Cardinality” and the “Cross filter direction” so that the aggregations can happen accurately at the report level.



Step 6. Using DAX Created Measures

1) There needs to be a "Rating Color" column in an appropriate table. The data rows should follow the below mentioned convention.

Aggregate rating	Rating color
Above 4.5	Dark Green
4 to 4.4	Green
3.5 to 3.9	Yellow
2.5 to 3.4	Orange
1.8 to 2.4	Red
0 to 1.7	White

2) Create following measures in appropriate tables.

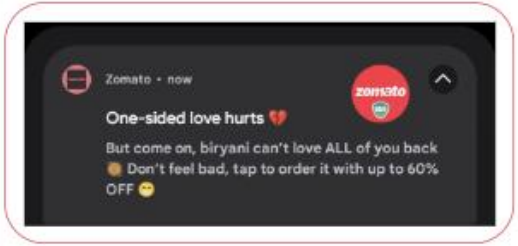
a. Restaurant Count
b. Average Cost
c. Average Rating
d. Cuisine Count

4) Wherever needed, lookup the continent column from the "Country Code" table.

3) Create a new column called "Continent" in the "Country Code" table. Create the values using the below mentioned convention.

Note: The Country and Continent mapping is as follows. Please use this convention wherever needed.

a. Africa – South Africa
b. Asia – Philippines
c. Asia – Singapore
d. Asia – UAE
e. Asia – India
f. Asia – Indonesia
g. Asia – Qatar
h. Asia – Sri Lanka
i. Asia – Turkey
j. Europe – United Kingdom
k. North America – United States
l. North America – Canada
m. Oceania – Australia
n. Oceania – New Zealand
o. South America – Brazil



KPIs

Cuisines

Maps

About