GROUP 6

ZOMATO ANALYTICS

- 1.KUSHANTH REDDY
- 2.VANITHA NAIDU
- 3.PIYUSH BHUSHAN
- 4.BHAKTI CHINTAMANI TAMMADDI
- 5.AKASH ULHAS LADHE
- 6.ABU SUFIYAN CHOUHAN

Zomato Data Analytics Project

This project aims to explore the vast datasets provided by Zomato, focusing on restaurant sales, reviews, ratings, and user interactions. By employing various data analysis techniques, we have uncovered trends and insights that can help improve customer experiences and business strategies in the food industry. The findings will be beneficial for data/business analysts and students interested in the field of data visualization and analytics.

CONTENTS(1)

Project Overview

Tools and Technologies used

About Company &Data Collection

CONTENTS(2)

Data Analysis Techniques

Visualization Insights

Analysis and Findings

Conclusion and Recommendations

Project Overview

Objective

To Analyze Zomato sales & restaurant data for insights.

Scope

Focus on restaurant reviews and ratings.

Outcome

Provide actionable recommendations.

Tools and Technologies used

1 **Excel**

Used for data cleaning, basic analysis, and visualization.

2 **Power BI**

For interactive dashboards and reports for real-time data insights.

3 **Tableau**

Enables advanced visual analytics and storytelling with data.

4 **SQL**

Essential for querying databases and managing large datasets efficiently.

About Company

Zomato Media Private Limited

Zomato Limited is an Indian multinational restaurant aggregator and food delivery company, founded in 2008 by Deepinder Goyal and Pankaj Chaddah, connecting customers, restaurant partners, and delivery partners through a technology platform. It is a private, non-government company incorporated in 2010, registered in Delhi, and classified as "company limited by shares.

Data Collection

Data Sources

We used Zomato's API, web scraping, and public datasets.

Data Types

Restaurant details, customer reviews, ratings, and delivery times.

Data Cleaning

To Remove duplicates, handling missing values, and standardizing formats.

Data Analysis Techniques Used

1. **Descriptive Analysis**

   Summarized data characteristics using statistics.

2. **Inferential Analysis**

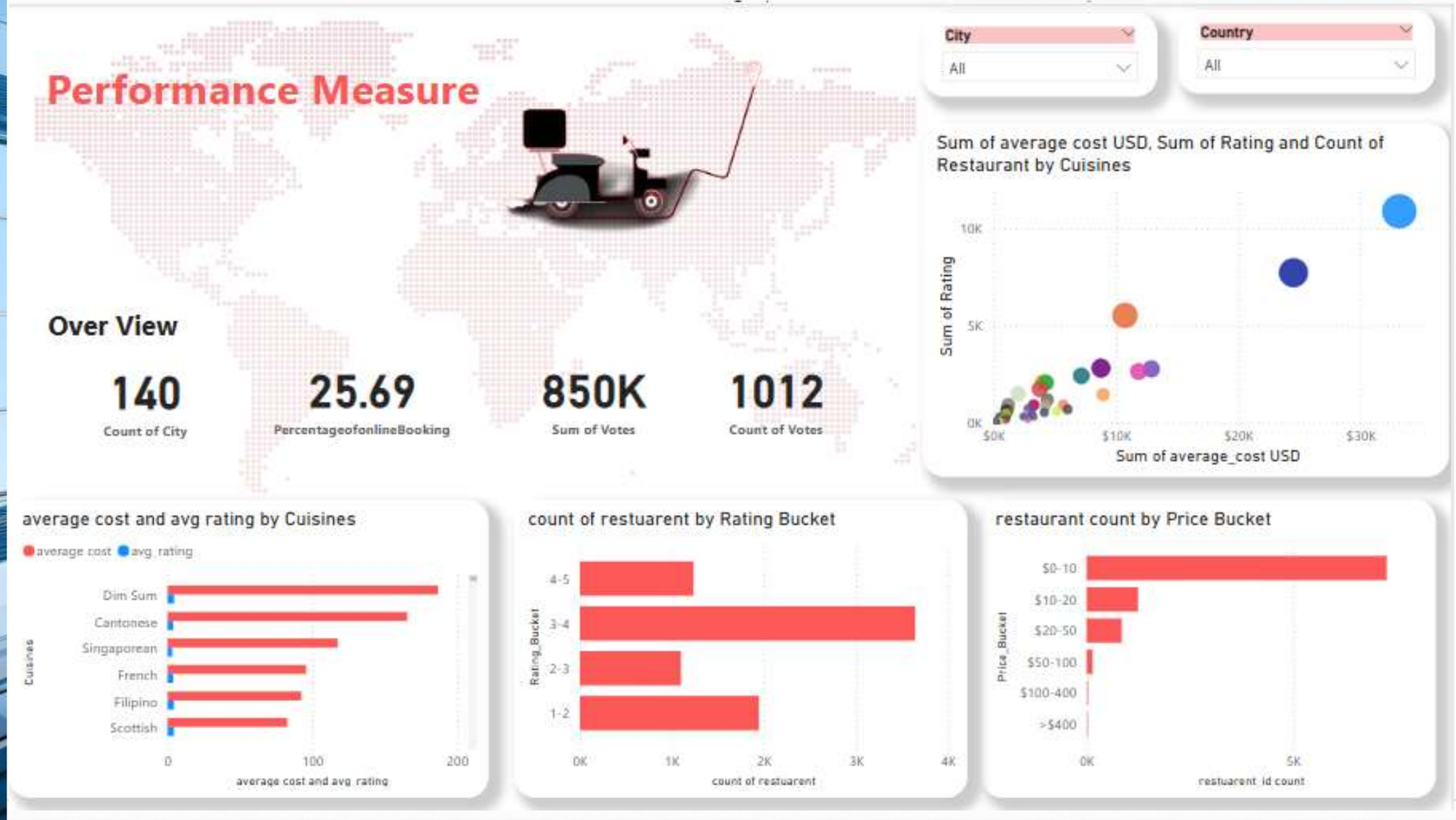
   Made predictions or inferences about a population.

3. **Predictive Analysis**

   Used historical data to forecast future outcomes.

Visualization Insights

Visualization Insights Using Power BI for Performance Measure



Visualization Insights Using Power BI for Visual Analysis

Visualization Insights Using Tableau for Sales Analysis

ZOMATO SALES ANALYSIS

zomato

Indian Rupees
12.50K 5,608.06K

Countryname
(All)

Year
(All)

Month
(All)

Weekend/Weekday
(All)

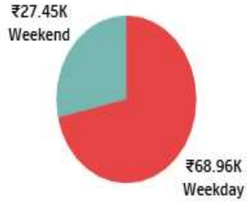
Total Cuisines	Average Rating	Total Sales	Total Sales in USD	Total City	Total Country	Total Restaurant
1,825	2.891	8.35M ₹	96.41K $	141	15	9,551

Countrywise sales

Monthwise sales

Yearwise sales

Weekend/Weekday Sales



Top 10 Citywise sales

Visualization Insights Using Tableau for Restaurant Analysis

ZOMATO RESTAURANT ANALYSIS

zomato

Countryname: (All)

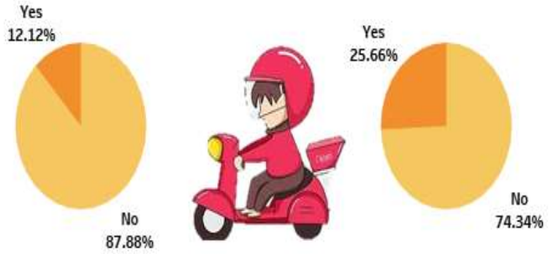
Year: (All)

Month: (All)

Weekend/Weekday: (All)

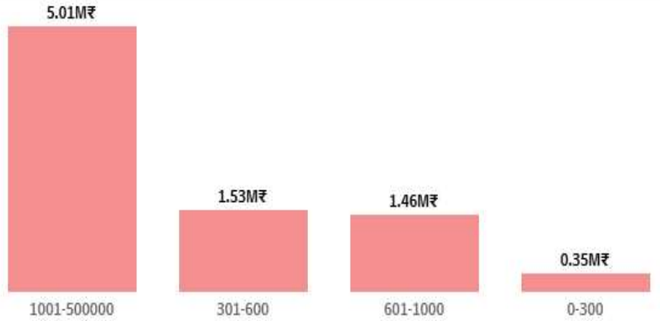
Total Restaurant	Total Country	Total City	Average Rating	Total Cuisines	Total Sales in USD	Total Sales
9,551	15	141	2.891	1,825	96.41K $	8.35M ₹

Has Table Booking

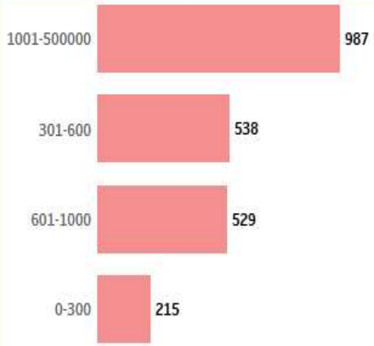


Has online delivery

Bucketlistwise sales



Cuisines & Costwise Restaurant



FQwise sales

YOY% Country Wise Sales Growth

Countryna..	2010	2011	2012	2013	2014	2015
Australia	0.0%	-92.2%	-20.4%	34.1%	-100.0%	
Brazil	0.0%	261.8%	-34.7%	24.3%	45.7%	2
Canada						
India	0.0%	1.8%	-8.2%	-0.6%	-1.7%	
Indonasia	0.0%	392.5%	-100.0%	35.7%	83.1%	2
New Zealand	0.0%	83.3%	23.6%	-15.1%	8.6%	1
Phillipines	0.0%	-54.7%	-15.2%	-42.8%	-20.7%	-2
Qatar	0.0%	-75.5%	-43.1%	-5.0%	-22.9%	
Singapore	0.0%	-23.9%	9.3%	-40.9%	-3.4%	
South Africa	0.0%	-16.5%	19.3%	30.1%	-2.8%	

Analysis and Findings

Weekend/Weekday

- Most Weekday Sales – India with **$46,385 (71.67%)**
- Most Weekend Sales – India with **$18,336 (28.3%)**
- Canada has the highest weekend sales rate with **48.28%.**
- Srilanka has the highest weekday sales rate with **85.68%.**

Online Delivery Services

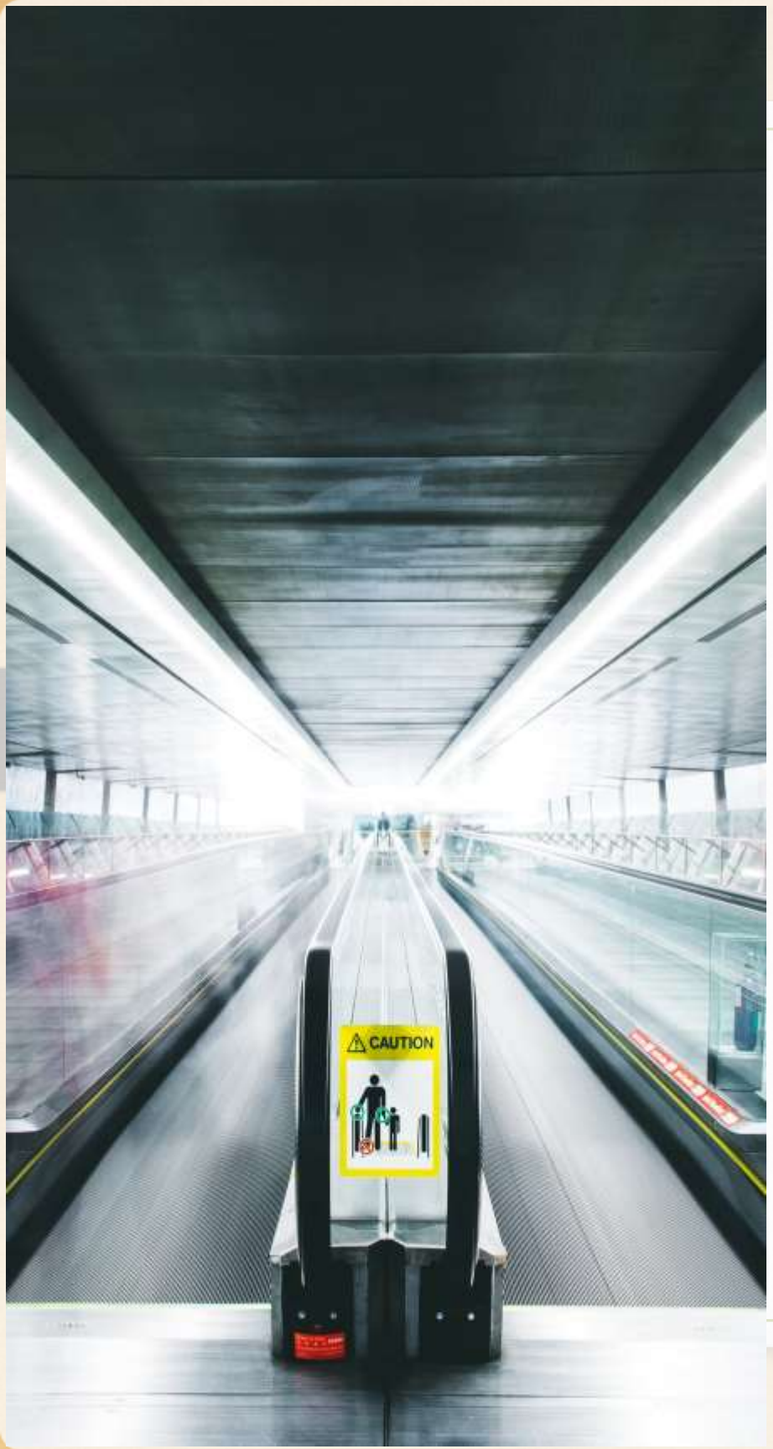
- India and UAE are the only 2 countries that offer online delivery Services.
- India has the highest online delivery sales with **$19,913** from online services.
- United Arab Emirates has the highest online delivery sales rete with **38.91%** from online services..

Cuisines

- North Indian is the highest preferred dish with an 4.8% of total And also the Highest sales of **$4,653.**
- Followed by North Indian- Chinese at **4%**
- North Indian Mughlai at **3.2%**
- Only Chinese at **2.7%** &
- Café at **2.5%**
- Italian and French dishes are the most evenly distributed preferred choices among 15 countries.
- Desserts, Ice-creams & beverages are least ordered items overall.

Country wise Sales & Restaurant open From 2010 to 2018

- India has the highest Sales with overall **₹5.6M / $65k.**
- Turkey has the lowest overall sales with **₹12K or149$**.
-
- From 2010 to 2018 India has highest restaurant opened with a total of **8652** restaurants opened,
- While Qatar, Singapore & Srilanka has lowest i.e. 20 restaurants each
- Singapore has the highest Avg sales per restaurant with **$155.75** for each followed by Philippines, Qatar, UK & UAE with **$117.31, $60.4, $59.28, $44.9** respectively.
- India has **$7.48** Avg sales per restaurant because of high sales & large no. of restaurants.



City wise Sales

From 2010 to 2018

- New Delhi has the highest sales with **$39,149** with a growth rate of **0.8%**
- Singapore city has highest Avg sales per restaurant with **$155.75** per restaurant
- Top 3 Indian Cities according to overall sales are Delhi, Gurgaon & Noida
- Top 3 Foreign Cities according to overall sales are Singapore, London & Manchester
-

Based on YoY% compound Growth rate for sales (of Both Country and City)

- Indonesia has the highest YoY% compound Growth rate for sales with a rate of **23.0%.**
- Qatar has the lowest YoY% compound Growth rate for sales with a rate of **-31.4%.**
- India has a total YoY% **of 0.3%.**
- In India Allahabad has highest YoY% compound Growth rate for sales with a rate of **21.8%** followed by Kolkata, Ahmadabad, Mysore & Kanpur of **20.5%, 18.71%, 13.6%, 12.5%** respectively.
- Overall wellington city has highest YoY% compound Growth rate for sales with a rate of **24.0%.**

Recommendations

By analyzing all the Dataset we have our suggestion for Top Countries for Business Expansion

Top 3 Countries for Business Establishment

INDIA
With a Majority part of from sales of **$65k USD** also with an highest number of restaurant count of **8652**, it is the largest market cap for business establishment .

United States of America
USA is the 2nd largest market cap with an overall sales of **$11k USD** & an impressive **$26.15** average sales per restaurant.

United Kingdom
UK is the 3rd largest market cap with an overall sales of **$4.7k USD** and an impressive average sales per restaurant of **$59.28**

Top 3 Potential Countries for growing Business

SINGAPORE
With a highest average sales per restaurant of **$155.75** & 4th highest overall Sales, Singapore is the country with highest potential.

INDONESIA
With the highest among all countries of YoY% compound Growth rate for sales of **23%,** Indonesia has potential to grow.

NEW ZEALAND
New Zealand has an impressive YoY% compound Growth rate for sales with growth rate of **11%** and an impressive average sales per restaurant of **$41.85.**

Top 3 Cities for Business Establishment

NEW DELHI
Highest sales in the world with an amount of **$39k USD** and an highest number of restaurant count of **5473**, it is the largest market cap for business establishment.

GURGAON
Gurgaon has the 2nd highest market cap with an overall sales of **$9.5k** USD & an impressive **$8.5** average sales per restaurant just above Noida.

SINGAPORE CITY
With a highest average sales per restaurant of **$155.75** Singapore is the most profitable city.

Top 3 Potential Cities for growing Business

WELLINGTON CITY
Wellington city of New Zealand has the highest of YoY% compound Growth rate for sales among all cities in the world the is of **24%.**

ALLAHABAD
Allahabad has the 2nd highest of YoY% compound Growth rate for sales, with a rate of **22%** with an increase restaurant opening in coming years.

SAVANNAH CITY
Savannah city of USA has a high YoY% compound Growth rate for sales with a rate of **19.6%,** and a high average sales per restaurant of **$650.**

Top Potential Cities for growing Business in India

ALLAHABAD
Allahabad has the highest of YoY% compound Growth rate for sales in India , with a rate of **22%** with an increase restaurant opening in coming years.

KOLKATA
Kolkata has the 2nd highest YoY% compound Growth rate for among all Metropolitan cities with a rate of **20.5%.**

HYDERABAD
Hyderabad has the highest average sales per restaurant of **$16.3,** among all Metropolitan cities in India.

Pune
With the 2nd highest Avg Sales per restaurant of **$16.02** & 5th highest Sales overall among all Indian Cities of **$321.**

Conclusion

Our internship at Excelr was a great experience. We learned a great deal about Data Cleaning and Preparation and also improved on field of research, communication, critical thinking, data analysis , problem solving and visualization skills. It also showed us how important a good understanding of business processes and technology for sustainability is in business today.

This experience solidified the career aspirations to work in Business/Data Analysis for companies that champion environmental consciousness. We are confident that the skills and knowledge we gained during the internship will be instrumental in the future endeavours.

Thank You

1. **Appreciation**

   Thank you for your attention and participation.

2. **Questions**

   Feel free to ask any questions you may have.

3. **Feedback**

   Your feedback is valuable for future improvements.