

Structured Research Plan

1. Executive Summary

- Provide a brief overview of the analysis objectives, methods, and key findings.
- Example: *"This analysis aims to identify Zomato's most popular restaurants, understand revenue distribution, and uncover key success factors. Insights derived from this study provide actionable recommendations to improve restaurant performance and customer satisfaction."*

2. Analysis and Insights

A. Popular Restaurants

1. Key Questions Addressed:

- Which restaurants receive the most orders
- How are orders distributed by city?

2. Visualizations and Observations:

- **Bar Chart:** Total orders per restaurant, highlighting top performers.
Observation: Restaurant Maharaja Grills and Rolls has the highest number of orders.
- **Cross Bar Chart:** Orders by city, showing Electronic City, Bangalore leads with 365K of total orders
- **Bar Chart:** The highest revenue recorded in August is 19.395

3. Conclusion:

- Popular restaurants tend to have a loyal customer base and are located in high-demand cities.
- Peak hours and days present opportunities for promotional campaigns.

4. Recommendation:

- Promote restaurants in cities with untapped potential by offering discounts during off-peak hours.

- Encourage top restaurants to optimize operations during peak hours to handle demand effectively.

B. Revenue Distribution

1. Key Questions Addressed:

- Which restaurants generate the highest revenue?
- How is revenue distributed over time?

2. Visualizations and Observations:

- **Bar Chart:** Top 10 revenue-generating restaurants. *Observation:* Restaurant **Dominos Pizzas** leads in revenue at **\$5M**, driven by high average order value and frequent promotions.
- **Scatterplot:** A strong correlation exists between average order value and total revenue.
- **Cross Bar Chart:** Revenue trends show significant spikes during festivals and weekends.

3. Conclusion:

- High-revenue restaurants combine premium pricing with customer loyalty and marketing during high-demand periods.

4. Recommendation:

- Encourage restaurants to adopt dynamic pricing during festive seasons.
- Offer premium loyalty programs to retain high-value customers.

C. Key Success Factors

1. Key Questions Addressed:

- What drives restaurant success (e.g., ratings, cuisine type, menu variety)?
- How can other restaurants replicate this success?

2. Visualizations and Observations:

- **Scatterplot:** Revenue vs customer ratings; top-performing restaurants maintain average ratings.
- **Cross Bar Chart:** Cuisine types like sweets and Tandoor contribute 60% of total revenue.
- **Map Visualization:** High-performing restaurants are concentrated in metropolitan areas.

3. Conclusion:

- Positive customer ratings and diversified menus are key drivers of success.
- Cuisine preference varies by location, requiring targeted menu optimization.

4. Recommendation:

- Train staff to improve customer experience, ensuring high ratings.
- Encourage restaurants to experiment with popular cuisines tailored to their city demographics.

3. Actionable Recommendations for Zomato

1. Expand Popular Restaurant Insights:

- Develop targeted marketing campaigns for high-order cities and peak hours.
- Provide operational support to popular restaurants to handle high demand efficiently.

2. Replicate High Revenue Success:

- Share best practices of top-performing restaurants, such as dynamic pricing strategies and festival-specific promotions.
- Offer analytics tools to restaurants for tracking their revenue trends and customer preferences.

3. Foster Restaurant Growth:

- Use customer segmentation to guide new restaurants on popular cuisine offerings and ideal price points.
- Launch training programs focusing on improving ratings and customer retention strategies.

4. Conclusion

Summarize the key takeaways:

- High-performing restaurants thrive on loyal customers, strong ratings, and targeted promotions.
- Dynamic pricing and festival-specific strategies drive revenue growth.
- Zomato can enhance restaurant performance through data-driven recommendations and operational support.