Tech Saksham

Case Study Report

Data Analytics with Power BI

“360-degree Business Analysis of Online Delivery Apps”

“S.T. Hindu College”

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ABSTRACT

In the age of digital transformation, the food delivery industry has witnessed a monumental shift towards online platforms, with Zomato emerging as a dominant player in this landscape. This project delves into the realm of data analysis through the lens of the Zomato delivery app, utilizing the powerful toolset of Power BI. The primary objective is to unravel insights and patterns within the vast troves of data generated by Zomato's operations, encompassing aspects such as customer preferences, restaurant performance, and geographical trends.

By harnessing the capabilities of Power BI, this project aims to provide a comprehensive understanding of various dynamics governing the Zomato ecosystem. Through exploratory data analysis, visualization, and statistical modeling, we endeavor to uncover actionable insights that can inform strategic decision-making for stakeholders ranging from Zomato itself to restaurants and consumers.

The methodology encompasses data collection from Zomato's API, pre-processing, and cleaning to ensure data integrity, followed by the construction of interactive dashboards and reports within Power BI. By leveraging advanced analytics techniques, we seek to identify key drivers of customer satisfaction, optimize delivery logistics, and discern emerging market trends.

This project not only serves as a demonstration of the potency of Power BI as a tool for data analysis but also contributes valuable insights to the burgeoning field of food delivery services. Through the synthesis of data-driven findings and practical implications, this report endeavors to offer actionable recommendations for enhancing the efficiency and user experience of the Zomato delivery app, thereby fostering its sustained growth and competitive advantage in the dynamic realm of food delivery.

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CHAPTER 1

INTRODUCTION

1.1 Problem Statement

Despite the widespread adoption of Zomato's delivery app, there remains a need to delve deeper into the data generated by the platform to address several critical challenges. These challenges include understanding customer preferences, improving delivery efficiency, enhancing restaurant performance, and identifying geographical trends. Without a thorough analysis of this data, Zomato risks overlooking opportunities for optimization and innovation within its delivery ecosystem. Therefore, the problem at hand is to conduct a comprehensive data analysis of the Zomato delivery app using Power BI to extract actionable insights that can inform strategic decisions aimed at improving user experience, operational efficiency, and overall performance of the platform.

1.2 Proposed Solution

The proposed solution for the Zomato Delivery App Analysis Project entails a multifaceted approach leveraging advanced data analytics techniques and visualization tools to extract actionable insights and drive informed decision-making. Initially, comprehensive data will be collected from the Zomato delivery app, including customer orders, restaurant details, delivery performance metrics, and user feedback, followed by rigorous preprocessing to ensure data integrity. Through exploratory data analysis, we will gain initial insights into the dataset, identifying patterns and trends. Subsequently, customer segmentation techniques will be applied to categorize users based on their ordering behavior, preferences, demographics, and geographical location, allowing for personalized marketing strategies and service offerings. Analysis of delivery performance metrics will uncover operational inefficiencies, guiding improvements in delivery processes and enhancing customer satisfaction. Evaluating restaurant data will inform decisions regarding restaurant recommendations and partnerships, enhancing the app's offerings. Geospatial analysis will provide insights into geographical trends, aiding in targeted marketing and optimization of delivery routes. Visualization tools like Power BI will be employed to create interactive dashboards and reports for effective communication of key

findings. Continuous monitoring of performance metrics will enable ongoing optimization and adaptation to market dynamics. By implementing this holistic solution, the Zomato Delivery App Analysis Project aims to unlock the app's full potential, driving operational excellence and customer satisfaction in the competitive food delivery landscape.

1.3 Feature

- Data-driven Segmentation: Leveraging the rich dataset available from the Zomato delivery app, advanced analytics techniques are applied to segment customers into distinct groups. This segmentation is based on various factors such as order history, cuisine preferences, and frequency of orders, location, and demographic information.

- Recommendation Engine Enhancement: Insights gained from customer segmentation are used to enhance the recommendation engine within the Zomato app. By understanding the preferences of different customer segments, the app can provide more accurate and relevant restaurant suggestions and menu items, leading to improved user satisfaction and retention

- Feedback and Engagement Analysis: Customer segmentation data is analyzed to understand the feedback and engagement patterns of different customer segments. This helps identify areas for improvement in service quality, menu offerings, or app features, enabling Zomato to prioritize enhancements that resonate with specific customer groups.

- Performance Measurement and Optimization: The effectiveness of targeted marketing campaigns and personalized recommendations is continuously monitored and evaluated using key performance indicators (KPIs) such as conversion rates, customer retention, and revenue growth. Insights gained from performance metrics are used to refine segmentation strategies and optimize marketing efforts over time.

1.4 Advantages

Advantages of the Zomato Delivery App Analysis Project:

1. Informed Decision Making: Data helps make better decisions.

2. Happier Customers: Understand and meet customer needs better.

3. Faster Deliveries: Improve delivery times and accuracy.

4. Smart Business Moves: Insights for strategic planning.

5. Stay Ahead Stand out from competitors.

6. Effective Marketing: Target customers more efficiently.

7. Always Getting Better: Continuously improve services

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1.5 Scope

The scope of the Zomato Delivery App Analysis Project encompasses a comprehensive examination of the vast dataset provided by Zomato's delivery app. This project involves collecting data on customer orders, restaurant details, delivery performance metrics, and user feedback. The collected data will be meticulously prepared, ensuring accuracy and consistency for subsequent analysis. Utilizing advanced statistical and machine learning techniques, the project aims to delve deep into various aspects such as customer behavior, deliver performance, restaurant ratings, and market trends. Visualizations and interactive dashboards created using Power BI will be employed to present the analyzed data in a clear and intuitive manner. Furthermore, customer segmentation will be conducted based on factors like ordering habits, preferences, demographics, and geographical location to tailor marketing strategies and services accordingly. Opportunities for optimizing delivery operations, improving customer satisfaction, and enhancing restaurant partnerships will be explored through detailed analysis. Additionally, geospatial analysis will provide insights into geographical trends, aiding in strategic decision-making for expansion and targeted marketing efforts. While predictive analytics may be incorporated for forecasting future trends, the primary focus will be on generating actionable recommendations based on the project findings to enhance the functionality, competitiveness, and user satisfaction of the Zomato delivery app.

CHAPTER 2

SERVICES AND TOOLS REQUIRED

2.1 Services Used

Data Collection and Storage: Amazon S3 and Google Cloud Storage provide secure and scalable storage solutions, essential for storing and accessing collected data efficiently.

Data Processing and Transformation: Apache Spark and Google Dataflow enable distributed data processing and transformation, ensuring efficient preprocessing of raw data for analysis.

Data Analysis and Machine Learning: Python, Pandas, and scikit-learn are essential tools for data analysis and machine learning tasks, providing a comprehensive ecosystem for data manipulation, analysis, and model building.

Data Visualization: Power BI and Tableau offer powerful visualization capabilities, allowing for the creation of interactive dashboards and reports to visualize and communicate insights effectively.

Cloud Computing: Amazon Web Services (AWS) and Google Cloud Platform (GCP) provide scalable cloud computing resources, enabling the deployment and execution of data analysis workflows and applications in a cost-effective and efficient manner.

2.2 Tools and Software used

Tools:

- **PowerBI**: The main tool for this project is PowerBI, which will be used to create interactive dashboards for real-time data visualization.

- **Power Query**: This is a data connection technology that enables you to discover, connect, combine, and refine data across a wide variety of sources.

Software Requirements:

- **PowerBI Desktop**: This is a Windows application that you can use to create reports and publish them to PowerBI.

- **PowerBI Service**: This is an online SaaS (Software as a Service) service that you use to publish reports, create new dashboards, and share insights.

- **PowerBI Mobile**: This is a mobile application that you can use to access your reports and dashboards on the go.

CHAPTER 3

PROJECT ARCHITECTURE

3.1 Architecture

Data Collection Layer:

- Obtain data from Zomato API, public datasets, web scraping, and surveys.
- Collect information on customer orders, restaurant details, delivery performance, and user feedback.

Data Storage Layer:

- Store collected data securely and efficiently using cloud storage services.
- Organize data in structured formats suitable for further processing and analysis.

Data Processing Layer:

- Preprocess and transform raw data to ensure accuracy and consistency.
- Cleanse, filter, and aggregate data for analysis purposes.

Data Analysis and Machine Learning Layer:

- Perform exploratory data analysis, statistical analysis, and machine learning modeling.
- Segment customers, analyze delivery performance, and evaluate restaurants to derive insights.

Data Visualization Layer:

- Create interactive dashboards, reports, and visualizations to communicate insights effectively.
- Visualize key metrics, trends, and patterns identified through data analysis.

Geospatial Analysis Layer:

- Incorporate geospatial analysis tools to explore geographical trends and optimize delivery routes.
- Visualize location-based data to enhance decision-making.

Cloud Computing Layer:

- Deploy project on cloud computing platforms for scalable computing resources.
- Utilize cloud services for data processing, storage, and deployment of machine learning models.

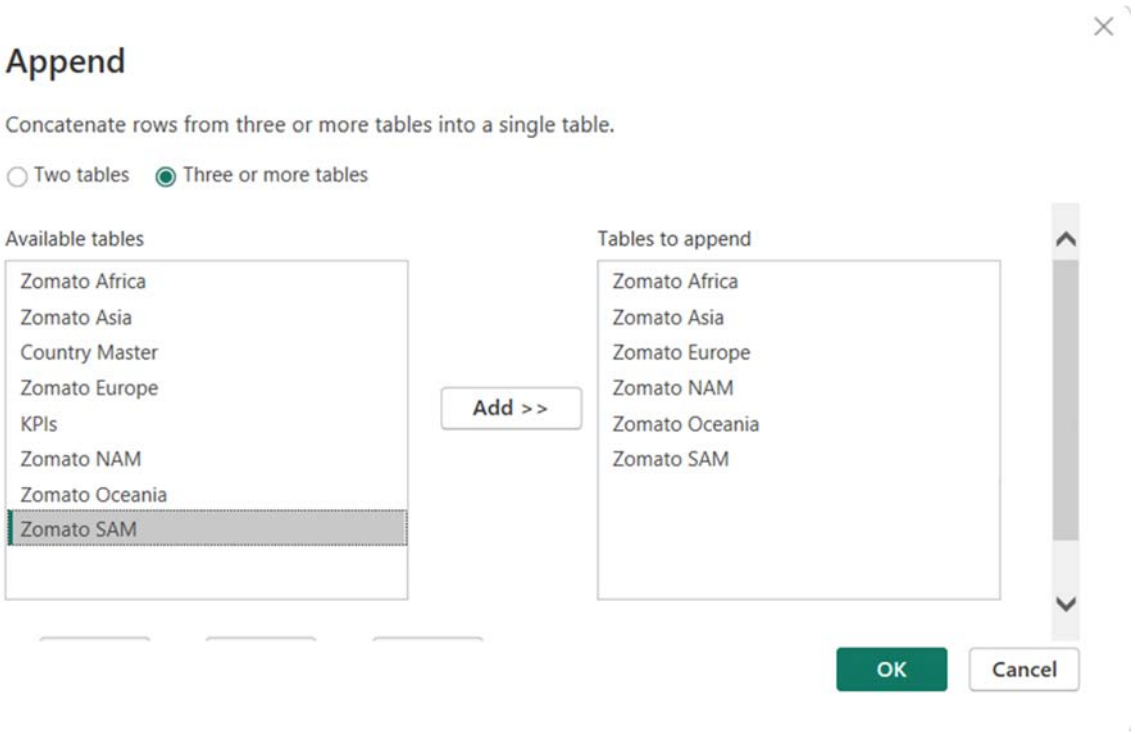
Documentation Layer:

- Document project workflows, findings, and insights for reference and future iterations.
- Ensure comprehensive documentation to support project development and maintenance.

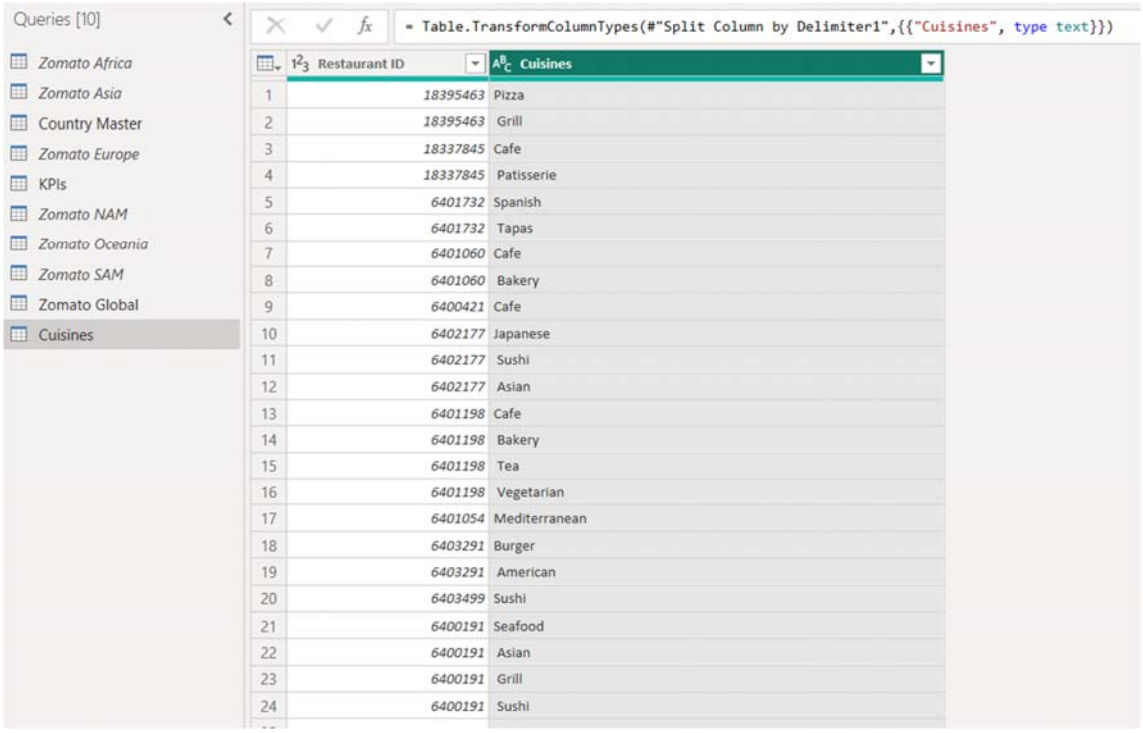
CHAPTER 4

MODELING AND RESULT

Transform data

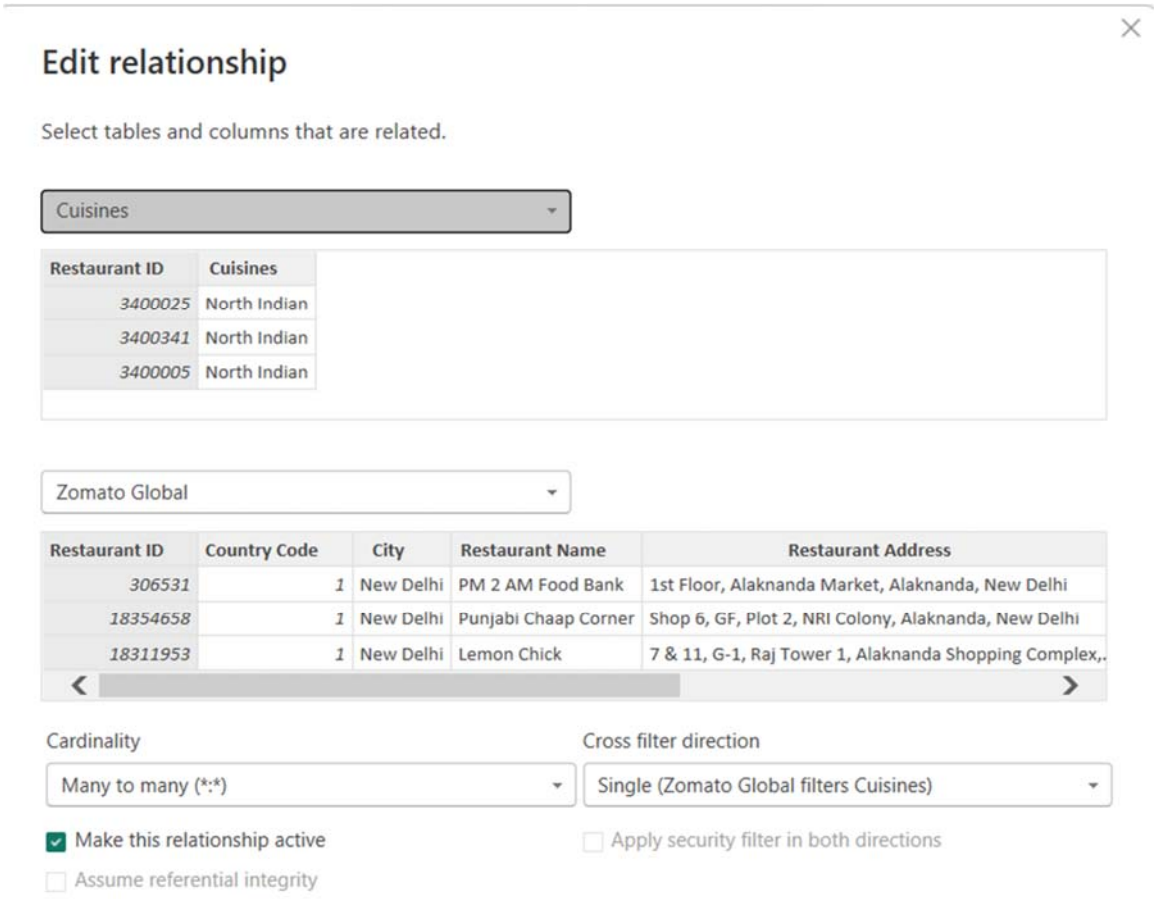


Append the data source, Zomato Africa, Zomato Asia, Zomato Europe, Zomato NAM, Zomato Oceania, Zomato SAM into a new data source. The new data source was renamed 'Zomato Global'. Then the other sub data source was disabled.

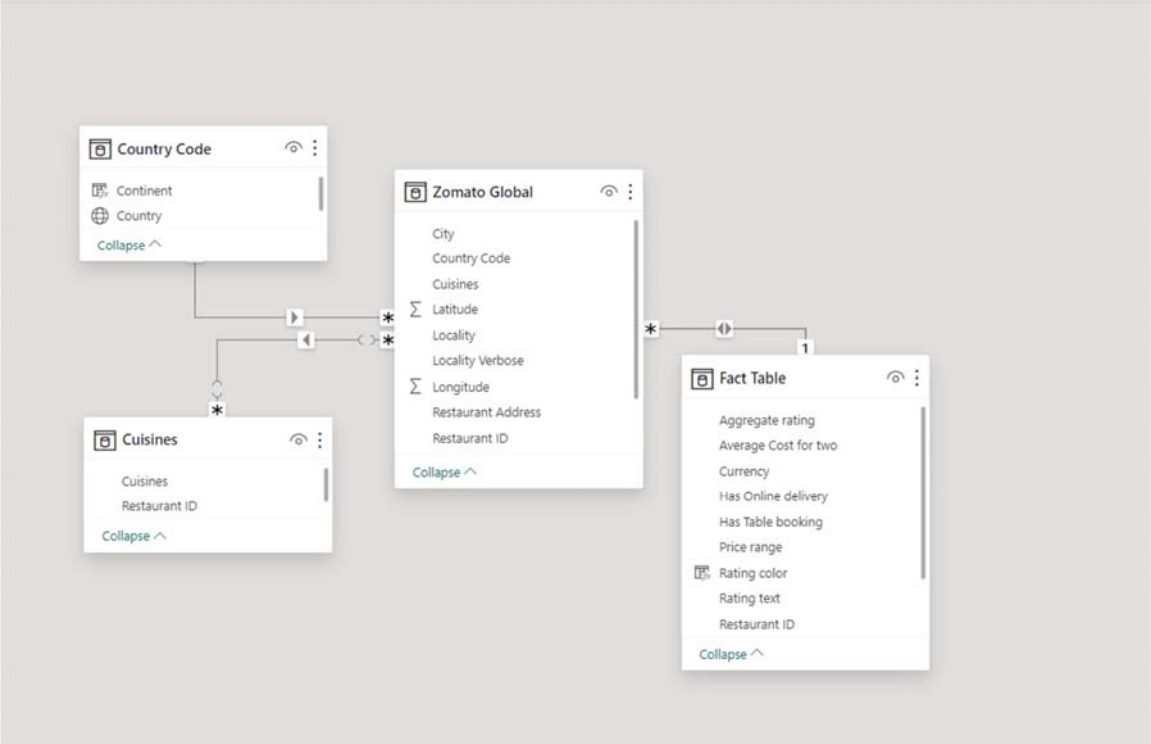


Duplicate the Zomato Global Data source then remove the all columns except Restaurant ID and Cuisines. Renamed the new data into Cuisines. Then split the column cuisines by delimiter format.

Modified relationship



Remove the Restaurant ID relationship between Fact Table to Cuisines and merge new Restaurant ID relationship between Zomato Global to cuisines in ‘many to many’ format.



The above model view image shows the relationship of the full data base Zomato Global database to other data sets Fact Table, Country Code, Cuisines.

Modelling rating color

Notice that the Rating color are missing from the Fact table data. These can be formulated from the Aggregate rating column in the fact table by give four color value like red, orange, green, dark green to separate value of Aggregate rating.


```
1 Rating color = IF('Fact Table'[Aggregate rating]=0,"Not Rated",IF('Fact Table'[Aggregate rating]<=2.9,"Red",IF('Fact Table'[Aggregate rating]<=3.4,"Orange",IF
  ('Fact Table'[Aggregate rating]<=4.4,"Green",IF('Fact Table'[Aggregate rating]<=5,"Drak Green","Others")))))
```

Restaurant ID	Average Cost for two	Currency	Has Table booking	Has Online delivery	Price range	Aggregate rating	Rating text	Votes	Rating color
18433852	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18465871	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18471268	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18472429	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18471296	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18466420	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18464607	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18464631	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18433879	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18480389	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18446428	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18446082	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18471244	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18424179	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18294253	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18471308	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18471320	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18398616	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18481295	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18462605	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18463989	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18463992	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18451168	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18312606	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18393717	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18392211	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated
18438453	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rated

Apply the colors, show Not Rated to the Aggregate value ‘0’, Red for the values<=2.9, Orange for the values<=3.4, Green for the values<=4.4, Dark green for the values<=5 and other values.

Creating new measurements

```
1 Restaurant Count = COUNT('Zomato Global'[Restaurant ID])
```

Restaurant ID	Country Code	City	Restaurant Name	Restaurant Address
306531	1	New Delhi	PM 2 AM Food Bank	1st Floor, Alaknanda Market, Alaknanda, New Delhi
18354658	1	New Delhi	Punjabi Chaap Corner	Shop 6, GF, Plot 2, NRI Colony, Alaknanda, New Delhi
18311953	1	New Delhi	Lemon Chick	7 & 11, G-1, Raj Tower 1, Alaknanda Shopping Complex, Near Post Office, Alaknanda, New D
18489513	1	New Delhi	Tandoori Kebab	356 Narmada, Alaknanda, New Delhi
3326	1	New Delhi	The Mirch Masala	DDA Murga Market, Near Deep Cinema, Ashok Vihar Phase 1, New Delhi
18457050	1	New Delhi	Puran Dhaba	Shop J-11/11, Sanjay Market, Opposite Nimri Colony, Ashok Vihar Phase 4, Near Ashok Vihar
18375413	1	New Delhi	Rama Desi Ghee Meat Wala	IA, Block 10 C, Ashok Vihar Phase 1, New Delhi
6574	1	New Delhi	Pandit Ji Paranthe Wale	Ashok Vihar Phase 2, New Delhi
1192	1	New Delhi	Apni Rasoi	1, Pocket B, DDA Market, Ashok Vihar Phase 3, New Delhi
18400739	1	New Delhi	Balaji Dhaba	Shop 23, NDMC Market, Babar Road, Near Bengal Market, Barakhamba Road, New Delhi
304211	1	New Delhi	High Street Kitchen & Bar	32, Basant Lok Market, Vasant Vihar, New Delhi
6394	1	New Delhi	Punjabi Tadka	6, UG-64, Ansal Chamber 2, Bhikaji Cama Place, New Delhi
6079	1	New Delhi	Break Fast Point	27, Satnam Park, Bhagat Singh Road, Chander Nagar, New Delhi
6117	1	New Delhi	Breakfast Corner	K-14, Bhagat Singh Road, Satnam Park, Chander Nagar, New Delhi
302490	1	New Delhi	Vaishno Punjabi Dhaba	H 1A, New Gobind Pura, Near, Chander Nagar, New Delhi

Create new measurement ‘Restaurant Count’ using count function to the Restaurant ID in the Zomato Global data source.


```
1 Average Cost = AVERAGE('Fact Table'[Average Cost for two])
```

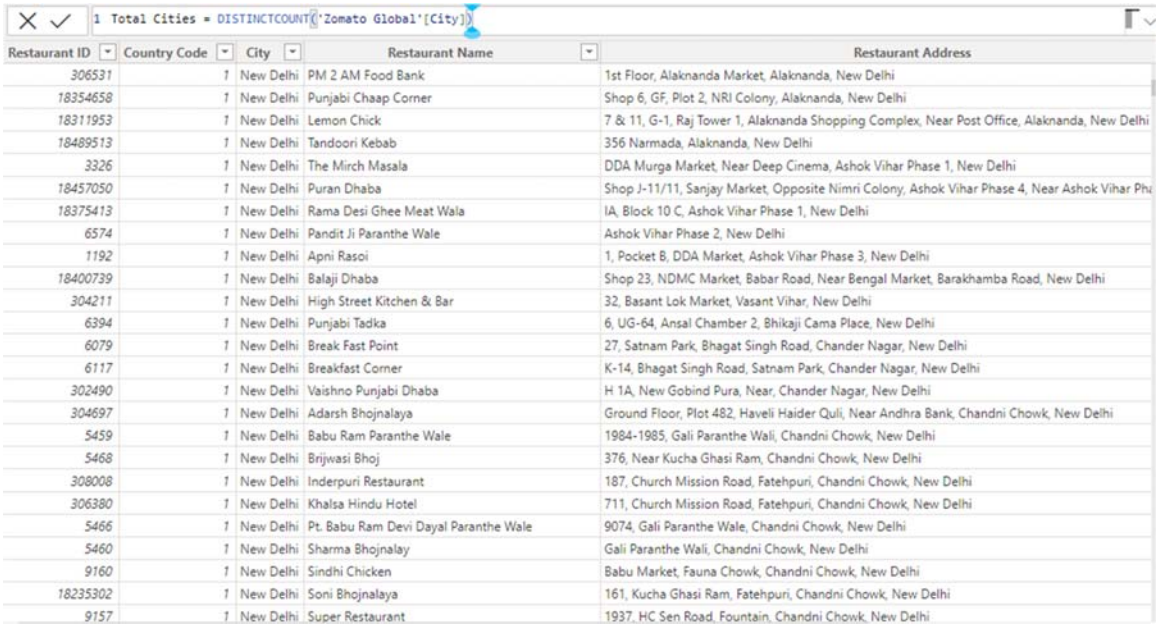
Restaurant ID	Average Cost for two	Currency	Has Table booking	Has Online delivery	Price range	Aggregate rating	Ra
18433852	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18465871	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18471268	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18472429	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18471296	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18466420	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18464607	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18464631	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18433879	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18480389	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18446428	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18446082	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18471244	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18424179	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18294253	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18471308	300	Indian Rupees(Rs.)	No	No	1	0	Ne
18471320	300	Indian Rupees(Rs.)	No	No	1	0	Ne

Creating new measurement ‘Average Cost’ by using average function ‘Average Cost for two’ table in the fact table data source.

```
1 Average Rating = AVERAGE('Fact Table'[Aggregate rating])
```

Restaurant ID	Average Cost for two	Currency	Has Table booking	Has Online delivery	Price range	Aggregate rating	Rati
18433852	300	Indian Rupees(Rs.)	No	No	1	0	Not
18465871	300	Indian Rupees(Rs.)	No	No	1	0	Not
18471268	300	Indian Rupees(Rs.)	No	No	1	0	Not
18472429	300	Indian Rupees(Rs.)	No	No	1	0	Not
18471296	300	Indian Rupees(Rs.)	No	No	1	0	Not
18466420	300	Indian Rupees(Rs.)	No	No	1	0	Not
18464607	300	Indian Rupees(Rs.)	No	No	1	0	Not
18464631	300	Indian Rupees(Rs.)	No	No	1	0	Not
18433879	300	Indian Rupees(Rs.)	No	No	1	0	Not
18480389	300	Indian Rupees(Rs.)	No	No	1	0	Not
18446428	300	Indian Rupees(Rs.)	No	No	1	0	Not
18446082	300	Indian Rupees(Rs.)	No	No	1	0	Not
18471244	300	Indian Rupees(Rs.)	No	No	1	0	Not
18424179	300	Indian Rupees(Rs.)	No	No	1	0	Not
18294253	300	Indian Rupees(Rs.)	No	No	1	0	Not
18471308	300	Indian Rupees(Rs.)	No	No	1	0	Not
18471320	300	Indian Rupees(Rs.)	No	No	1	0	Not

Creating new measurement ‘Average Rating’ by using average function to ‘Aggregate rating’ table in the fact table data source.



```
1 Total Cities = DISTINCTCOUNT('Zomato Global'[City])
```

Restaurant ID	Country Code	City	Restaurant Name	Restaurant Address
306531	1	New Delhi	PM 2 AM Food Bank	1st Floor, Alaknanda Market, Alaknanda, New Delhi
18354658	1	New Delhi	Punjabi Chaap Corner	Shop 6, GF, Plot 2, NRI Colony, Alaknanda, New Delhi
18311953	1	New Delhi	Lemon Chick	7 & 11, G-1, Raj Tower 1, Alaknanda Shopping Complex, Near Post Office, Alaknanda, New Delhi
18489513	1	New Delhi	Tandoori Kebab	356 Narmada, Alaknanda, New Delhi
3326	1	New Delhi	The Mirch Masala	DDA Murga Market, Near Deep Cinema, Ashok Vihar Phase 1, New Delhi
18457050	1	New Delhi	Puran Dhaba	Shop J-11/11, Sanjay Market, Opposite Nimri Colony, Ashok Vihar Phase 4, Near Ashok Vihar Ph
18375413	1	New Delhi	Rama Desi Ghee Meat Wala	IA, Block 10 C, Ashok Vihar Phase 1, New Delhi
6574	1	New Delhi	Pandit Ji Paranthe Wale	Ashok Vihar Phase 2, New Delhi
1192	1	New Delhi	Apni Rasoi	1, Pocket B, DDA Market, Ashok Vihar Phase 3, New Delhi
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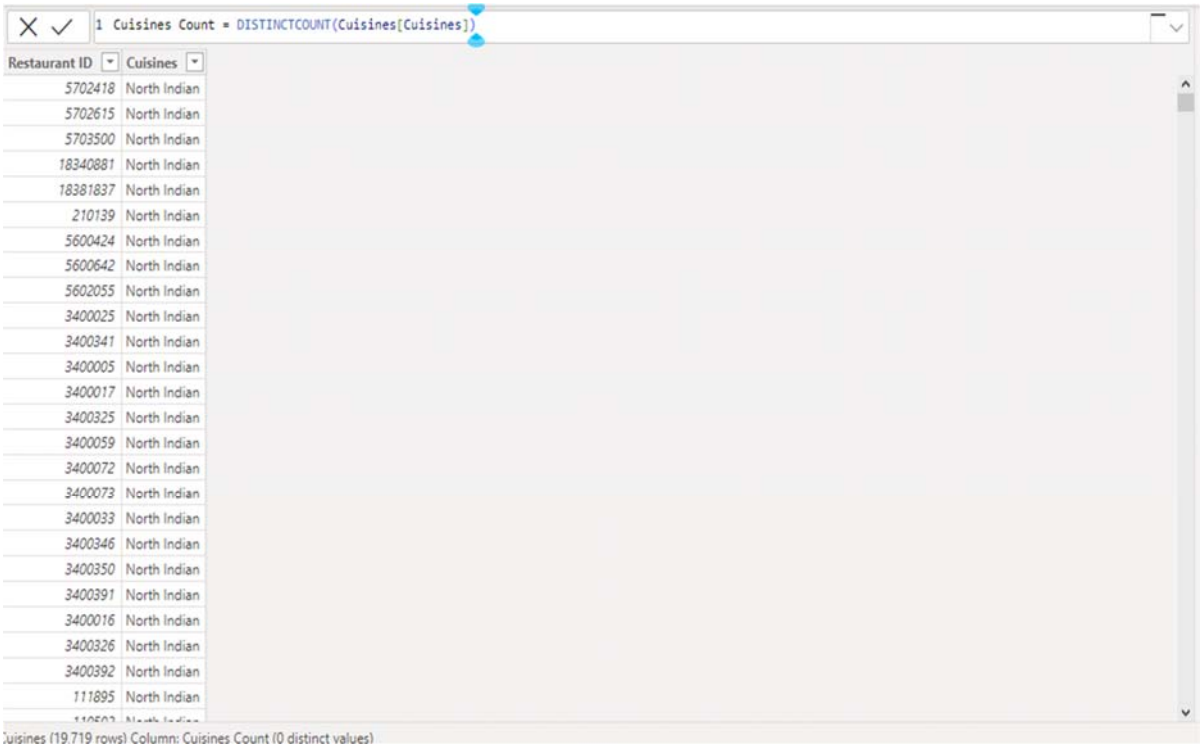
6079	1	New Delhi	Break Fast Point	27, Satnam Park, Bhagat Singh Road, Chander Nagar, New Delhi
6117	1	New Delhi	Breakfast Corner	K-14, Bhagat Singh Road, Satnam Park, Chander Nagar, New Delhi
302490	1	New Delhi	Vaishno Punjabi Dhaba	H 1A, New Gobind Pura, Near, Chander Nagar, New Delhi
304697	1	New Delhi	Adarsh Bhojnalaya	Ground Floor, Plot 482, Haveli Haider Quli, Near Andhra Bank, Chandni Chowk, New Delhi
5459	1	New Delhi	Babu Ram Paranthe Wale	1984-1985, Gali Paranthe Wali, Chandni Chowk, New Delhi
5468	1	New Delhi	Brijwasi Bhoj	376, Near Kucha Ghasi Ram, Chandni Chowk, New Delhi
308008	1	New Delhi	Inderpuri Restaurant	187, Church Mission Road, Fatehpuri, Chandni Chowk, New Delhi
306380	1	New Delhi	Khalsa Hindu Hotel	711, Church Mission Road, Fatehpuri, Chandni Chowk, New Delhi
5466	1	New Delhi	Pt. Babu Ram Devi Dayal Paranthe Wale	9074, Gali Paranthe Wale, Chandni Chowk, New Delhi
5460	1	New Delhi	Sharma Bhojnalay	Gali Paranthe Wali, Chandni Chowk, New Delhi
9160	1	New Delhi	Sindhi Chicken	Babu Market, Fauna Chowk, Chandni Chowk, New Delhi
18235302	1	New Delhi	Soni Bhojnalaya	161, Kucha Ghasi Ram, Fatehpuri, Chandni Chowk, New Delhi
9157	1	New Delhi	Super Restaurant	1937, HC Sen Road, Fountain, Chandni Chowk, New Delhi

Creating new measurement ‘Total Cities’ by using distinct count function to ‘City’ column in the zomato global table source.

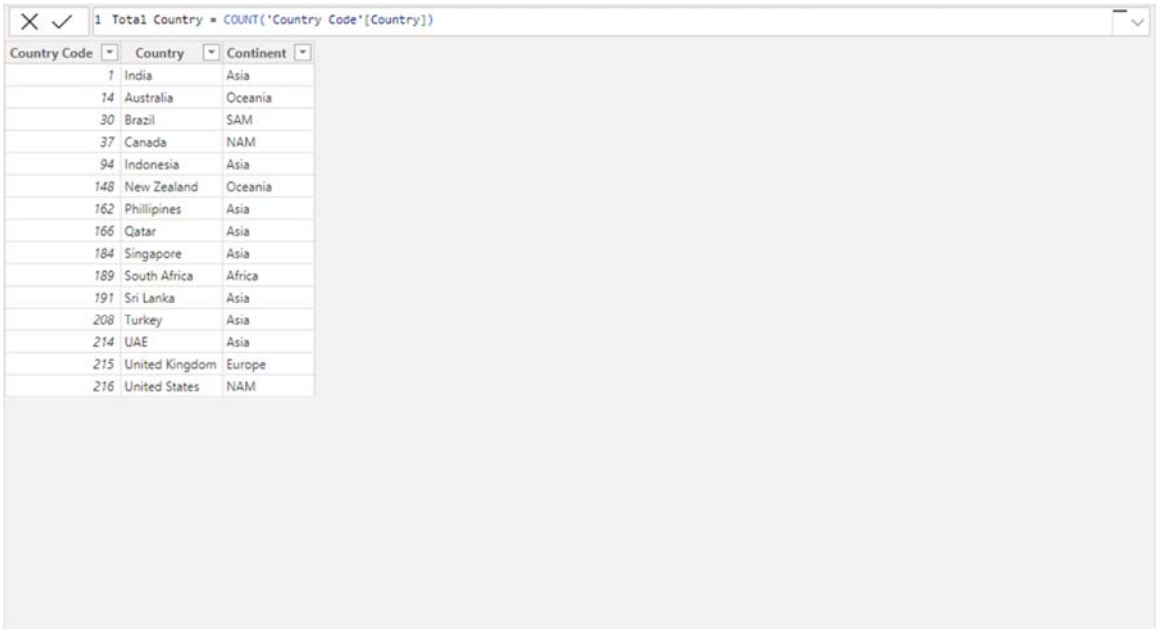


```
1 Cuisines Count = DISTINCTCOUNT(Cuisines[Cuisines])
```

Restaurant ID	Cuisines
5702418	North Indian
5702615	North Indian
5703500	North Indian
18340881	North Indian
18381837	North Indian
210139	North Indian
5600424	North Indian
5600642	North Indian
5602055	North Indian
3400025	North Indian
3400341	North Indian
3400005	North Indian
3400017	North Indian
3400325	North Indian
3400059	North Indian
3400072	North Indian
3400073	North Indian
3400033	North Indian
3400346	North Indian
3400350	North Indian
3400391	North Indian
3400016	North Indian
3400326	North Indian
3400392	North Indian
111895	North Indian

Cuisines (19,719 rows) Column: Cuisines Count (0 distinct values)

Create new measurement ‘Cuisines Count’ by using distinct count function to ‘Cuisines’ column in the cuisines table source.

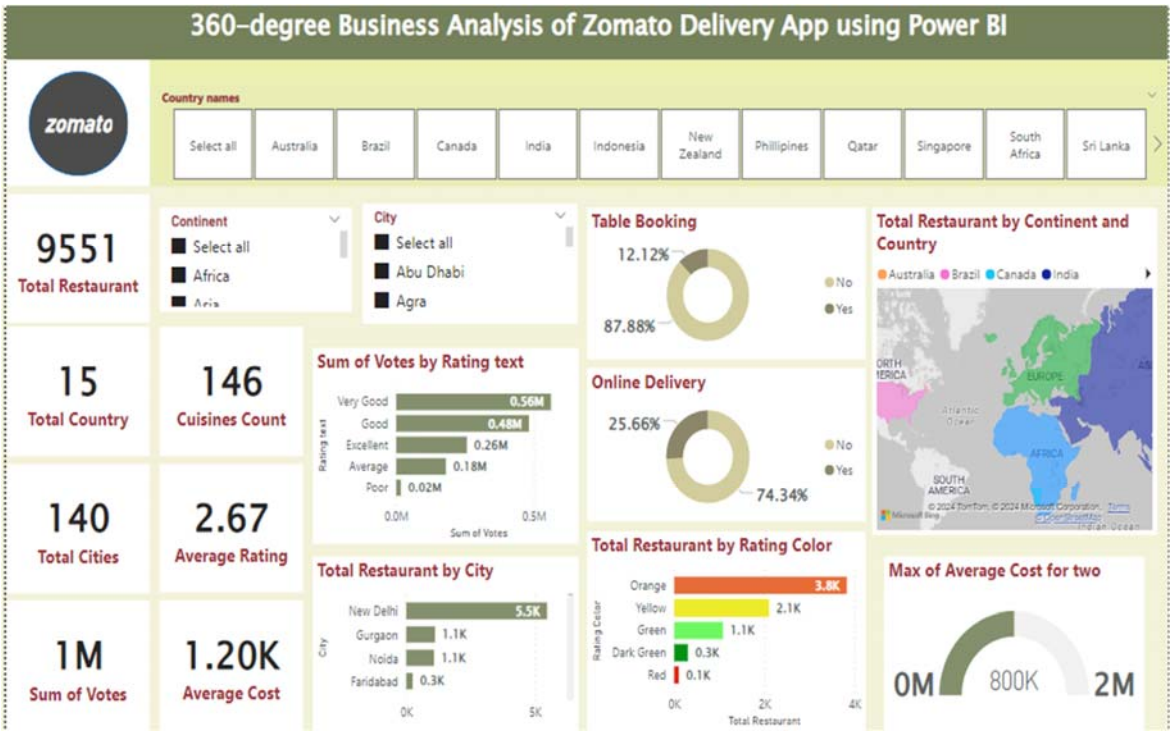


```
1 Total Country = COUNT('Country Code'[Country])
```

Country Code	Country	Continent
1	India	Asia
14	Australia	Oceania
30	Brazil	SAM
37	Canada	NAM
94	Indonesia	Asia
148	New Zealand	Oceania
162	Phillipines	Asia
166	Qatar	Asia
184	Singapore	Asia
189	South Africa	Africa
191	Sri Lanka	Asia
208	Turkey	Asia
214	UAE	Asia
215	United Kingdom	Europe
216	United States	NAM

Create new measurement ‘Total Country’ by using count function to ‘Country’ column in the Country code table source.

Dashboard



CONCLUSION

The Zomato Delivery App Analysis Project offers a comprehensive approach to analyzing the vast dataset provided by the Zomato delivery app. Through diligent data collection, processing, analysis, and visualization, valuable insights have been extracted to enhance the functionality and user experience of the app. By leveraging advanced analytics techniques and visualization tools, we have gained a deeper understanding of customer preferences, delivery performance, restaurant ratings, and market trends. These insights enable Zomato to make informed decisions, optimize operations, and drive business growth in the competitive food delivery industry. The project's success underscores the importance of data-driven decision-making and the power of analytics in driving innovation and delivering value to users. As Zomato continues to evolve and expand its services, the insights gained from this project will serve as a foundation for ongoing improvements and enhancements, ensuring the delivery of exceptional experiences to customers worldwide.

FUTURE SCOPE

Personalized Experience: Make the app even smarter by using advanced technology to understand users better. This means suggesting restaurants and deals that match exactly what they like, making each user's experience unique.

Predicting the Future: Imagine if the app could predict what people will order or when they will order it. By using past data and looking at trends, we can try to guess what might happen in the future, helping Zomato prepare better and offer exactly what people want, when they want it.

Getting Even More Convenient: Think about how cool it would be if you could use Zomato not just for ordering food, but for other things too, like getting groceries or cooking classes. By teaming up with more businesses, Zomato can become a one-stop-shop for everything food-related.

Making Deliveries Faster: We can use technology to find the fastest routes for delivery drivers and make sure they get to your door as quickly as possible. This means you'll get your food faster and fresher, making everyone happier.

Trying New Tech: Picture being able to see what your meal will look like before you order it, or being able to talk to the app and tell it what you want. By using new technologies like augmented reality and voice commands, Zomato can make ordering food even easier and more fun.

Growing Around the World: Zomato isn't just for one place—it's for everyone, everywhere. By looking at data and understanding different cultures and tastes, Zomato can expand to new countries and bring delicious food to even more people around the world.

REFERENCES

https://www.novypro.com/project/zomato-data-analysis-1

LINK

https://github.com/RNM7/Business-Analysis-of-Online-Delivery-App-using-Power-BI

