zomato

# New Restaurant Launch: A Strategic Analysis

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# Objective Questions:

Q1. The data consists of some inconsistent and missing values so ensure that the data used for further analysis is cleaned.

Answer: Data Sheet

The dataset has been cleaned and few more columns have been added such as country name, City name, year in which restaurants were opened, Price Conversion to INR according to the requirement.

Formula used:

1. To get Country Code

```
=IFS(
 L2="Indian Rupees(Rs.)", "INR", L2="Dollar($)", "USD", L2="Pounds(Œ£)", "GBP", L2="NewZealand($)",
"NZD", L2="Emirati Diram(AED)", "AED", L2="Brazilian Real(R$)", "BRL", L2="Turkish Lira(TL)", "TRY",
L2="Qatari Rial(QR)", "QAR", L2="Rand(R)", "ZAR", L2="Botswana Pula(P)", "BWP",  L2="Sri Lankan
Rupee(LKR)", "LKR",  L2="Indonesian Rupiah(IDR)", "IDR",  true, "Unknown")
```

2. To convert Average Cost for Two to INR Currency

```
=ifna(ARRAYFORMULA(GOOGLEFINANCE("CURRENCY:" & $M2 & "INR") * $T2),$T2)
```

3. To get year in which restaurant was opened

```
=LEFT(W2,4)
```

Q2. Using the LookUp functions, fill up the countries in the original data using the country code.
Answer: Data Sheet

Formula-`=VLOOKUP(C2,'country description'!A:B,2,0)`

In the raw data, the VERTICAL LOOKUP function was used to get data of the Country Names from the “Country Description Data”.

Q3. Create a table to represent the number of restaurants opened in each country.
Answer:
In the given Data, there are a total of 15 countries with 9551 restaurants.

| Total Countries |
|---|

| 15 |
|---|

| *Country* | No. of Restaurants |
|---|---|
| Canada | 4 |
| Qatar | 20 |
| Singapore | 20 |
| Sri Lanka | 20 |
| Indonesia | 21 |
| Philippines | 22 |
| Australia | 24 |
| Turkey | 34 |
| New Zealand | 40 |
| Brazil | 60 |
| South Africa | 60 |
| United Arab Emirates | 60 |
| United Kingdom | 80 |
| United States of America | 434 |
| India | 8652 |
| **Grand Total** | **9551** |

Q4. Also, the management wants to look at the number of restaurants opened each year, so provide them with something here.

| *No. of Restaurants* | *Year* | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| *Country* | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | Grand Total |
| Australia | 4 | 1 | 3 | 6 | | 4 | 2 | 1 | 3 | 24 |
| Brazil | 5 | 12 | 2 | 8 | 11 | 9 | 5 | 4 | 4 | 60 |
| Canada | | 1 | | 1 | | 1 | | 1 | | 4 |
| India | 995 | 995 | 911 | 954 | 946 | 918 | 938 | 992 | 1003 | 8652 |
| Indonesia | 1 | 5 | | 1 | 4 | 3 | 1 | 1 | 5 | 21 |
| New Zealand | 4 | 6 | 4 | 2 | 4 | 4 | 4 | 5 | 7 | 40 |
| Philippines | 6 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 4 | 22 |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Qatar | 4 | 1 | 2 | 4 | 2 | 2 | 4 | | 1 | 20 |
| Singapore | 2 | 3 | 4 | 1 | 2 | 2 | 1 | 2 | 3 | 20 |
| South Africa | 4 | 4 | 7 | 8 | 5 | 7 | 10 | 9 | 6 | 60 |
| Sri Lanka | 1 | 2 | 3 | 4 | 2 | 3 | 2 | 2 | 1 | 20 |
| Turkey | 3 | 2 | 1 | 5 | 6 | 4 | 4 | 3 | 6 | 34 |
| United Arab Emirates | 4 | 3 | 16 | 6 | 9 | 8 | 2 | 6 | 6 | 60 |
| United Kingdom | 9 | 6 | 12 | 10 | 11 | 5 | 7 | 12 | 8 | 80 |
| United States of America | 38 | 54 | 55 | 50 | 47 | 53 | 46 | 46 | 45 | 434 |
| **Grand Total** | **1080** | **1098** | **1022** | **1061** | **1051** | **1024** | **1027** | **1086** | **1102** | **9551** |

Q5. What is the total number of restaurants in India in the price range of 4?

| ***Country*** | **Restaurants with Price Range 4 in India** |
|---|---|
| India | 388 |

Q6. According to the data, what is the average number of voters for the restaurants in each country?

| **Total Number of Voters** |
|---|
| **1498645** |

| ***Country*** | **AVERAGE of Votes** |
|---|---|
| Australia | 111.42 |
| Brazil | 19.62 |
| Canada | 103.00 |
| India | 137.21 |
| Indonesia | 772.10 |
| New Zealand | 243.03 |

| | |
|---|---|
| Philippines | 407.41 |
| Qatar | 163.80 |
| Singapore | 31.90 |
| South Africa | 315.17 |
| Sri Lanka | 146.45 |
| Turkey | 431.47 |
| United Arab Emirates | 493.52 |
| United Kingdom | 205.49 |
| United States of America | 428.22 |
| **Grand Total** | **156.91** |

# Subjective Question:

Q1.Suggest a few countries where the team can open newer restaurants with lesser competition. Which visualisation/technique will you use here to justify the suggestions?

Answer:
Refer: Data Sheet

Method: I have used the Pivot table, in which rows are country and value field is count of restaurant id, AVERAGE of Rating, AVERAGE of Average_Cost_for_two_INR and AVERAGE of Votes. After creating the pivot table, I have used a formula to give scores to each country.

```
=IF(AND(B6>=4, C6>=4), C6 * D6 / B6 * (1 - RANK.EQ(C6, $C$6:$C$20, 0) / COUNT($C$6:$C$20)), "")
```

Explanation of the formula:

B2: COUNT of RestaurantID (Competition factor)
C2: AVERAGE of Rating (Good rating factor)
D2: AVERAGE of Votes (Number of votes factor)

The formula checks if the number of restaurants (competition) is at least 4 and if the average rating is at least 4. If both conditions are met, it calculates a composite score by multiplying the average rating by the average number of votes per restaurant, and then adjusts the score based on the ranking of the average rating.

Based on the computed score, this method ranks each country, with 1 representing the highest score, it gives suggested countries as follows:

1. Indonesia
2. New Zealand
3. Philippines
4. Qatar

Q2. Come up with the names of States and cities in the suggested countries suitable for opening restaurants.

Based on the comprehensive analysis, the following cities have emerged with the highest ranks, making them prime candidates for the team to consider when opening new restaurants. These cities exhibit favorable conditions, such as higher average ratings, limited competition, and potential demand for additional dining options. By strategically selecting locations in these cities, the team can maximize the likelihood of success and capitalize on the preferences and expectations of the local diners.

| ***Country*** | ***City*** | **COUNT of RestaurantID** | **AVERAGE of Rating** | **AVERAGE of Average_Cost_for_two_INR** |
|---|---|---|---|---|
| Indonesia | Jakarta | 16 | 4.4 | ₹1,635.54 |
| New Zealand | Auckland | 20 | 4.3 | ₹3,472.04 |
| New Zealand | Wellington City | 20 | 4.3 | ₹3,624.65 |
| Philippines | Mandaluyong City | 4 | 4.6 | ₹12,128.94 |
| Philippines | Taguig City | 4 | 4.5 | ₹10,461.21 |
| Qatar | Doha | 20 | 4.1 | ₹5,101.59 |

Q3. According to the countries you suggested, what is the current quality regarding ratings for restaurants that are open there?

To determine the average rating of the recommended countries, I have utilised the aggregated function, which is the Averageif function.

=AVERAGEIF('Raw Data'!D:D,A26,'Raw Data'!V:V)

| Country | Rating |
|---|---|

| | |
|---|---|
| Indonesia | 4.30 |
| New Zealand | 4.26 |
| Philippines | 4.47 |
| Qatar | 4.06 |

Q4. Also, what is the current expenditure on food in the suggested countries, so we can keep our financial expenditure in control?

According to the given data, current expenditure can be determined by the sum of the average cost of 2 people in a restaurant for each suggested country.

=SUMIF('Raw Data'!D:D,Y6,'Raw Data'!U:U)

| Country | Expenditure |
|---|---|
| Indonesia | ₹31,312.18 |
| New Zealand | ₹141,933.86 |
| Philippines | ₹214,379.10 |
| Qatar | ₹102,031.78 |

Q5. Come up with the names of restaurants from the recommended states that are our biggest competitors and also those that are rated in the lower brackets, i.e. 1-2 or 2-3.

To identify the names of restaurants that could be considered as the biggest competitors based on the provided metrics (COUNT of RestaurantID, AVERAGE Rating, AVERAGE Average_Cost_for_two_INR, and AVERAGE Votes), you can use a combination of formulas to calculate a composite score for each restaurant.

=IF(AND(AG6>=1, AH6>=3), AH6 * AJ6 / AG6 * (1 - RANK.EQ(AH6, $AH$6:$AH$106, 0) / COUNT($AH$6:$AH$106)), "0")

Explanation of the formula:

AG6: COUNT of RestaurantID (Competition factor)
AH6: AVERAGE of Rating (Good rating factor)

AJ6: AVERAGE of Votes (Number of votes factor)

The formula checks if the number of restaurants (competition) is at least 4 and if the average rating is at least 4. If both conditions are met, it calculates a composite score by multiplying the average rating by the average number of votes per restaurant and then adjusts the score based on the ranking of the average rating.

Based on above analysis a certain rank was assigned to each restaurant using RANK.EQ function.
This formula ranks the restaurant in cell AK6 against the range $AK$6:$AK$106 in descending order (0 as the third argument means descending order), where a higher score gets a lower rank.

Drag this formula down for all the rows in column AL. The restaurant with the rank 1 will be considered the biggest competitor, and the rank will proceed in descending order based on the composite scores.

=ifna(RANK.EQ(AK6, $AK$6:$AK$106, 0),"")

Listing Top 10 Competitors with respective city and country:

| *Country* | *City* | *RestaurantName* | COUNT of RestaurantID | AVERAGE of Rating |
|---|---|---|---|---|
| Indonesia | Jakarta | Satoo - Hotel Shangri-La | 1 | 4.6 |
| Indonesia | Jakarta | Sushi Masa | 1 | 4.9 |
| Indonesia | Jakarta | Talaga Sampireun | 2 | 4.9 |
| Indonesia | Jakarta | Toodz House | 1 | 4.6 |
| Indonesia | Jakarta | Union Deli | 1 | 4.6 |
| Indonesia | Tangerang | Talaga Sampireun | 1 | 4.9 |
| New Zealand | Auckland | Federal Delicatessen | 1 | 4.6 |
| New Zealand | Auckland | Milse | 1 | 4.9 |
| Philippines | Pasay City | Spiral - Sofitel Philippine Plaza Manila | 1 | 4.9 |

| | | | | |
|---|---|---|---|---|
| Philippines | Pasig City | Silantro Fil-Mex | 1 | 4.9 |

Q6. Which cuisines should we focus on in the newer restaurants to get better feedback? Does the choice of cuisines affect the restaurant ratings?

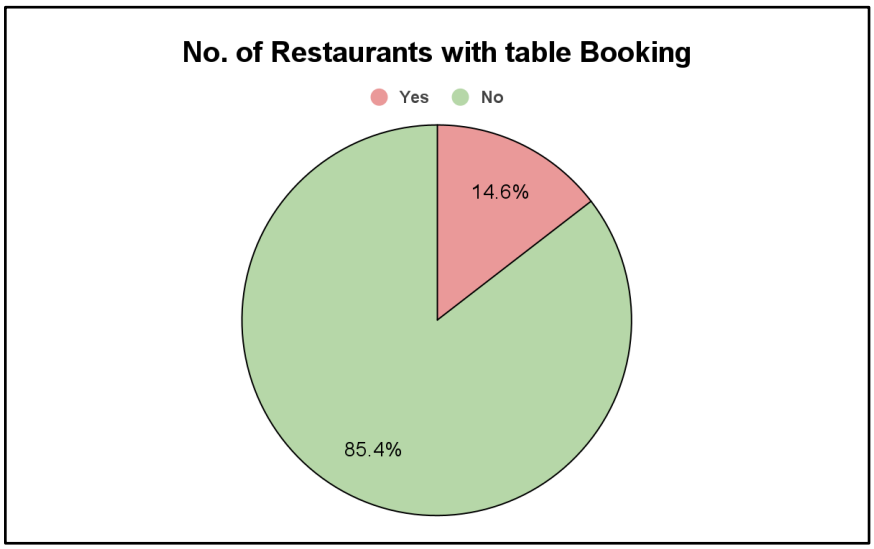
Based on the competitor analysis, the cuisines represented among the competitor restaurants include Asian, Indonesian, Western, Sushi, Japanese, Sunda, Italian, Coffee and Tea, Cafe, European, American, Desserts, Bakery, Filipino, Mexican, and Indian.

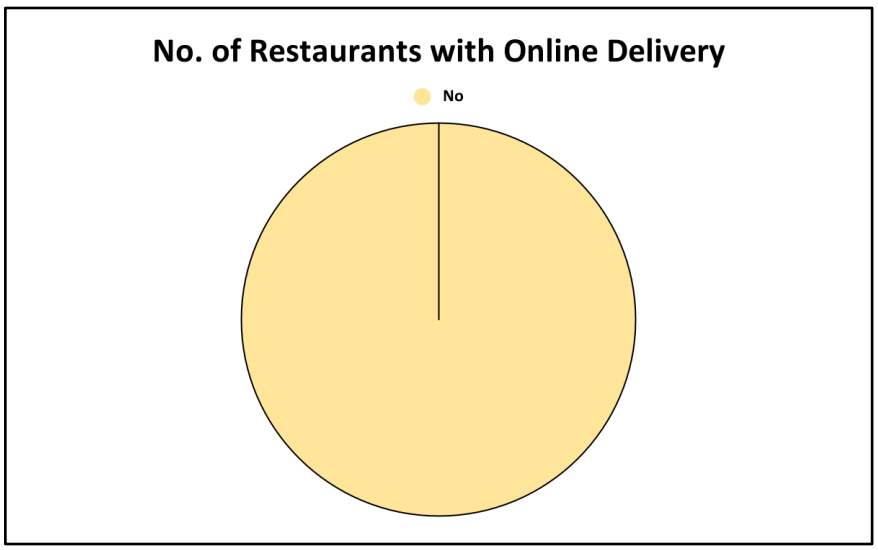
The team may consider focusing on cuisines that are popular among top-ranked competitors in each country. Additionally, they may explore offering a diverse menu that includes a mix of popular local and international cuisines, considering the preferences of the target market in each location.

| *Country* | *City* | *RestaurantName* | *Cuisines* |
|---|---|---|---|
| Indonesia | Jakarta | Satoo - Hotel Shangri-La | Asian, Indonesian, Western |
| Indonesia | Jakarta | Sushi Masa | Sushi, Japanese |
| Indonesia | Jakarta | Talaga Sampireun | Sunda, Indonesian |
| Indonesia | Jakarta | Toodz House | Cafe, Italian, Coffee and Tea, Western, Indonesian |
| Indonesia | Jakarta | Union Deli | Desserts, Bakery, Western |
| Indonesia | Tangerang | Talaga Sampireun | Sunda, Indonesian |
| New Zealand | Auckland | De Fontein Belgian Beer Cafe | European |
| New Zealand | Auckland | Federal Delicatessen | Cafe, American |
| New Zealand | Auckland | Milse | Desserts |
| Philippines | Pasay City | Spiral - Sofitel Philippine Plaza Manila | European, Asian, Indian |
| Philippines | Pasig City | Silantro Fil-Mex | Filipino, Mexican |

Q7. According to our current data, should we go for online delivery and table booking? Does that affect the customer's ratings?

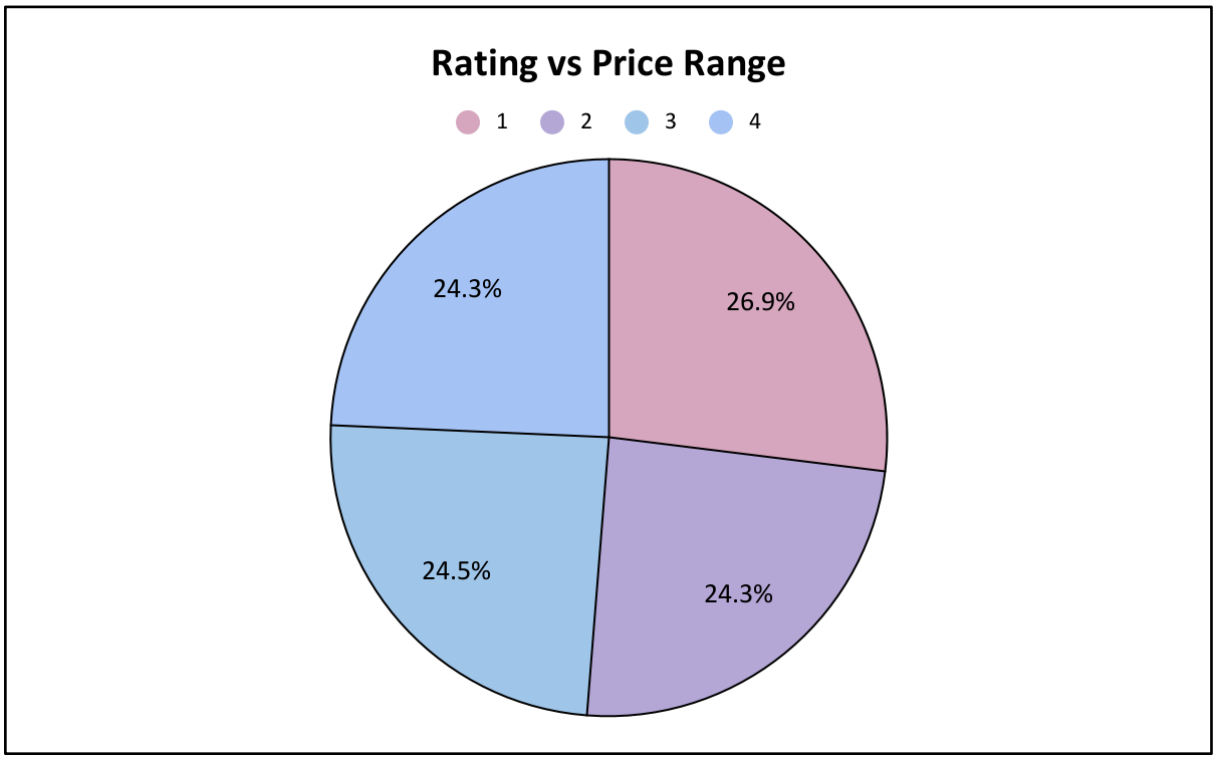
The analysis highlights a notable trend: few restaurants in the suggested countries currently offer table booking, and none provide online delivery services. Surprisingly, this absence does not seem to impact their ratings. In response, the team is urged to prioritise the incorporation of both table booking and online delivery services when launching new restaurants. This strategic move aims to align with market preferences for convenience and elevate the overall customer experience. By embracing these modern conveniences, the team can effectively broaden their customer base, enhance competitiveness, and establish a strong presence in the local dining scene.



Q8. Should the team keep the rate of cuisines higher? Will that affect the feedback? According to our data are the rates of cuisines and ratings, correlated?

Based on the analysis, it appears that in the suggested country, restaurants with lower price ranges tend to receive higher ratings. While this suggests a positive correlation between lower prices and better ratings, it's important for the team to strike a balance. They should be cautious not to set prices too low, as this may impact factors such as the quality of food, ambiance, and overall customer experience. The team should aim to maintain a pricing strategy that reflects the perceived value of the offerings while ensuring a high standard of quality in various aspects of the dining experience. This approach will likely contribute to both customer satisfaction and the overall success of the restaurants



Q9. What is the distribution of the number of restaurants of different price ranges in all the countries?

| *Price_range* | AVERAGE of Rating | COUNT of RestaurantID |
|---|---|---|
| 1 | 4.7 | 3 |
| 2 | 4.2 | 7 |
| 3 | 4.3 | 54 |
| 4 | 4.2 | 39 |

**The dashboard must consist of date and country slicers.**