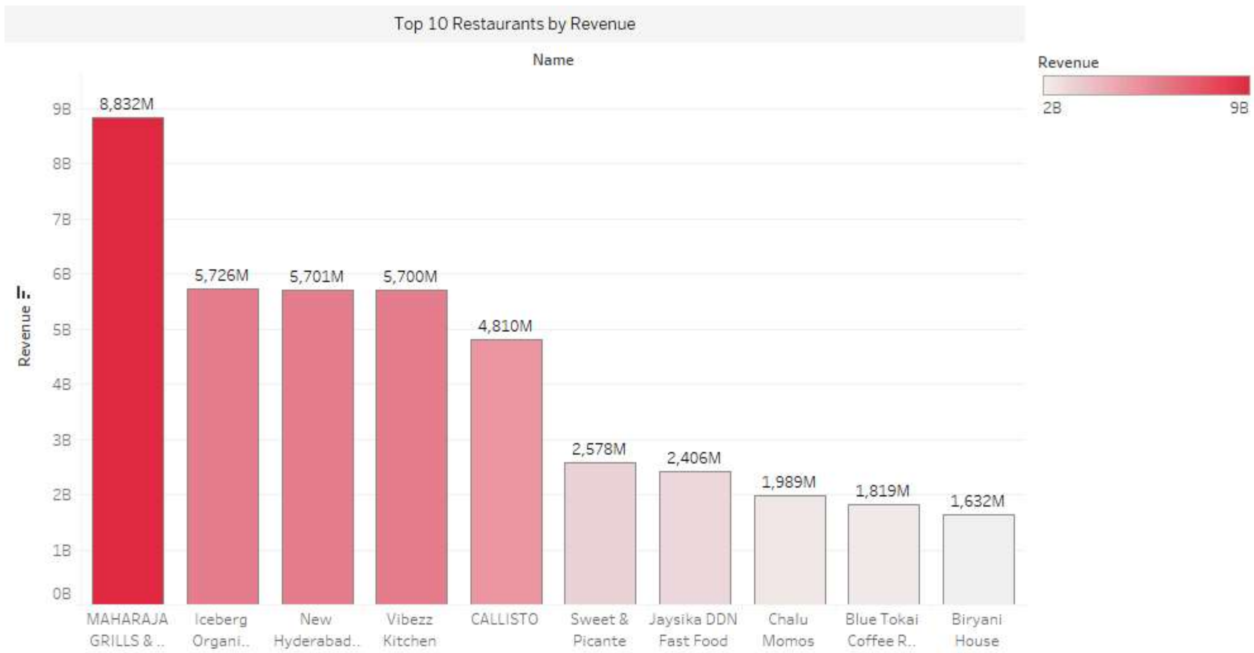
Zomato Restaurant Analysis

Visualization 1: Top 10 Restaurants by Revenue

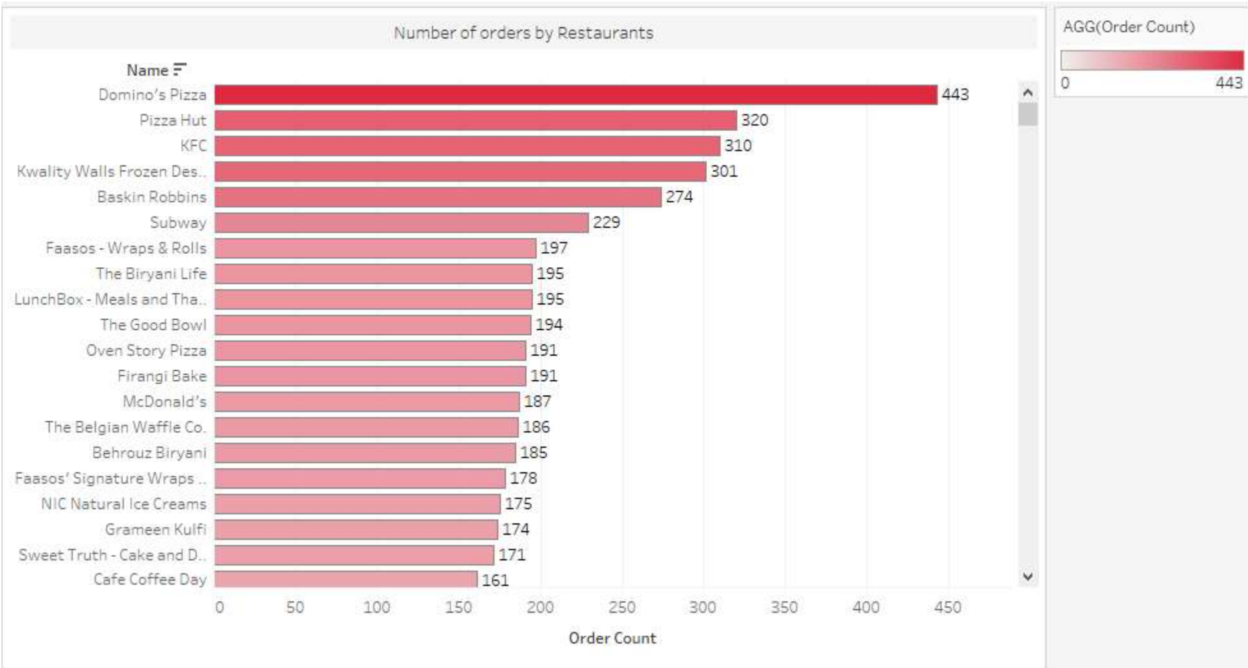


The above visualization shows the top 10 restaurants based on total revenue.

Here are some key insights

- **Key insight**:
  - **MAHARAJA GRILLS & ROLLS** ranks on top with a revenue of 8.832M, much higher than the second-ranked restaurant (**Iceberg Organic Icecreams**) at 5.726M.
  - Other restaurants, such as **New Hyderabadi Biriyani Zone** and **Vibez Kitchen**, have similar revenue levels (~5.7M) and ranks on third and fourth position respectively.
  - Restaurants outside the top five drop significantly in revenue, with the lowest (**Biryani House**) at 1.632M.
- **Key Observations for Visualization 1**:
  - MAHARAJA GRILLS & ROLLS is making the most money by a large margin and ranks on the top..
  - There's a clear revenue gap between the top restaurant and the other restaurants..

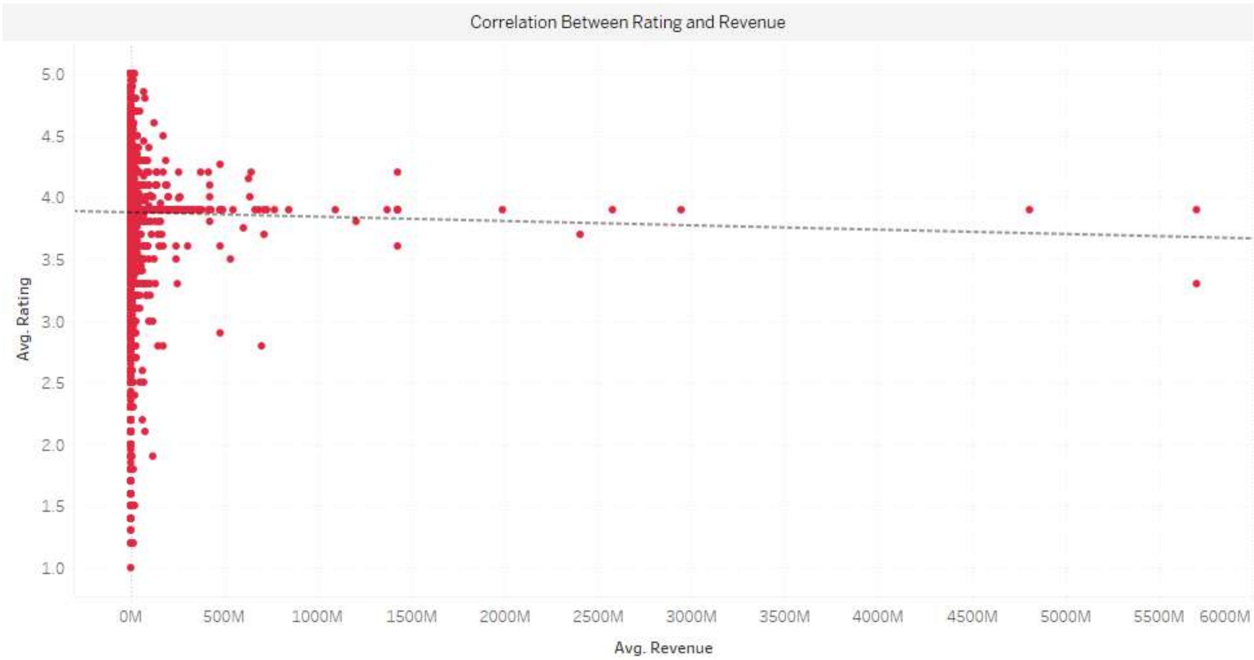
Visualization 2: Number of Orders by Restaurants:



The above visualization shows the top restaurants based on number of orders.

- **Key insight**:
  - **Domino's Pizza** is the top restaurant based oin the number of orders (443), followed by **Pizza Hut** with order count of 320 and **KFC** with 310
  - Dessert-based brands like **Kwality Walls Frozen Desserts** and **Baskin Robbins** also ranks among the top 5 restaurants based on order count..
  - The distribution indicates that fast food and convenience-focused restaurants attract more orders.
- **Key Observations from visualization two.**:
  - There's no direct correlation/relationship exists between revenue and order count; for example, Maharaja Grills does not appear among the top restaurants by orders.
  - Domino's Pizza and Pizza Hut dominate based on order volume, indicating a strong brand presence and customer loyalty.

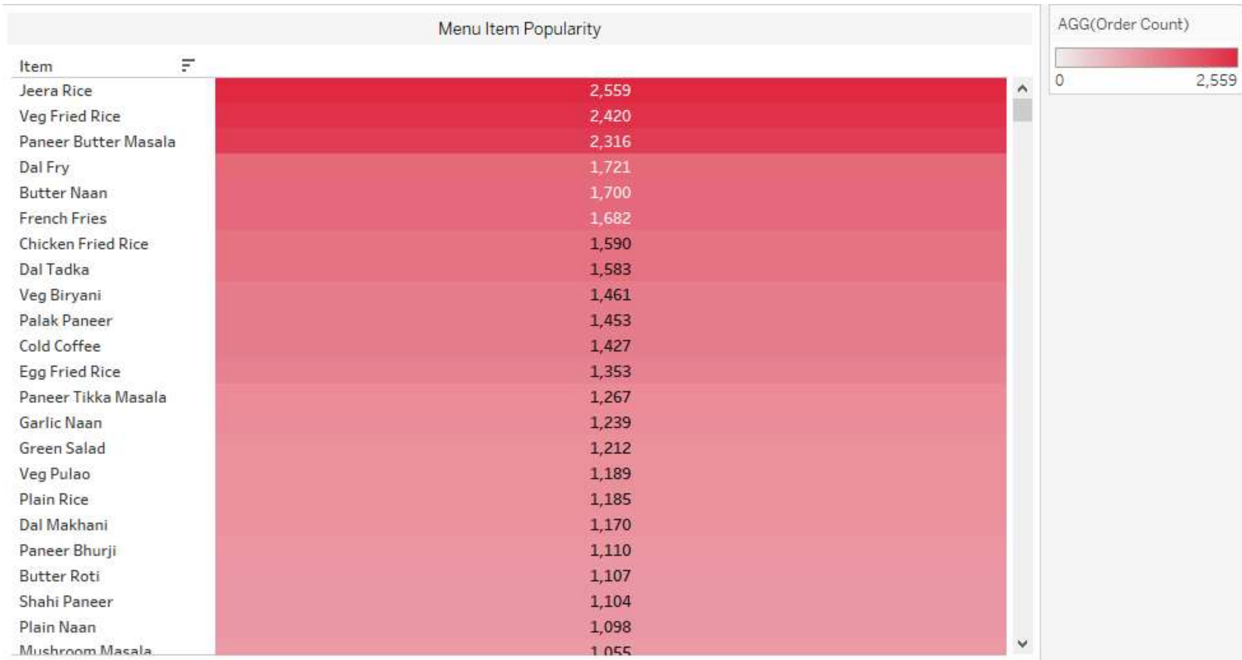
Visualization 3: Correlation Between Rating and Revenue



The above visualization shows correlation between rating and revenue based for different restaurants..

- **Key insight**:
  - This scatterplot shows no correlation between **average rating** and **average revenue**. In fact, higher revenues are distributed across a range of ratings (even below 4.0). There is slightly negative relationship between **average rating** and **average revenue.**
  - Most restaurants cluster around average ratings of 3.5 to 4.0 regardless of revenue levels.
- **Key Observations from visualization three**:
  - The hypothesis that higher customer ratings lead to higher revenue is not supported here. Revenue may depend more on factors like pricing, menu popularity, or operational scale.There is no relationship between rating and revenue generated.

Visualization 4: Menu item popularity



The above visualization shows the popularity of menu items based on order count.

Key Insight:

- Jeera Rice is the most popular menu item based on order count, followed closely by Veg Fried Rice and then Paneer Butter Masala respectively. These three items attract a high number of orders.
- The other popular menu items are Dal fry and Butter Nan.

Key Observations from visualization four :

- The visualization depicts that offering these top-performing menu items can be help to significantly contribute to a restaurant's overall order volume.
- Restaurants offerint Jeera Rice, Veg Fried Rice, and Paneer Butter Masala on their menu are more likely to experience higher order volumes.
- There may be a positive relationship between the popularity of these top-selling items and the restaurant's overall revenue.

Hypotheses Evaluation Based on the Analysis:

Hypothesis 1: Restaurants with higher customer ratings tend to make more money.

Findings:
The correlation analysis (Visualization 3) depicts no relationship between average ratings and revenue. There is weak negative correlation between rating and revenue. Higher revenues are spread across various rating levels, with many high-revenue restaurants having ratings below 4.0.

Conclusion: This hypothesis is **not supported**. Revenue appears to depend on other factors, such as operational scale, menu pricing, or order volume.

Hypothesis 2: Restaurants that offer more popular menu items will have more orders.

Findings:
The menu item analysis (Visualization 4) depicts that specific popular items, such as Jeera Rice, Veg Fried Rice, and Paneer Butter Masala, which drives high order volumes. Restaurants that include these items are likely to attract more customers due to their popularity.

Conclusion: This hypothesis is **supported**. Popular menu items can significantly contribute to higher order volumes.

Hypothesis 3: Some menu items will contribute to a big chunk of total orders.

Findings:
The popularity of a few menu items (e.g., Jeera Rice, Veg Fried Rice, Paneer Butter Masala) aligns with the observation that these items attract a disproportionately high number of orders.

Conclusion: This hypothesis is **supported**. A few menu items likely account for a significant share of total orders.

Hypothesis 4: Restaurants with more popular menu items will have higher revenue.

Findings:
While menu item popularity drives order volumes, there is no direct evidence linking it to higher revenue. For example, Maharaja Grills generates the highest revenue but does not dominate in order count or menu popularity rankings. Revenue might depend more on pricing and business scale.

Conclusion: This hypothesis is **partially supported**. Popular menu items may influence orders but do not guarantee higher revenue.

Conclusion

This analysis highlights key factors influencing restaurant performance on Zomato:

1. **Revenue:** High revenue, as seen with Maharaja Grills & Rolls, depends on pricing and operational scale rather than order volume or ratings.
2. **Order Volume:** Domino's and Pizza Hut dominate in orders, showing the strength of convenience-focused brands.
3. **Ratings:** No significant link exists between ratings and revenue; high-revenue restaurants often have average ratings.
4. **Menu Popularity:** Items like Jeera Rice and Veg Fried Rice drive order volume but don't directly guarantee higher revenue.

To maximize success, restaurants should focus on pricing strategies, leveraging popular menu items, and improving operations for sustainable growth.