# Restaurant Analysis

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Restaurants with the Greatest Revenue

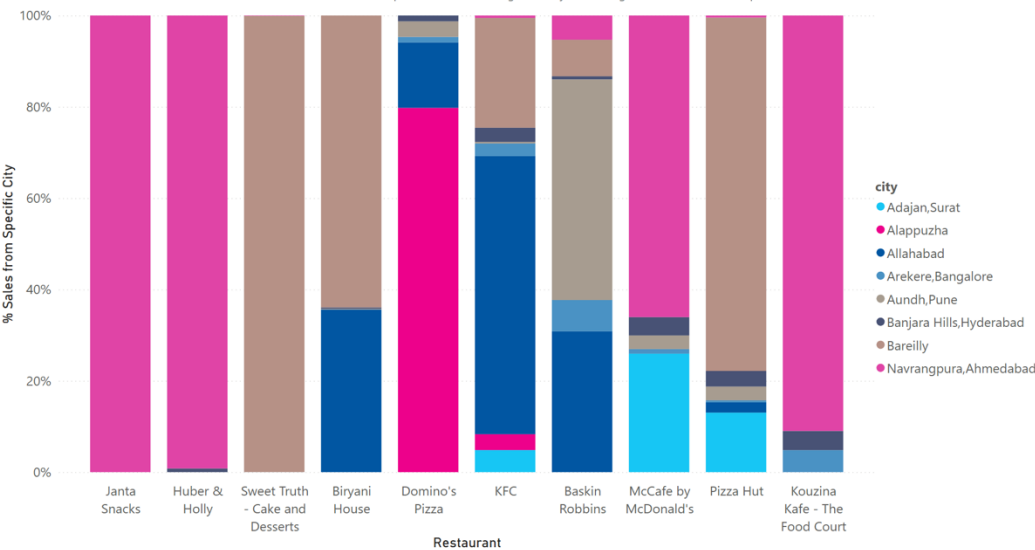Restaurants with the Greatest Revenue
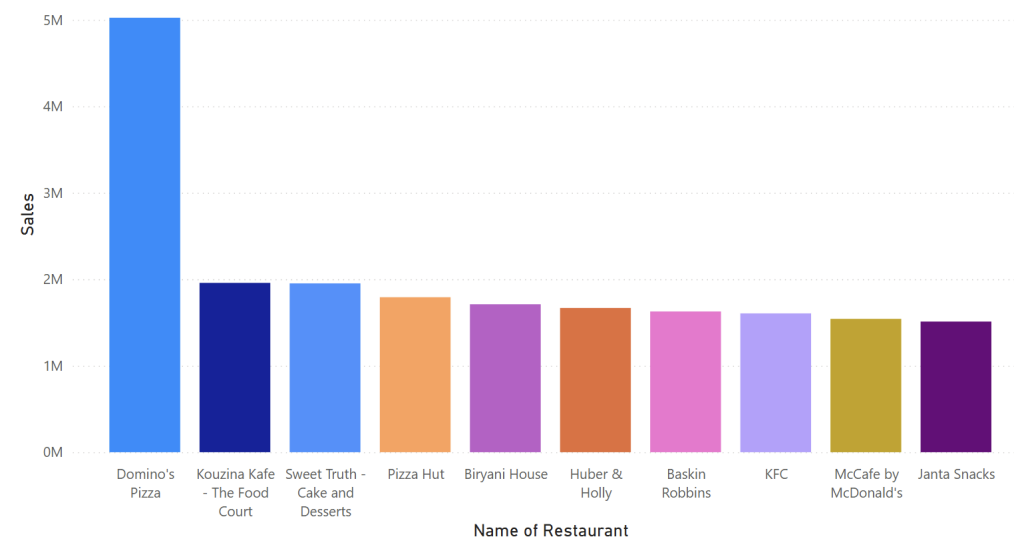
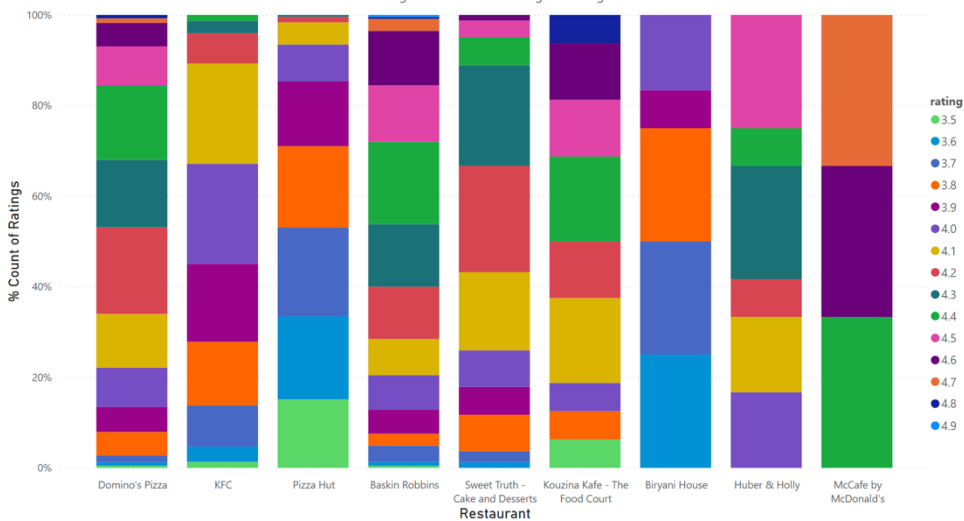Cuisine of Restaurants with Highest Revenue

Location with Highest Revenue, from Restaurants with Greatest INR
Since brands have restaurants in multiple cities. We are looking at the city with the highest sales overall for the specific restaurant

Ratings 3.5+ of Restaurants with Greatest Revenue
Looking at the % count of ratings 3.5 or higher

Highest ranked Restaurants in Bareilly and Navrangpura

Ratings of Restaurants in Bareilly

Graph is sorted by rank of rating 4.3 or higher. Showing style of cuisine and sales associated to the restaurant

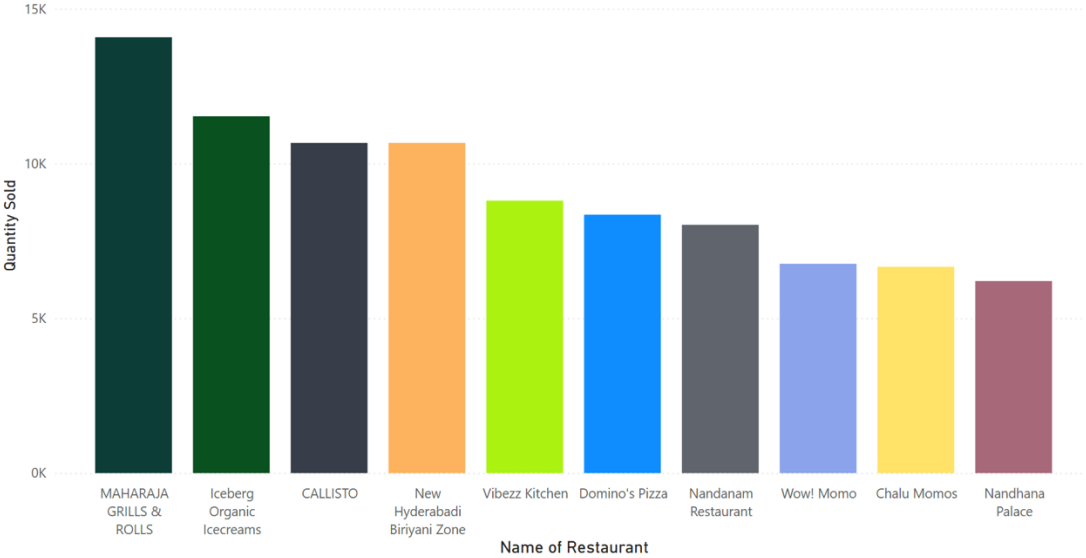| name	rating	city	cuisine	Sum of sales_amount
Kwality Walls Frozen Dessert and Ice Cream Shop	4.6	Bareilly	Ice Cream	12509
Ajanta	4.5	Bareilly	Bakery,Desserts	1667
Deepak Sweets	4.4	Bareilly	Sweets,Desserts	917
Frozen Foods Junction	4.4	Bareilly	Ice Cream	122338
Mumbai Vada Pav No.1	4.4	Bareilly	Snacks	22931
New Khalsa Hotel	4.4	Bareilly	North Indian,Indian	194
Punjab Paratha House	4.4	Bareilly	Snacks	167
Baskin Robbins	4.3	Bareilly	Desserts	5667
Burger King	4.3	Bareilly	American	2843
Faasos - Wraps & Rolls	4.3	Bareilly	Fast Food,Snacks	333
Hotel Hirapanna	4.3	Bareilly	Indian	23509
Jyotika Bhojanalya	4.3	Bareilly	North Indian	1833
LunchBox - Meals and Thalis	4.3	Bareilly	North Indian,Chinese	6074
New Aryans Restaurant	4.3	Bareilly	North Indian	167

Ratings of Restaurants in Navrangpura, Ahmedabad

Graph is sorted by rank of rating 4.5 or higher. Showing style of cuisine and sales associated to the restaurant
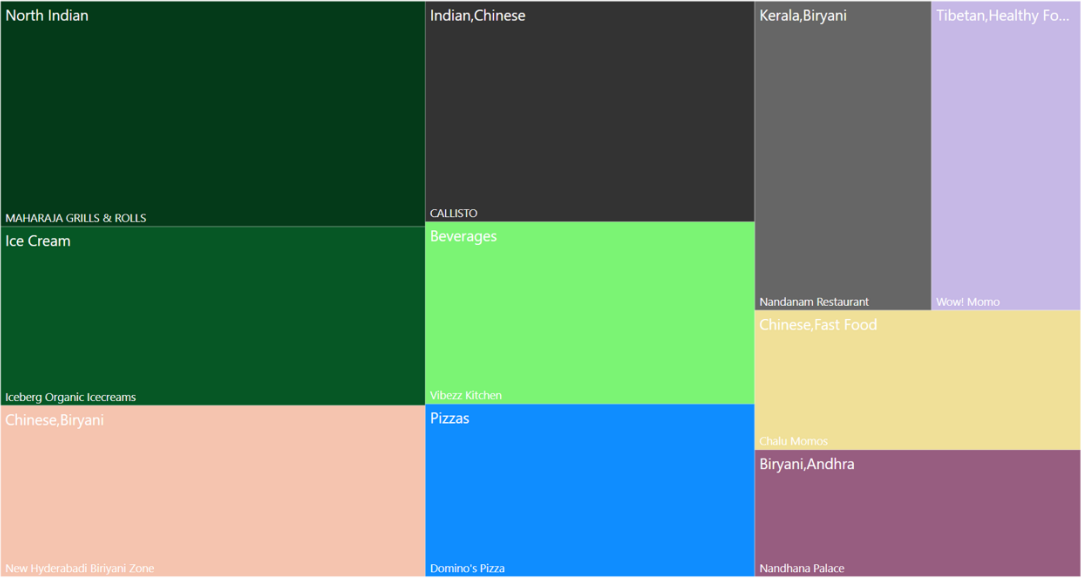
name	rating	city	cuisine	Sum of sales_amount
"T" The Chai & More	4.7	Navrangpura,Ahmedabad	Snacks,Beverages	55250
Grameen Kulfi	4.7	Navrangpura,Ahmedabad	Ice Cream,Desserts	454
Natural Ice Cream	4.7	Navrangpura,Ahmedabad	Ice Cream	1616
Cheers	4.6	Navrangpura,Ahmedabad	Desserts,Beverages	384
Havmor Havfunn ice cream	4.6	Navrangpura,Ahmedabad	Ice Cream,Ice Cream Cakes	1338
NIC Natural Ice Creams	4.6	Navrangpura,Ahmedabad	Ice Cream,Desserts	3130
Sanman Hotel	4.6	Navrangpura,Ahmedabad	Indian	1616
Swati Snacks	4.6	Navrangpura,Ahmedabad	Indian	384
The Poutinerie	4.6	Navrangpura,Ahmedabad	Indian,North Indian	444
Vadilal Scoop Shop	4.6	Navrangpura,Ahmedabad	Ice Cream,Desserts	1366
Vipul Dudhia (Gajara)	4.6	Navrangpura,Ahmedabad	Sweets,Ice Cream	731
Biryani Co.	4.5	Navrangpura,Ahmedabad	Biryani	26255
Chhaswala	4.5	Navrangpura,Ahmedabad	Beverages	444
Huber & Holly	4.5	Navrangpura,Ahmedabad	Pizzas,Pastas	1283875
Khichdi Etc	4.5	Navrangpura,Ahmedabad	North Indian,Gujarati	259
Masty	4.5	Navrangpura,Ahmedabad	Indian,Chinese	17222
Sundae Everyday Ice Creams	4.5	Navrangpura,Ahmedabad	Beverages,Ice Cream	810
The Westend Hotel (Mayflower)	4.5	Navrangpura,Ahmedabad	Indian,Chinese	431
Udupi Shree Darshini Restaurant	4.5	Navrangpura,Ahmedabad	South Indian	384

Most Popular Restaurants based on Quantity Sold
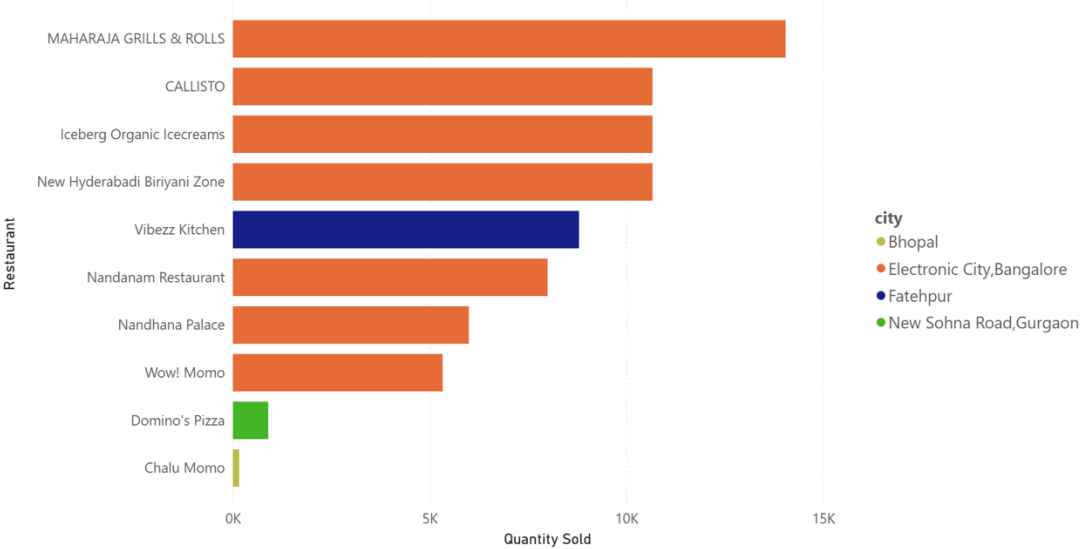This graph is showing the quantity of items sold by restaurant

Quantity Sold vs Name of Restaurant:
- MAHARAJA GRILLS & ROLLS
- Iceberg Organic Icecreams
- CALLISTO
- New Hyderabadi Biriyani Zone
- Vibezz Kitchen
- Domino's Pizza
- Nandanam Restaurant
- Wow! Momo
- Chalu Momos
- Nandhana Palace

Most Popular Cuisine Style based on Quantity Sold

- North Indian — MAHARAJA GRILLS & ROLLS
- Indian,Chinese — CALLISTO
- Kerala,Biryani — Nandanam Restaurant
- Tibetan,Healthy Fo... — Wow! Momo
- Ice Cream — Iceberg Organic Icecreams
- Beverages — Vibezz Kitchen
- Chinese,Fast Food — Chalu Momos
- Chinese,Biryani — New Hyderabadi Biriyani Zone
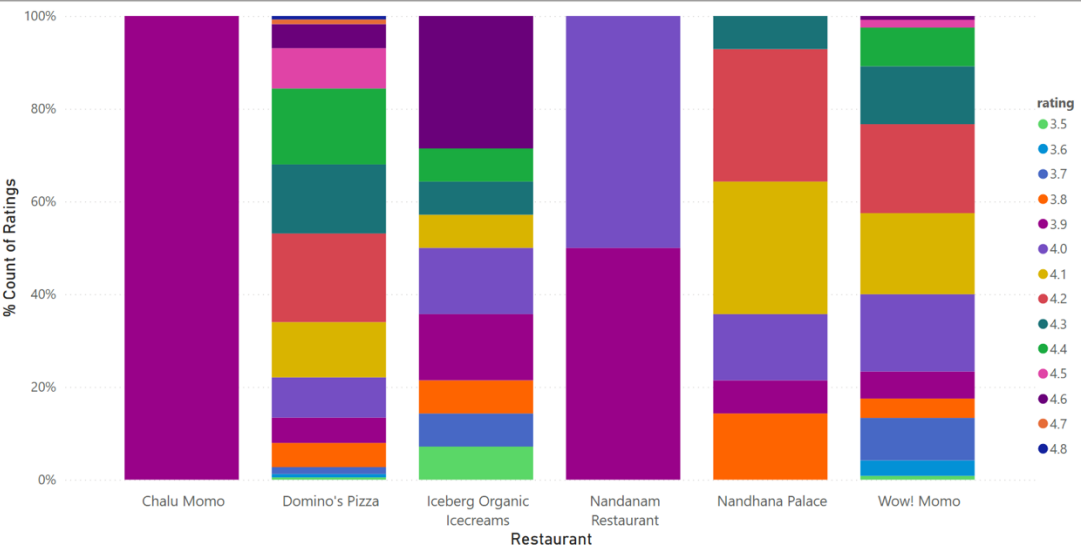- Pizzas — Domino's Pizza
- Biryani,Andhra — Nandhana Palace

Location of Popular Restaurants by Quantity Sold
Since brands have restaurants in multiple cities. We are looking at the city with the highest quantity sold overall for the specific restaurant

Restaurant (Quantity Sold):
- MAHARAJA GRILLS & ROLLS
- CALLISTO
- Iceberg Organic Icecreams
- New Hyderabadi Biriyani Zone
- Vibezz Kitchen
- Nandanam Restaurant
- Nandhana Palace
- Wow! Momo
- Domino's Pizza
- Chalu Momo

city
- Bhopal
- Electronic City,Bangalore
- Fatehpur
- New Sohna Road,Gurgaon

Ratings 3.5+ of Popular Restaurants
Looking at the % count of ratings 3.5 or higher - Restaurants are based on those with higher quantity sold

% Count of Ratings vs Restaurant:
- Chalu Momo
- Domino's Pizza
- Iceberg Organic Icecreams
- Nandanam Restaurant
- Nandhana Palace
- Wow! Momo

rating
- 3.5
- 3.6
- 3.7
- 3.8
- 3.9
- 4.0
- 4.1
- 4.2
- 4.3
- 4.4
- 4.5
- 4.6
- 4.7
- 4.8

Rating of Restaurants in Electronic City, Bangalore

Graph is sorted by rank of rating 4.5 or higher. Showing style of cuisine and quantity sold associated to the restaurant

name	rating ▼	cuisine	Sum of sales_qty	city
Bowl 99	4.9	Indian,North Indian	100	Electronic City,Bangalore
GetAWhey - Healthy Ice creams.	4.8	Ice Cream,Healthy Food	33	Electronic City,Bangalore
Living Bowls	4.8	Salads,Continental	3	Electronic City,Bangalore
Ghee and Turmeric	4.7	North Indian,Tandoor	767	Electronic City,Bangalore
Goila Butter Chicken	4.7	North Indian,Mughlai	1241	Electronic City,Bangalore
NIC Natural Ice Creams	4.7	Ice Cream,Desserts	30	Electronic City,Bangalore
The Brooklyn Creamery - Healthy Ice Cream	4.7	Desserts,Ice Cream	9	Electronic City,Bangalore
Thengapool	4.7	Biryani,South Indian	400	Electronic City,Bangalore
Anand Sweets and Savouries	4.6	Sweets,Desserts	3	Electronic City,Bangalore
Asia Kitchen By Mainland China	4.6	Asian,Chinese	1	Electronic City,Bangalore
Bowl Bukhara	4.6	Indian,North Indian	3	Electronic City,Bangalore
Firangi Bake	4.6	Italian,Mexican	200	Electronic City,Bangalore
Grameen Kulfi	4.6	Ice Cream,Desserts	73	Electronic City,Bangalore
Khichdi Kahani	4.6	Indian,North Indian	550	Electronic City,Bangalore
Rotivala	4.6	North Indian	9	Electronic City,Bangalore
aunty tiffin's	4.5	Indian	60	Electronic City,Bangalore
BIGGUY'S WINGERY	4.5	American,Beverages	35	Electronic City,Bangalore
Bombay Kulfi	4.5	Desserts,Ice Cream	80	Electronic City,Bangalore
Bombay Kulfis	4.5	Desserts,Ice Cream	248	Electronic City,Bangalore
Dock Frost'd -Ice Cream & Milkshakes	4.5	Desserts,Ice Cream	2	Electronic City,Bangalore
Meisterwurst	4.5	American	133	Electronic City,Bangalore
SO- BUR	4.5	Fast Food,American	4	Electronic City,Bangalore
Truffles	4.5	American,Beverages	16	Electronic City,Bangalore

High Revenue vs Popular Restaurants

Highest revenue restaurants are Domino's (5mil), Kouzina Kale & Sweet truth (1.9mil)

Highest revenue restaurants were majority found in Bareilly and Navrangpuri

Most popular restaurants are Maharaja Grills & Rolls, Iceberg Organic Icecreams, and Callisto

Most popular restaurants are majority found in Electronic City, Bangalore

Highest revenue show similar style of cuisine is pizza, American snacks, and street food

The city of Electronic City in Bangalore have restaurants that share similar cuisine style of Ice Cream and North Indian

Most popular restaurants cuisine are North Indian, Ice Cream, and Biryani

The cities of Navrangpuri and Bareilly have restaurants that share similar cuisine styles – Indian and Desserts

Highest revenue restaurants – looking at their majority of rankings, Baskin Robins at 4.4, Domino's at 4.2, Sweet truth at 4.2, and KFC at 4.0-4.1

Most popular restaurants – looking at their majority of rankings, Iceberg Organic Icecreams at 4.6, Domino's at 4.2, Wow! Momo at 4.2 and Nandanam Restaurant at 4.1-4.2

*Revenue – based on sum of sales   *Popularity – based on quantity sold
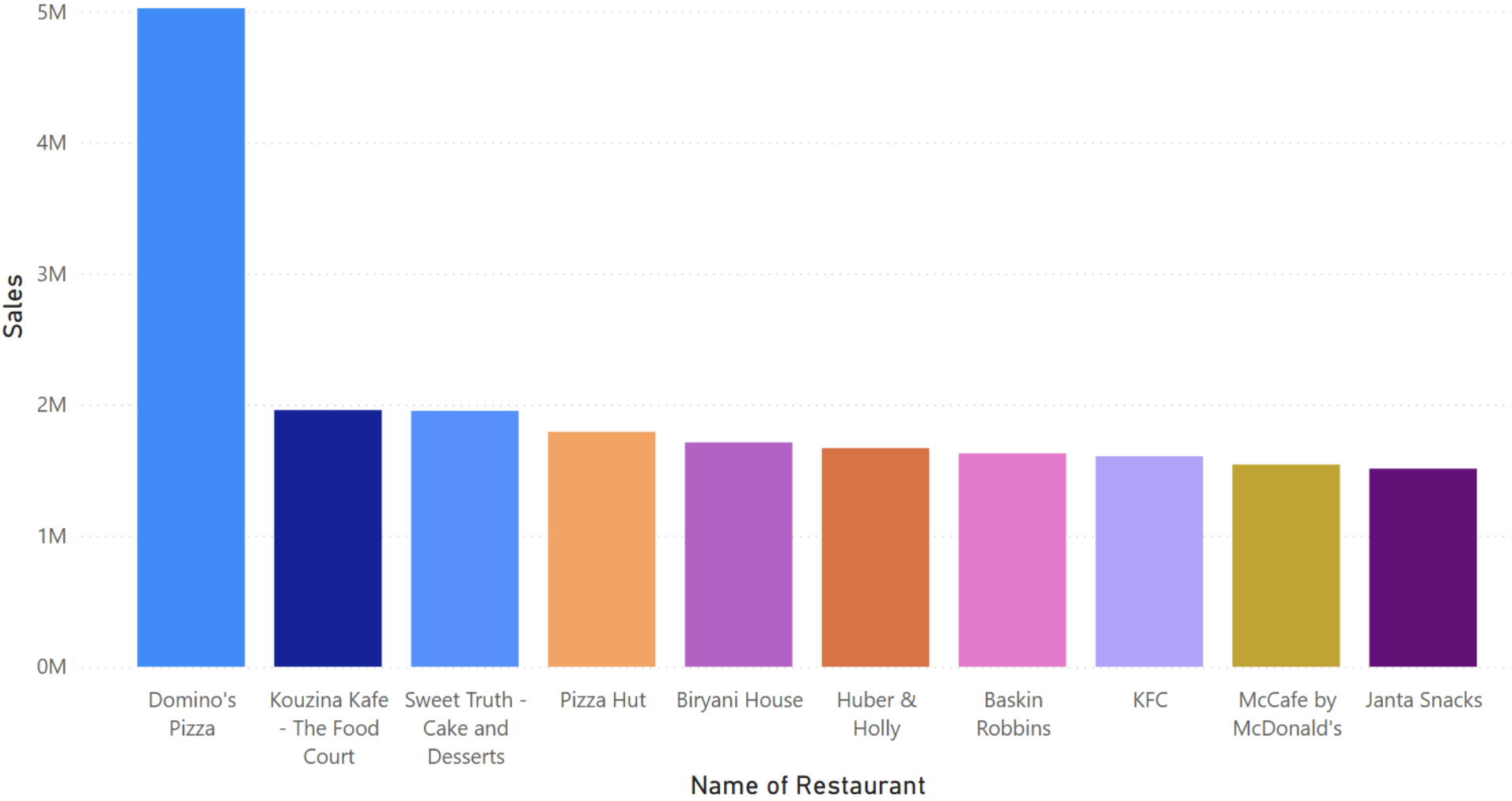
Recommendations

- **1. Expand High-Revenue Cuisine Offerings**
  - High-revenue restaurants focus on **pizza, American snacks, and street food**.
  - Restaurants looking to boost sales should consider **adding or emphasizing these items** on their menus.

- **2. Tap into Popular Cuisines for Customer Attraction**
  - The most popular cuisines are **North Indian, Ice Cream, and Biryani**.
  - To increase customer engagement, restaurants should **incorporate elements of these cuisines** in their offerings, either through menu expansion or limited-time promotions.

- **3. Optimize Location-Based Strategy**
  - **Navrangpuri and Bareilly** are revenue hotspots, particularly for Indian and dessert-based cuisines.
    - Restaurants should explore **expansion into these cities** if they serve similar food styles.
  - **Electronic City, Bangalore**, houses many of the most popular restaurants with Ice Cream and North Indian cuisines.
    - If operating in this area, restaurants should leverage **seasonal offers and marketing campaigns** to boost brand awareness and drive traffic.

- **4. Maintain Quality and Service to Sustain Ratings**
  - The highest revenue restaurants have **ratings ranging from 4.0 to 4.6**, including Baskin Robbins, Domino's, Sweet Truth, and KFC.
  - The most popular restaurants, such as Iceberg Organic Ice Creams and Wow! Momo, also hold similar ratings.
  - **Restaurants should maintain high food quality, service, and customer experience** to ensure a strong reputation and retain loyal customers.

- **5. Leverage Promotions to Increase Sales Volume**
  - The highest revenue restaurant (Domino's) has **$5M in sales**, while other high-revenue places are around **$1.9M**.
  - **Promotional offers, bundle deals, and loyalty programs** can drive up sales volume and boost revenue.
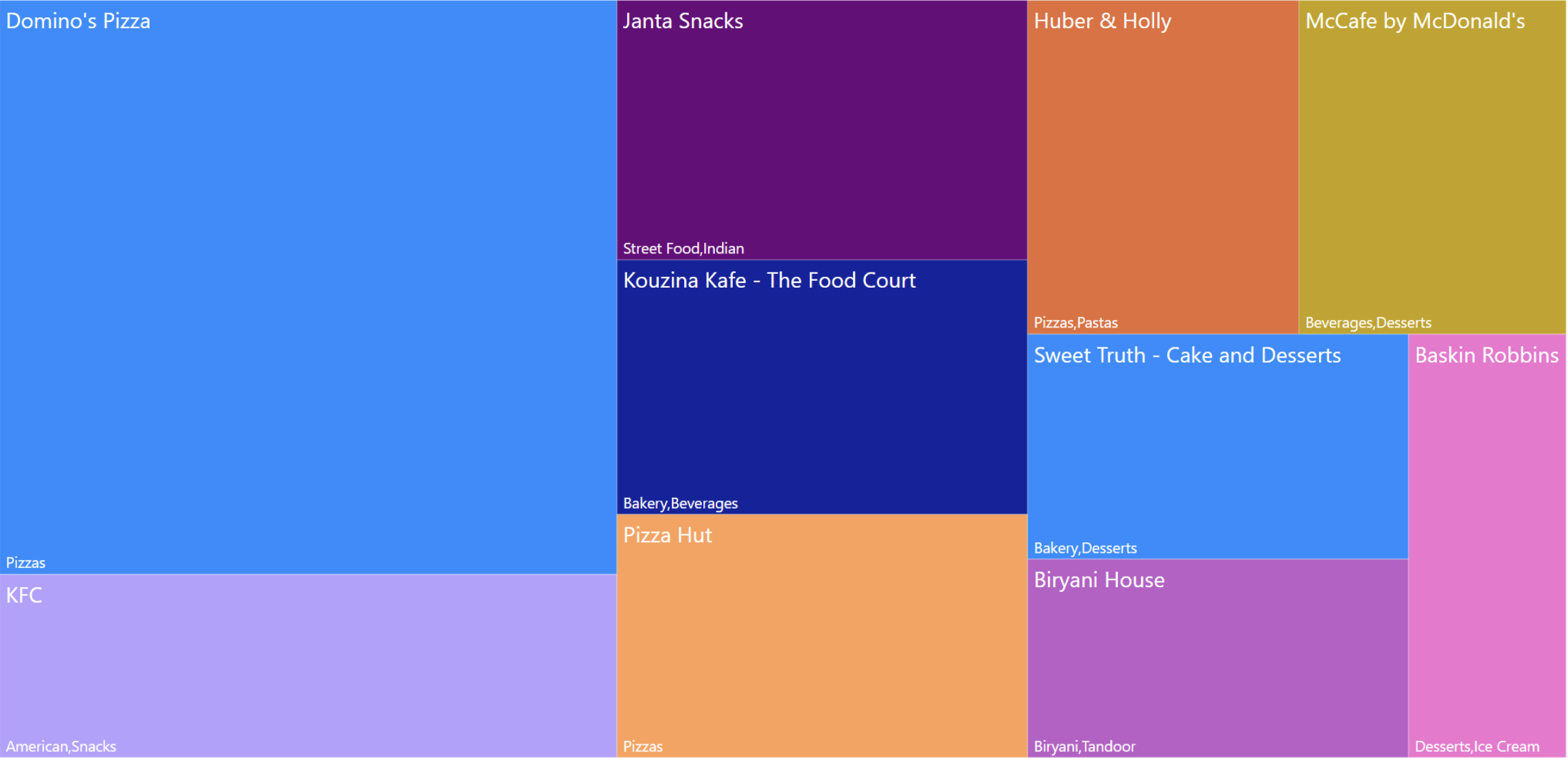
Recommendations

- To improve **popular restaurants** and **increase their sales**, here are **key strategies** based on the insights from your data:

- **1. Expand High-Revenue Menu Items**
  - Popular restaurants focus on **North Indian, Ice Cream, and Biryani**, but the highest revenue comes from **pizza, American snacks, and street food**.
    ✅ **Solution:** Introduce **high-margin fast-casual items** like pizzas, loaded fries, burgers, or fusion street food alongside popular items to boost profitability.
    ✅ **Example:** Iceberg Organic Ice Creams could introduce **ice cream sandwiches, shakes, or waffles** to increase average order value (AOV).

- **2. Optimize Pricing & Combo Offers**
  - Sales volume is high, but revenue is lower than top-grossing restaurants.
    ✅ **Solution:** Implement **tiered pricing, upselling strategies, and value combos** (e.g., "Buy 1 Get 1 at 50% off" or "Meal Bundles").
    ✅ **Example:** North Indian restaurants could offer **family meal deals** bundling curries, rice, and bread for a premium price.

Restaurants with the Greatest Revenue

Sales (y-axis): 0M, 1M, 2M, 3M, 4M, 5M

Name of Restaurant (x-axis): Domino's Pizza, Kouzina Kafe - The Food Court, Sweet Truth - Cake and Desserts, Pizza Hut, Biryani House, Huber & Holly, Baskin Robbins, KFC, McCafe by McDonald's, Janta Snacks

Cuisine of Restaurants with Highest Revenue

Domino's Pizza
Pizzas

KFC
American,Snacks

Janta Snacks
Street Food,Indian

Kouzina Kafe - The Food Court
Bakery,Beverages

Pizza Hut
Pizzas

Huber & Holly
Pizzas,Pastas

McCafe by McDonald's
Beverages,Desserts

Sweet Truth - Cake and Desserts
Bakery,Desserts

Baskin Robbins

Biryani House
Biryani,Tandoor

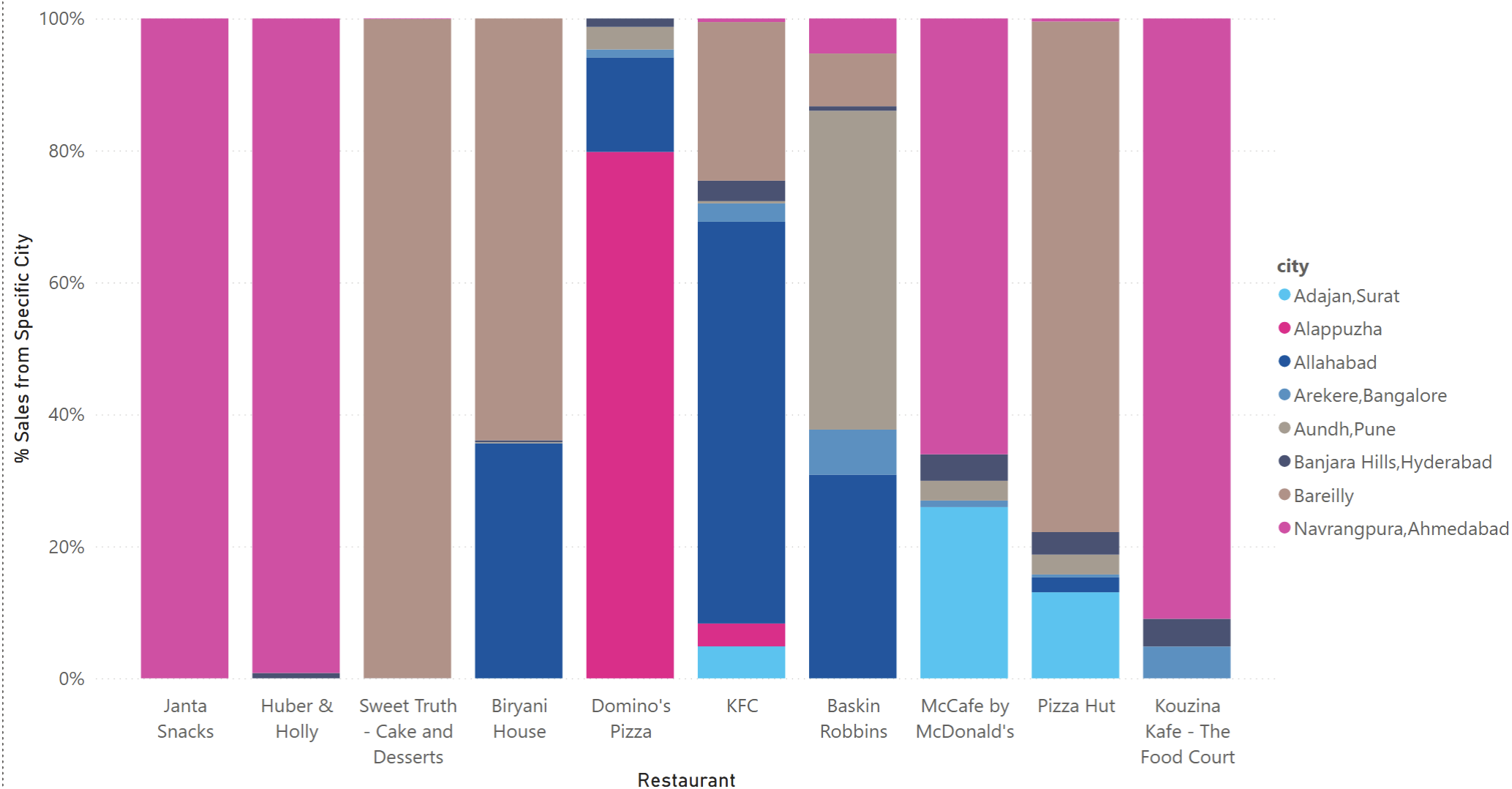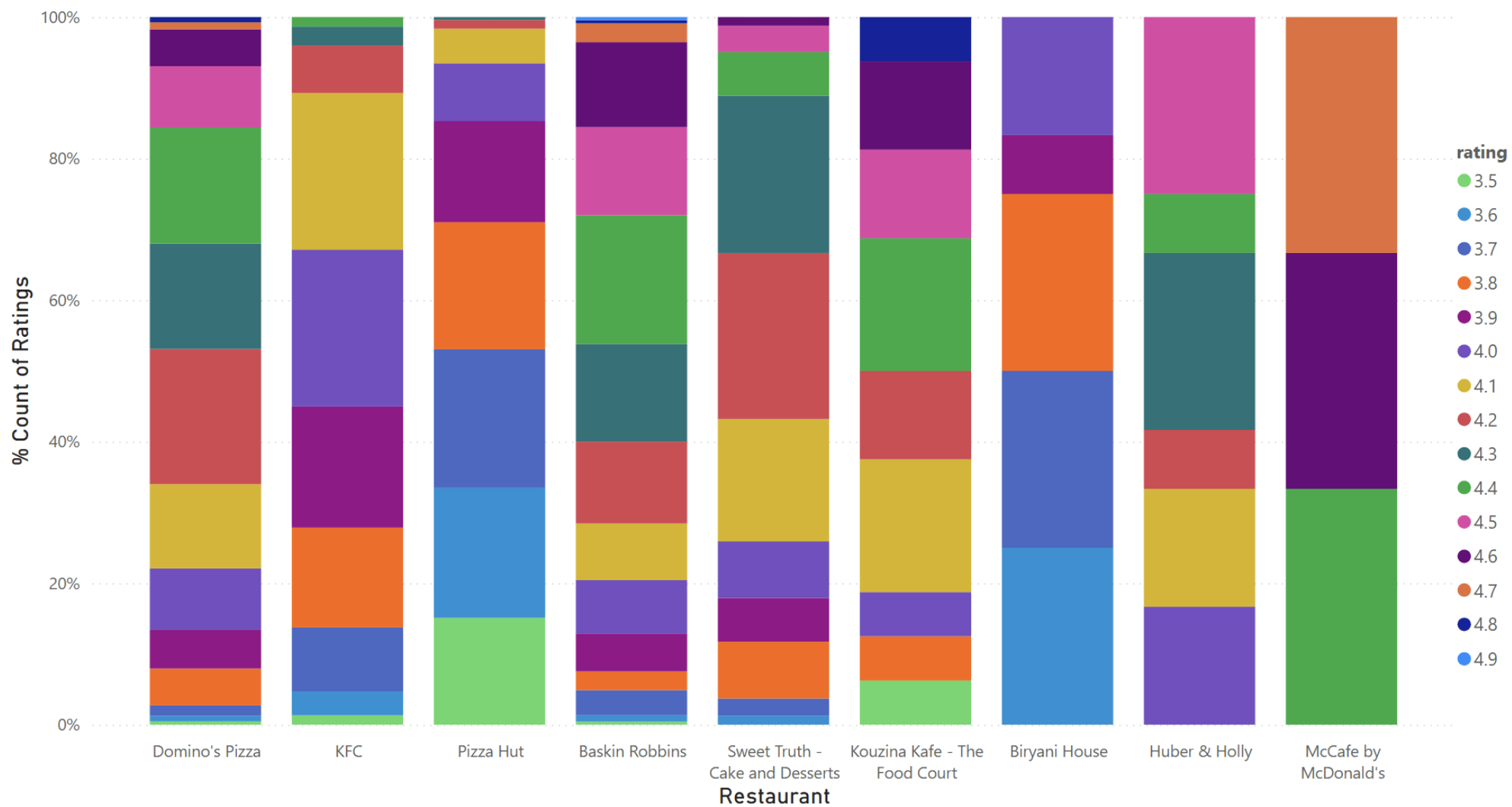Desserts,Ice Cream

Location with Highest Revenue, from Restaurants with Greatest INR

Since brands have restaurants in multiple cities. We are looking at the city with the highest sales overall for the specific restaurant

% Sales from Specific City (y-axis)

Restaurant (x-axis): Janta Snacks, Huber & Holly, Sweet Truth - Cake and Desserts, Biryani House, Domino's Pizza, KFC, Baskin Robbins, McCafe by McDonald's, Pizza Hut, Kouzina Kafe - The Food Court

city
- Adajan,Surat
- Alappuzha
- Allahabad
- Arekere,Bangalore
- Aundh,Pune
- Banjara Hills,Hyderabad
- Bareilly
- Navrangpura,Ahmedabad

Ratings 3.5+ of Restaurants with Greatest Revenue

Looking at the % count of ratings 3.5 or higher

% Count of Ratings (y-axis): 0%, 20%, 40%, 60%, 80%, 100%

Restaurant (x-axis): Domino's Pizza, KFC, Pizza Hut, Baskin Robbins, Sweet Truth - Cake and Desserts, Kouzina Kafe - The Food Court, Biryani House, Huber & Holly, McCafe by McDonald's

rating
- 3.5
- 3.6
- 3.7
- 3.8
- 3.9
- 4.0
- 4.1
- 4.2
- 4.3
- 4.4
- 4.5
- 4.6
- 4.7
- 4.8
- 4.9

Most Popular Restaurants based on Quantity Sold

This graph is showing the quantity of items sold by restaurant

Quantity Sold

15K

10K

5K

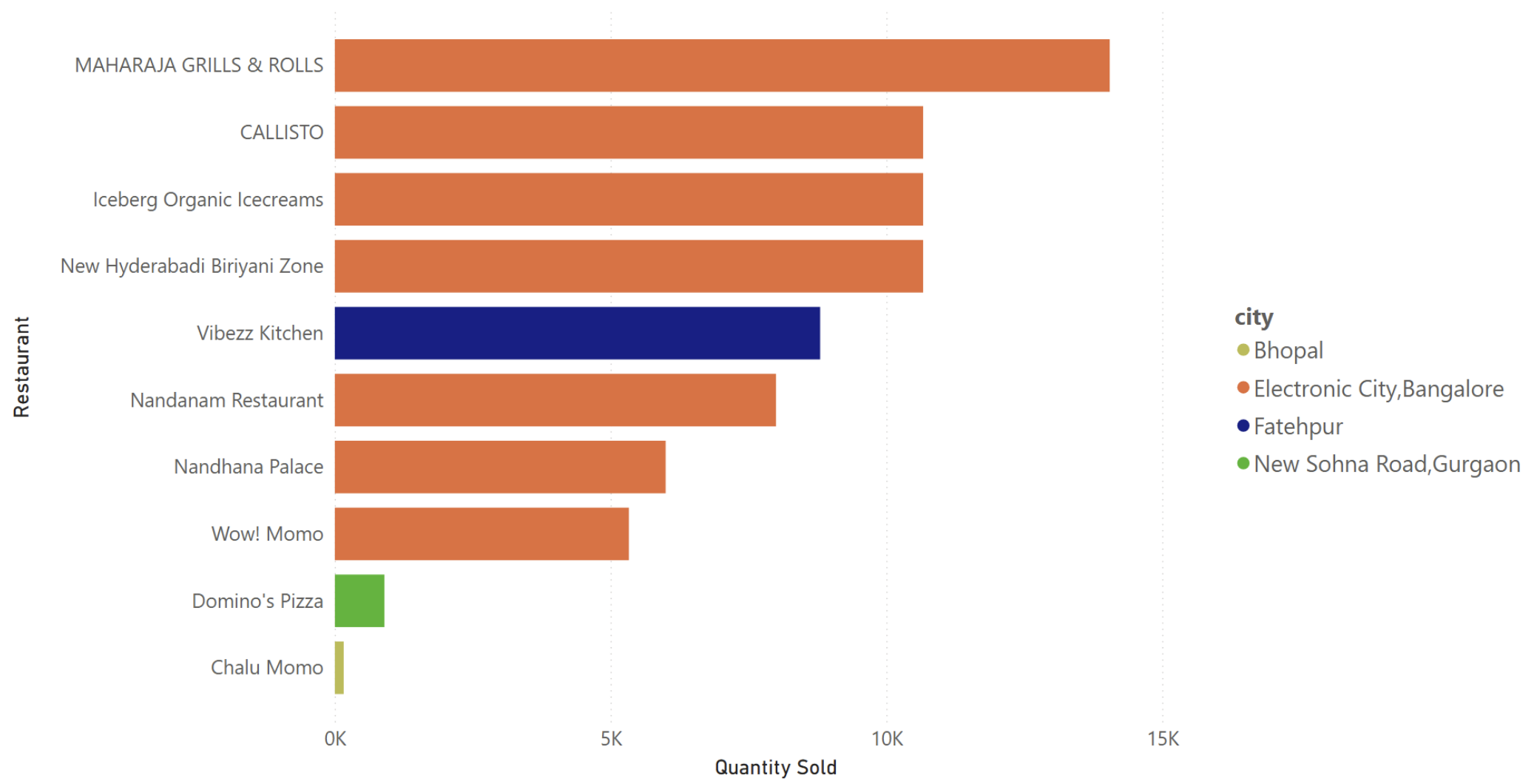0K

MAHARAJA GRILLS & ROLLS — Iceberg Organic Icecreams — CALLISTO — New Hyderabadi Biriyani Zone — Vibezz Kitchen — Domino's Pizza — Nandanam Restaurant — Wow! Momo — Chalu Momos — Nandhana Palace

Name of Restaurant

Most Popular Cuisine Style based on Quantity Sold

North Indian
MAHARAJA GRILLS & ROLLS

Ice Cream
Iceberg Organic Icecreams

Chinese,Biryani
New Hyderabadi Biriyani Zone

Indian,Chinese
CALLISTO

Beverages
Vibezz Kitchen

Pizzas
Domino's Pizza

Kerala,Biryani
Nandanam Restaurant

Tibetan,Healthy Fo...
Wow! Momo

Chinese,Fast Food
Chalu Momos

Biryani,Andhra
Nandhana Palace

Ratings 3.5+ of Popular Restaurants

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rating
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