



Zomato Restaurant Analysis

By Sakinah Jaisingh



OVERVIEW

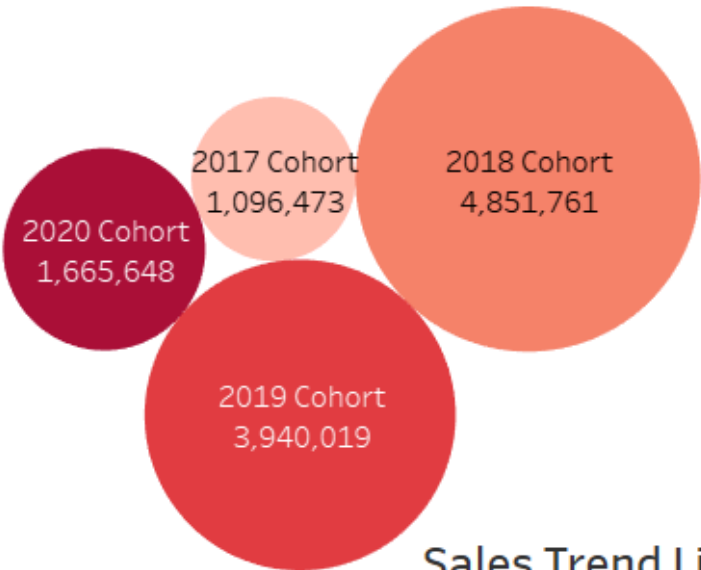
Zomato is a multinational restaurant aggregator and food delivery company. This analysis aims to provide valuable insights for our restaurant aggregator and food delivery service by examining key factors influencing restaurant popularity and customer satisfaction. Utilizing a comprehensive dataset of restaurant information, we will investigate several critical aspects of our data to determine recommendations for Zomato.

Dashboard One

This dashboard presents key insights derived from sales and rating data:

- **Sales Performance:** Includes calculated annual sales for cohorts from 2017 to 2020.
- Presents a visual sales trend line for analysis.
- Note: 2020 data represents only the first half of the year.
- **Cuisine Analysis:** Compares sales and ratings across different cuisines.
- Identifies top-rated cuisines within each rating cohort.
- **Data Filtering:** Enables flexible data exploration through filters for both rating and sale year.

Sales by Year



Year Cohorts

(Multiple values) ▼

Cuisine with Sales



Sales Trend Line



Rating Stars

(Multiple values) ▼

Top Rating

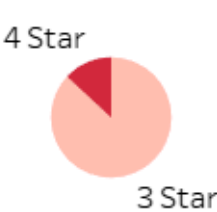
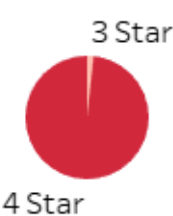
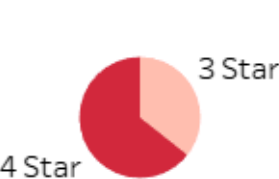
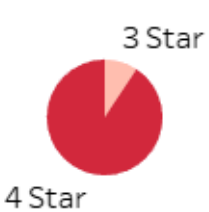
Baskin Robbins

Domino's Pizza

KFC

Kwality Walls Frozen..

Pizza Hut



Rating Stars

- 3 Star
- 4 Star

Dashboard Findings

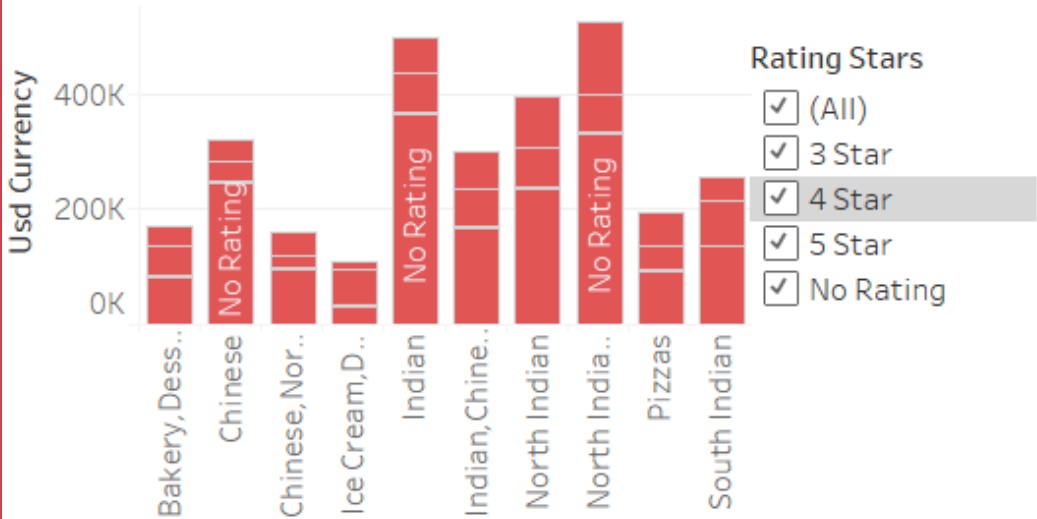
- **Peak Performance:** 2018 emerged as the most profitable year for the business.
- **Declining Sales Trend:** Sales have exhibited a downward trajectory since the peak year of 2018.
- **Cuisine Dominance:** Indian cuisine consistently generates the highest sales revenue.
- **Rating Leadership:** American franchises boast the highest number of ratings among all restaurant types.

Dashboard Two

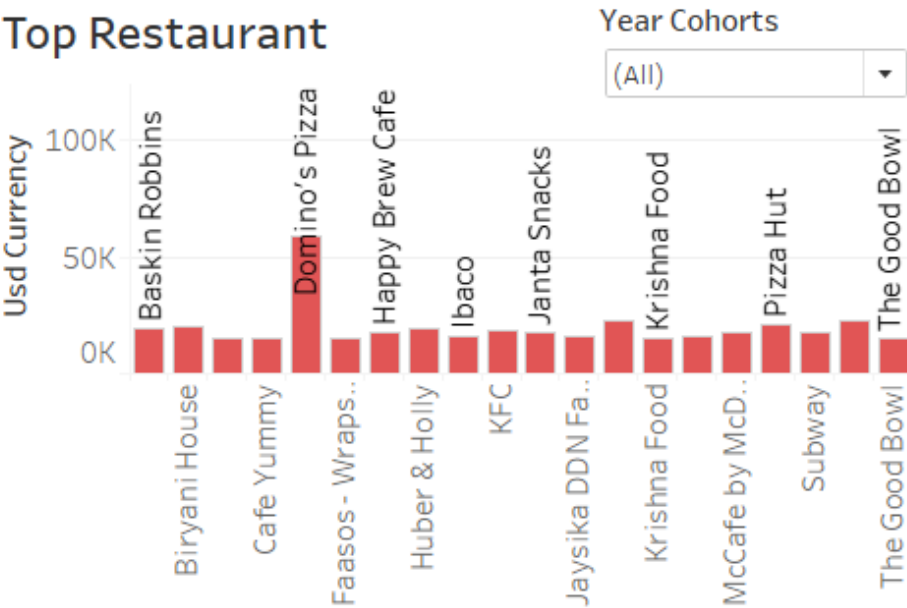
The following dashboard provides information based on the sum of location, sales, and ratings.

- **Cuisine Performance:** Compares top-performing cuisines based on both sales and ratings.
- **Restaurant Performance:** Identifies top-grossing restaurants based on their overall sales revenue.
- **City-Level Analysis:** Highlights the most lucrative cities in terms of sales generation.

Top Cuisine with Sales



Top Restaurant



Top Cities

City	
Electronic City,Bangalore	334,916
Bikaner	132,977
BTM,Bangalore	105,237
Indiranagar,Bangalore	56,292
Whitefield,Bangalore	45,320
Koramangala,Bangalore	32,555
HSR,Bangalore	21,275
Greater Kailash 2,Delhi	12,945
Bandra West,Mumbai	10,057
Noida-1	4,430

Dashboard Findings

- **Cuisine Performance:** Indian cuisine emerges as the most profitable culinary category. However, it exhibits a notable gap in customer ratings compared to American-based franchises.
- **Restaurant Dominance:** Domino's Pizza stands out as the highest-grossing restaurant among over 40,000 establishments analyzed.
- **City-Level Leadership:** Electronic City in Bangalore surpasses all other cities in terms of sales revenue, demonstrating nearly a 100% increase compared to the second-ranking city, Bikaner.
 - **Bangalore's Dominance:** Notably, Bangalore is now often referred to as "Bengaluru."
 - Six out of the top ten highest-grossing cities are located within Bangalore itself.
 - Regional Disparity: Bangalore is the sole profitable city in the southern region.
 - The remaining four profitable cities are concentrated in the northern part of the country: Bikaner, Delhi, Mumbai, and Noida.

Summary of Findings

Zomato has a large database of restaurant clients in cities all over India. Sales are on a decline since 2018. Indian cuisine is the most popular type of cuisine that generates the most sales. American Franchise restaurants are able to get more ratings than local restaurants probably because they have better marketing tools in place and a better online presence. Pizza is also a popular cuisine type with Domino's being the top restaurant that brings in the highest sales. The top cities that bring in the highest sales are Bangalore, currently known as Bengaluru, followed by Delhi, Mumbai, and Noida.

Recommendations

- **Strategic Client Onboarding**: Focus on onboarding clients located in high-performing cities where our platform demonstrates strong sales traction.
- **Performance-Based Client Optimization**: Conduct a thorough analysis to identify and potentially phase out clients operating in low-performing areas.
- **Evaluation**: Regularly evaluate clients with consistently low sales performance and consider potential removal.
- **Domino's Pizza**: The high sales generated by Domino's Pizza indicate a strong market demand for this type of establishment. We should prioritize onboarding more Domino's Pizza locations in cities with existing strong sales performance.
- **Indian Restaurant Focus**: Indian cuisine is by far the most popular and has the highest sales. Given the significant impact of reviews and ratings, I suggest prioritizing marketing efforts to enhance the online presence and ratings of high-performing Indian restaurants, leveraging their potential for significant growth.

Additional Information

- Data: restaurant and orders tables were used for this analysis.
- Both tables were joined in Tableau using the r_id and id columns.
- Original data was in Indian rupee currency, all currency was changed to reflect USD.
- Both tables were all cleaned and outliers were filtered out.
- Data for 2020 only reflects half of the year.
- Cohorts were created for each year of sales and ratings in order to be able to filter years and ratings during analysis.