

## Introduction:

Good Morning Team,

I am Tripty Sebastian, a BIA student at Triple Ten.

I am on Sprint 7: Final Project. A part of the Project submission is this presentation.

Problem Statement: Zomato's business performance based on its restaurants.

I will present my analysis on Zomato's most popular restaurants and its highest revenue generating businesses (not necessarily the same). I'll also provide some recommendations for improvement in performance.

For my analysis I have worked with the visual analytics software, Tableau and will be utilizing it for this presentation as well.

## Presentation (Tableau):

Zomato is a multinational restaurant aggregator and food delivery company. It caters to thousands of restaurants. The dataset provided covers its restaurants in India. Dataset has following five tables: food, menu, orders, restaurant and users spanning over years 2017 – 2020.

For analysis purposes, I have used the orders and restaurant tables. Sales amount is measured as average (sales rate). The sales rate is better than the sum of sales as it provides better relative data by considering all the data points instead of just adding values.

The data provided has some missing key parameters like either Id or Name of the restaurant. Throughout the analysis, restaurants with missing ids and names are excluded for validity(accuracy) OR credibility purposes. This was done by filtering the data source.

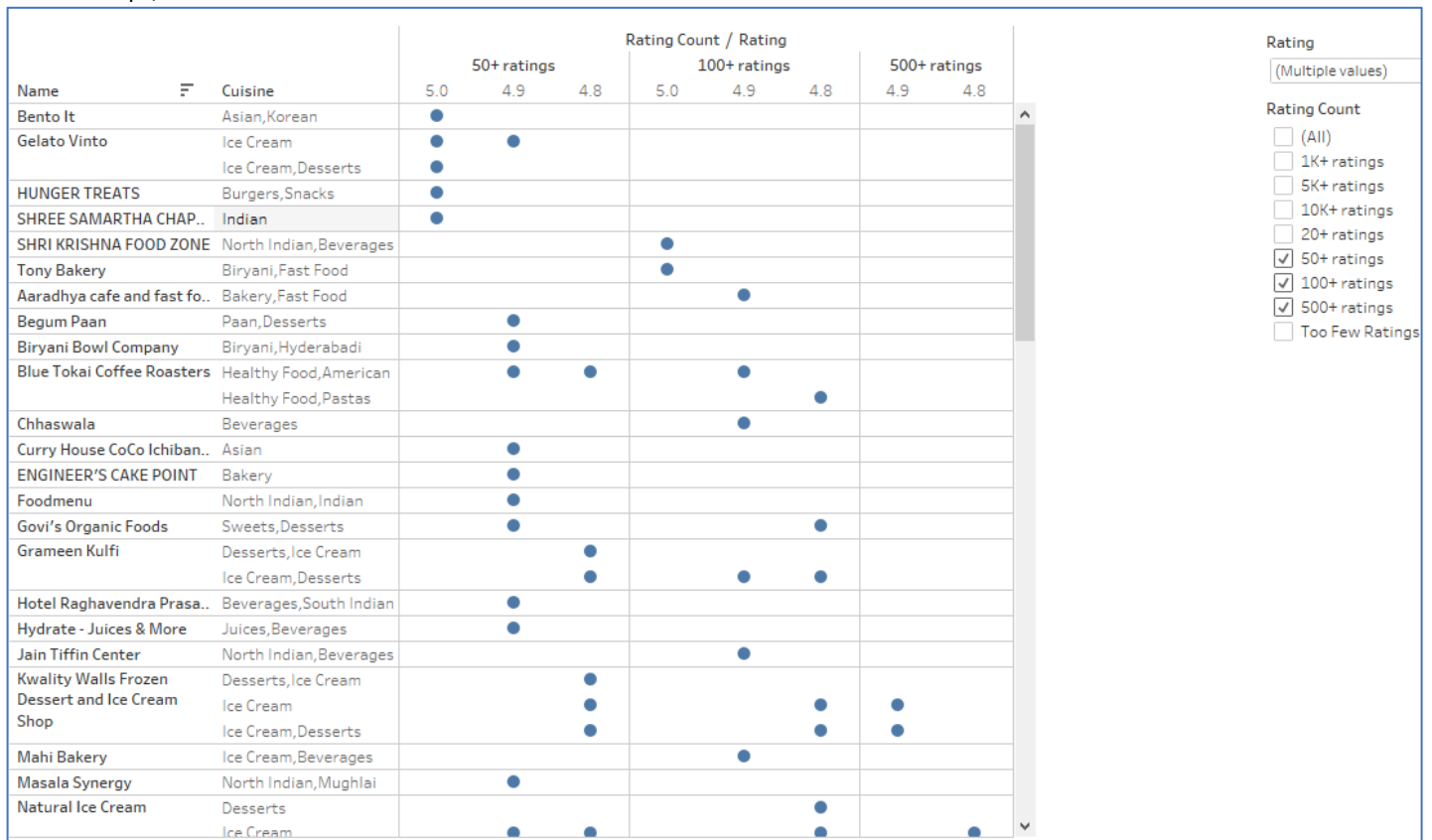
After reading the data and developing multiple charts/ visualizations, it can be inferred:

### Visual 1: Most Popular Restaurants

To determine the most popular restaurants, compared the following dimensions:

- Name, Cuisine
- Rating (filter: 4.8 and above)
- Rating count (filter: 50+ ratings; 100+ ratings and 500+ ratings, excluding "Too Few Ratings")

From the visual it can be concluded that the most popular restaurants are the fast-food joints, ice cream parlors, coffee houses, dessert shops, bakeries etc.



Root cause could be at these eateries, food is readily available. It could be catering to a crowd who are either students or young professionals (people who do not cook at home often). The young are also tech savvy and hence these places even have ratings.

## Visual 2: Least popular Restaurants

This too can be determined by the above visual (assuming popularity solely depends on ratings and rating counts) but with different filters, as below:

- Rating (filter: 1.5 and below)
- Rating count (filter: 20+ ratings; 50+ ratings; 100+ ratings and 500+ ratings, excluding very few ratings)

From the visual it can be concluded that the least popular restaurants serve Indian/North Indian, Chinese and Arabic cuisine.

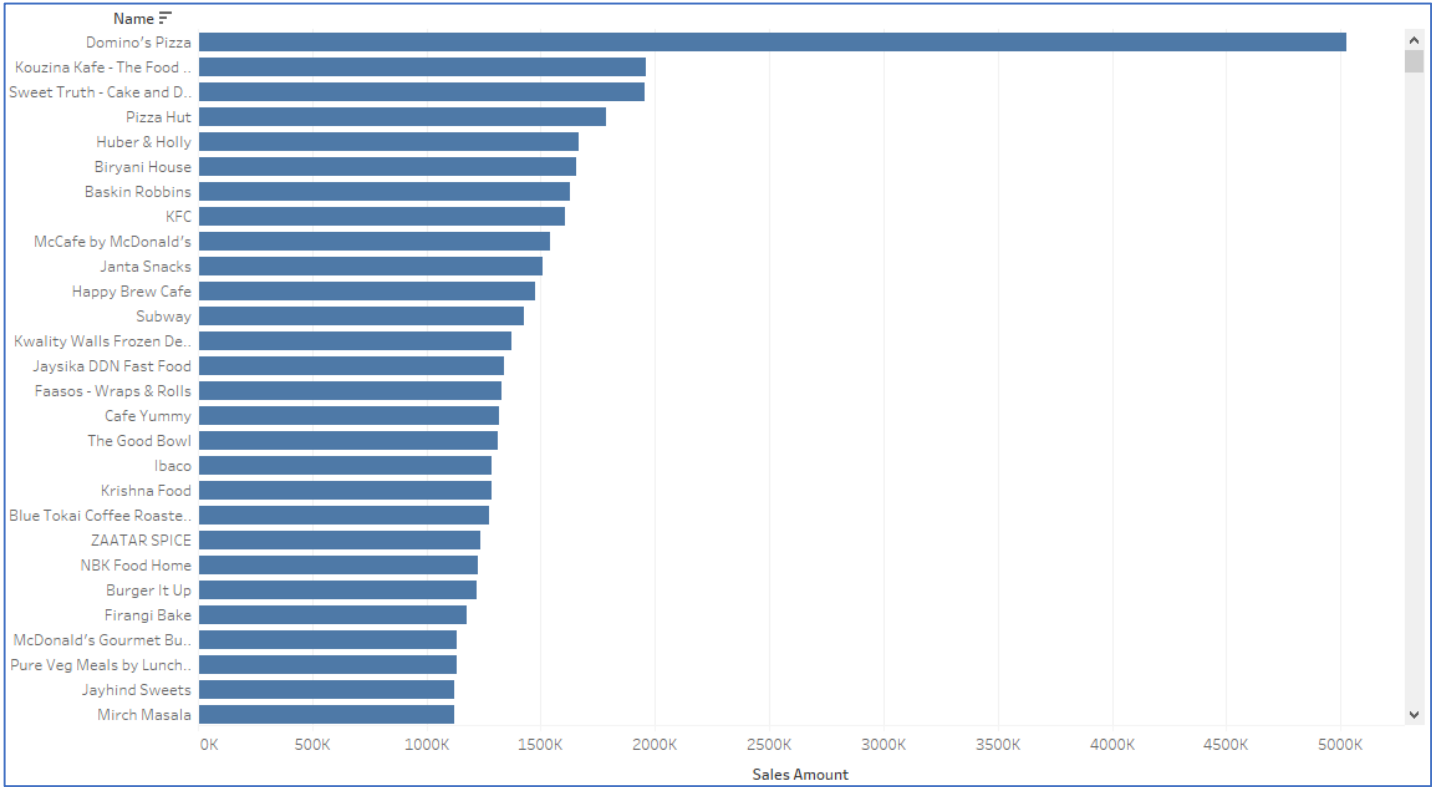
		Rating Count / Rating												Rating	
Name	Cuisine	20+ ratings				50+ ratings						100+ ratings		(Multiple values)	
		1.3	1.2	1.1	1.0	2.0	1.9	1.8	1.4	1.3	1.2	2.0	1.9		
300ML - TEA TOWN	Beverages,Fast Food													<div>Rating Count</div> <div><input type="checkbox"/> (All)</div> <div><input type="checkbox"/> 1K+ ratings</div> <div><input type="checkbox"/> 5K+ ratings</div> <div><input type="checkbox"/> 10K+ ratings</div> <div><input checked="" type="checkbox"/> 20+ ratings</div> <div><input checked="" type="checkbox"/> 50+ ratings</div> <div><input checked="" type="checkbox"/> 100+ ratings</div> <div><input type="checkbox"/> 500+ ratings</div> <div><input type="checkbox"/> Too Few Ratings</div>	
Aiman grills	Lebanese,Beverages														
Al - Baik.com	Mughlai														
Al Laziz Pizza & Momos	Pizzas,Lebanese														
aman biryani	Biryani,North Indian														
Ammas kitchen	South Indian,North In..														
Angad Tandoor Haveli Fa..	North Indian														
Ashirvada food world	Biryani,Snacks														
Baba Da Dhaba	Beverages,Chinese														
Baba Ka Dhaba	North Indian,Punjabi														
Biryani Darbar	North Indian,Salads														
BIRYANI HUB	Biryani														
Burger Hub	Beverages														
CAKE CITY	Bakery,Desserts					●									
Cake Point	Bakery														
Cake walas	Bakery														
Casablanca Grill	North Indian,Tandoor					●									
Chaat Adda	Chaat,Street Food														
Chai Nashta Aur Politics	Fast Food,Indian														
CHAI OK PLEASE	Continental,Snacks					●									
Chandigariya	Chinese,North Indian														
CHICKEN DINNER	Indian,Chinese														
Chowranghee Rolls	Snacks,Chinese														
Delicious Punjab	North Indian,Thai														
Flavour Food (A food pro..	North Indian														
Green Chilli Pizza Point	Chinese,North Indian					●									
GUJRATI THALI WALA	Gujarati														
H H Foods	Snacks														

Root Cause could be the cuisine served at these places. Arabic food is probably new to the Indian palate, acquiring the taste might take some time. Indian Chinese cuisine is popular in India. The fact these restaurants are rated low could be due to the services rendered or the quality of food.

Basic standards with respect to overall hygiene of the place, hygiene and quality of the food served should be complied to. The taste of the food is a major determinant as well.

## Visual 3: Highest Revenue Generating Restaurants

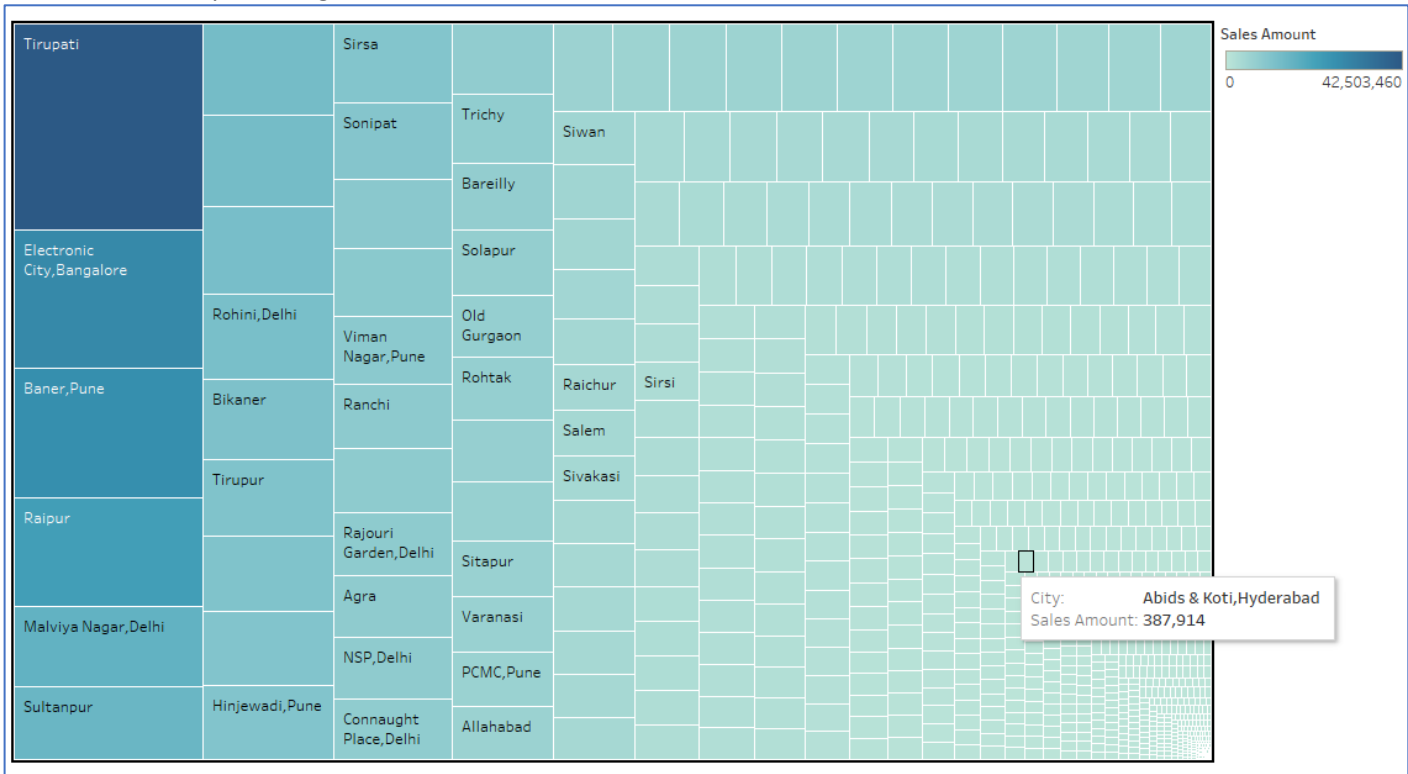
This was determined by comparing the dimensions/ measures: Name and Sum (Sales Amount).



From the bar graph it can be concluded that the highest revenue generators are chain restaurants. With multiple eateries under the same banner, each contributing towards the final revenue results in them being the high earners. They are mostly fast-food joints attracting young professionals or students. There is a co-relation between popular and high revenue generators.

Visual 4: City vs Highest Revenue

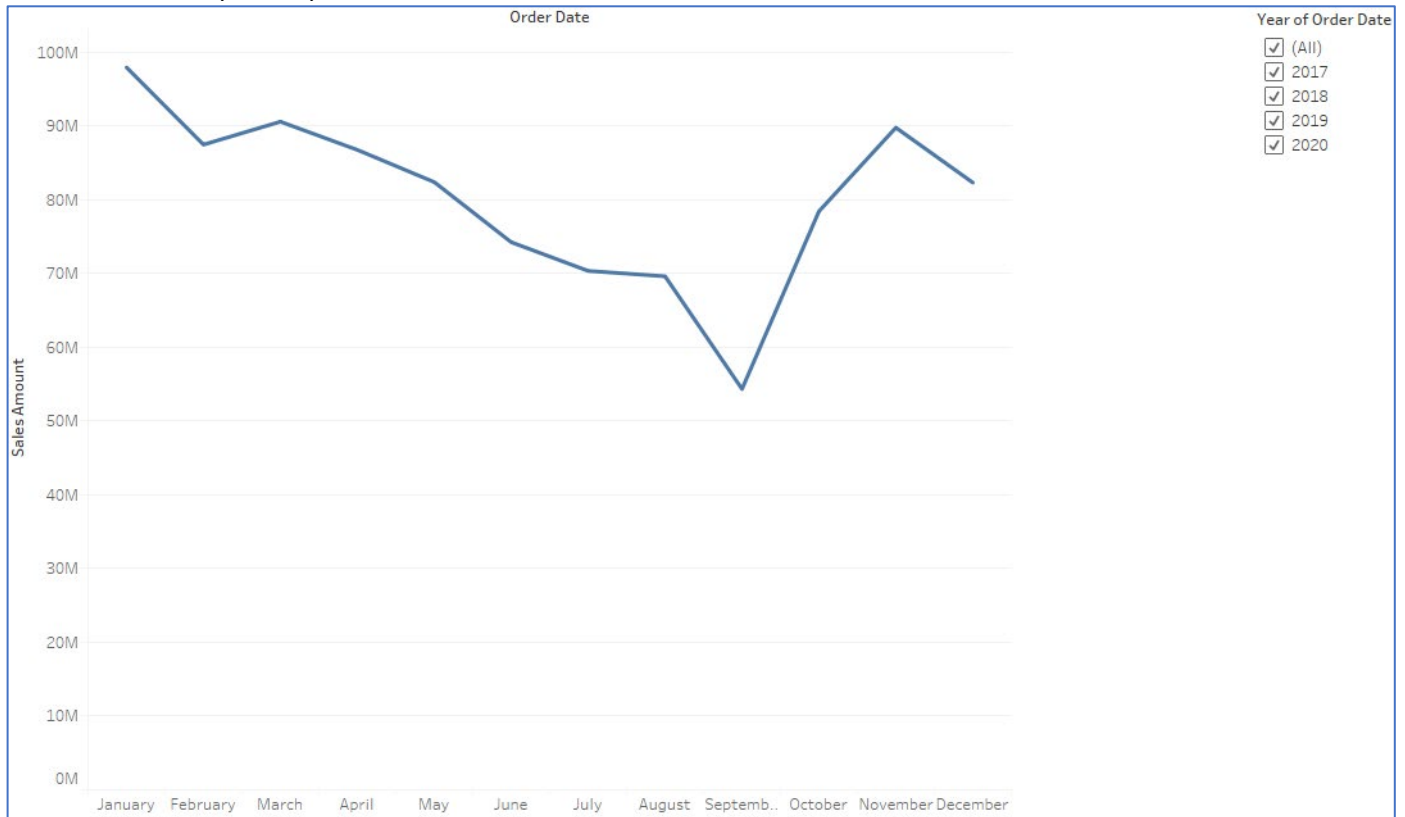
Treemap displays cities with the highest revenue generating restaurants. As can be seen the highest revenues are from cities of Tirupati, Bangalore, Ahmedabad, Delhi etc.



Root cause can be the high-earning, young IT population  
One of the cities is a popular pilgrimage and other cities can be popular NRI or tourist destination...

### Visual 5: Revenue over the Years

Revenue generation follows a similar pattern for each of the years (use year filter provided). Years 2018 and 2019 have data for the whole year. Sales start to increase from September-October, peaking in November. Sales peak in the months of July-August and end of Dec-early January.



Root cause for the increases:

- from September and peaking in November could be due to the onset of festivities in India.
- during end of Dec-early January could be due to Christmas and New Year.
- peaks in July and August could be attributed to the re-opening of schools after the summer break.

### Visual 6: Conclusion: Zomato's Restaurant Analysis (Dashboard)

The dashboard is an amalgamation of all the analysis thus far. It lists the most popular restaurants, least popular restaurants, highest revenue generating restaurants, highest revenue generating restaurants across the cities and revenue over the years. Rating, Rating count filters are provided for the most and least popular restaurants.

## Zomato's Restaurant Analysis

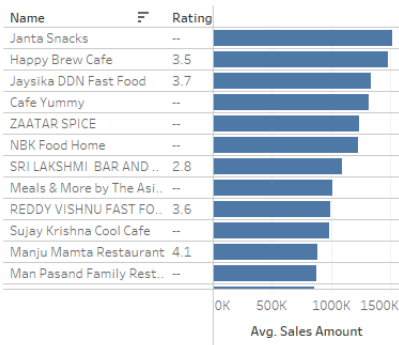
Below visuals detail Zomato's business performance based on its restaurant's performance:

**Most/Least Popular Restaurants (top right):** Rating and Rating Count filter provided to view the most(rating above 4.7) and least(rating below 2.0) popular restaurants for rating counts above 20+.

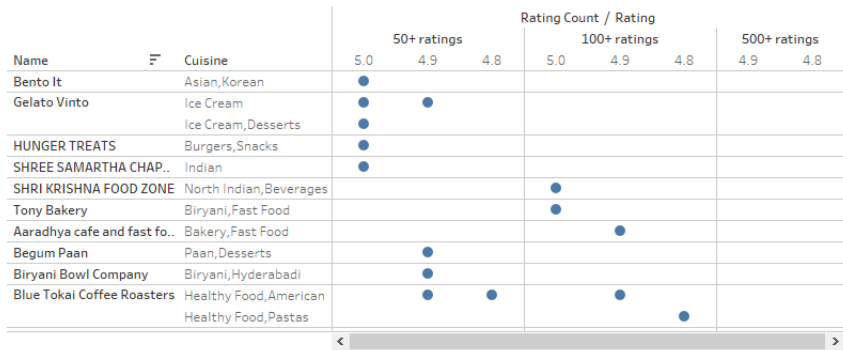
**Highest Revenue Generating Restaurants(below):** No cuisine in particular is generating higher revenue, it's a blend.  
**City with High Revenue Restaurants (bottom center):** Treemap displays the cities with highest revenue generating restaurants mostly southern cities.

**Orders over the Years (bottom right):** Ordering trend has not changed over the years. Year filter provided.

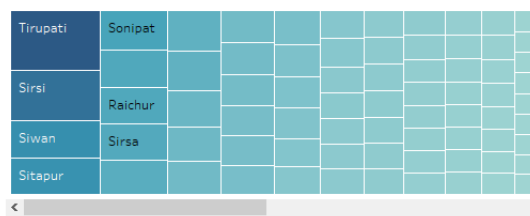
### Highest Revenue



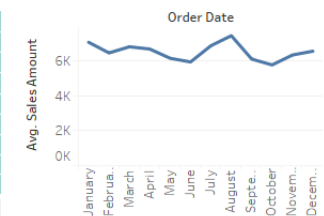
### Most / Least Popular Restaurant



### Highest Revenue City



### Orders over the years



Rating  
(Multiple val...)

Rating Count  
☐ (All)  
☐ 1K+ ratings  
☐ 5K+ ratings  
☐ 10K+ ratings  
☐ 20+ ratings  
☒ 50+ ratings  
☒ 100+ ratings  
☒ 500+ ratings  
☐ Too Few Ra...  
 Hold down Shift to drop floating objects into this container

Year of Order Da..  
☒ (All)  
☒ 2017  
☒ 2018  
☒ 2019  
☒ 2020

Avg. Sales Amount  
 0 174,911

## Visual 7: Recommendations

- It can be inferred that most popular restaurants serve fast, readily available foods. Less popular restaurants that do not serve readily available foods can start serving quick foods. They can add a section to their restaurant that serves readily available food like special coffee, tea, ice creams etc. Ice-cream parlors are the most popular.
- Assuming popularity is based on the reviews and ratings, the staff can ask customers to leave reviews/ ratings online.
- Restaurants rated low or low revenue generators could be due to the services rendered or the quality of food. Basic standards with respect to overall hygiene of the place, hygiene and quality of the food served should be complied to. The taste of the food is a major determinant as well.
- There seem to be a co-relation between the most popular restaurants and high revenue generators, may be due to the quick services. Low revenue generators can ask their customers for reviews, feedbacks and suggestions to improve their performance.
- High revenue restaurants are concentrated mostly in cities with high earning IT population, in tourist destinations or cities with high NRI population. Restaurants in other cities can incorporate the best practices from the high earning city restaurants.
- Revenue peaks during July-August, November and December-January. Restaurants can run promotions (buy One get One free, etc.) during the other months for promoting revenue generation.

### Recommendations

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- Revenue peaks during July-August, November and December-January. Restaurants can run promotions (buy One get One free, etc.) during the other months for promoting revenue generation.

This concludes my presentation, and I believe if my recommendations are carried out, we can see an improved business performance of Zomato's Restaurants.

Thank you for your time. Wishing you a lovely rest of the day.