

# **Zomato Data Analysis Using Power BI**

**Exploring Restaurant Trends Through Interactive Dashboards**

# Project Objective:

## Content:

- Analyze restaurant-related data from Zomato using Power BI
- Identify trends in online ordering, customer ratings, pricing, and cuisine preferences
- Present findings through interactive and insightful visualizations

## Data Cleaning & Preparation:

- Removed duplicates and null values
- Created calculated columns for:
  - Online Order Rate
  - Sum of Ratings

## Visuals Overview:

- **Slicer:** Cuisine Type
- **Card:** Count of Online Orders
- **Pie Chart:** Online Order Rate
- **Bar Chart:** Restaurant vs. Rating
- **Tree Map:** Sum of Average Cost by Area
- **Donut Chart:** Rating by Restaurant
- **Column Chart:** Average Cost by Area
- **Gauge:** Sum of Ratings

## **Bar Chart - Ratings by Restaurant:**

- Compares ratings across top restaurants
- Highlights the best-rated places for customers
- Useful for customer satisfaction analysis

## **Column chart - Area-Wise Average Cost:**

- Shows variation in average cost across different neighborhoods
- Helps identify price-sensitive zones

## **Pie chart -Online Order Rate:**

- Visualizes percentage split between restaurants with and without online order
- Insight into the popularity and penetration of food delivery services

## **Donut Chart – Rating by Restaurant**

- Donut chart groups restaurants based on rating ranges
- Provides a snapshot of overall customer feedback

## **Slicer – Cuisine Type:**

- Slicer allows dynamic filtering of visuals by cuisine
- Helps users focus on specific food categories
- Enhances interactivity of dashboard

## **Card – Online Order Count:**

- Card Visual displays the total number of restaurants that support online orders
- Provides a quick overview of digital service availability

## **Tree Map – Average Cost by Area:**

- Tree map shows the sum of average costs for two across different locations
- Helps identify premium and budget dining areas

## **Gauge Chart – Sum of Ratings:**

- Gauge visual tracks total rating points across all restaurants
- Indicates overall satisfaction level of customers in dataset