

# Zomato Analytics Dashboard Summary

## Zomato Analytics Dashboard – Detailed Summary

The **Zomato Analytics Dashboard** is an interactive and visually appealing business intelligence solution built in Excel to analyze restaurant data across multiple geographies. It is designed to help stakeholders gain key insights into restaurant distribution, customer preferences, and operational features using slicers, KPIs, and various visualizations.

### ◆ Key Performance Indicators (KPIs)

These metrics are displayed at the top of the dashboard for quick, high-level insights:

- **Restaurants Count:** Shows the total number of restaurants in the dataset, providing a snapshot of scale.
- **Average Rating:** Indicates the mean of user ratings across all restaurants, reflecting customer satisfaction.
- **Table Booking %:** Displays the proportion of restaurants that offer table booking, showing service readiness.
- **Restaurants with Table Booking:** A count of restaurants supporting table booking.
- **Average Cost for 2 (\$):** Shows the average meal cost for two people in USD, helping with price benchmarking.
- **Restaurants with Online Delivery:** Displays the total number of restaurants that offer delivery services.
- **Online Delivery %:** Percentage metric showing how many restaurants offer online delivery compared to the total.

### ◆ Interactive Filters (Slicers)

Slicers allow dynamic filtering across multiple dimensions:

- **Years, Months, Quarters:** Analyze trends over time.
- **Country Name & City:** Drill down into specific regions.
- **Rating & Price Buckets:** Segment based on customer experience or affordability.
- **Cuisine Type:** Focus on food preferences.

## ◆ Charts and Visuals

1. **Total Restaurants in Country (Bar Chart)**  
Displays restaurant counts by country, identifying top markets.
2. **Restaurants Opened in City (Bar Chart)**  
Compares restaurant counts across cities to highlight dense food hubs.
3. **Buckets (Line Chart)**  
Shows the distribution of restaurants by pricing category (Low, Medium, High, Premium).
4. **Ratings of All the Restaurants (Bar Chart)**  
A detailed view of how restaurants are rated, useful for identifying quality spread.
5. **Average Rating by Country (Bar Chart)**  
Helps identify which countries have the highest customer satisfaction.
6. **Total Restaurants Opened in a Year (Pie Chart)**  
Reveals how many restaurants opened each year, indicating growth.
7. **Total Restaurants Opened in a Month (Donut Chart)**  
Breaks down restaurant launches by month to analyze seasonality.
8. **Table Bookings (Pie Chart)**  
Represents the proportion of restaurants with vs. without table booking services.
9. **Online Delivery (Pie Chart)**  
Highlights the share of restaurants offering online food delivery.
10. **Top 5 Cuisines (Bar Chart)**  
Shows the most popular cuisines based on the number of restaurants offering them.