**Zomato Restaurant Analysis Dashboard (Power BI)**

**🧠 Project Overview**

As part of an advanced data analytics practice project, I conducted an **end-to-end Power BI analysis** using a publicly available **Zomato restaurant dataset**. This project simulates a real-world scenario where Zomato (as a client) seeks data-driven insights into restaurant performance, customer ratings, pricing behavior, and service availability.

**🎯 Business Objective (As Given by the Client – Zomato Team Simulation)**

"We want to understand restaurant performance across key metrics such as delivery availability, booking services, pricing, customer ratings, and cuisine popularity. Can you help us build a report that uncovers actionable insights using this data?"

**🔍 KPIs & Metrics Created**

| **Metric Category** | **Description** |
| --- | --- |
| ✅ % Offering Online Delivery | % of restaurants that offer online delivery |
| ✅ % Offering Table Booking | % of restaurants that support table booking |
| 🌟 Average Ratings by City/Country | Customer satisfaction across locations |
| 💰 Price Buckets (Low – High) | Pricing distribution and impact |
| 🍲 Top 5 Cuisines | By popularity |
| 🗓️ Financial Month & Quarter | Starting from April (custom DAX logic) |
| 📆 Weekday & Week No. | Custom time intelligence |
| 🧮 Rating Buckets | Poor, Average, Good, Excellent |
| 🌍 Country Mapping | Derived by joining auxiliary tables |

**🧩 Tools & Skills Used**

* **Power BI (Advanced)**
* **DAX** (Custom Measures & Calculated Columns)
* **Power Query** (Data Cleansing & Transformation)
* **Data Modeling** (Multiple table relationships & joins)
* **Visualization** (Cards, Charts, Filters, Gradient Backgrounds)

**🖼️ Dashboard Highlights**

1. **Homepage** — Summary of all KPIs with an interactive UI
2. **Rating Analysis** — Rating buckets and average ratings
3. **Price Distribution** — Price buckets with filters
4. **Online & Booking Analysis** — % of services offered
5. **Cuisine Analysis** — Top cuisines and service availability