**Zomato Data Analysis**

# **Project Description:**

Analysing The Zomato Data Using Microsoft Excel for Data Collection and Microsoft Power BI For Data Visualization to Find Trends, Patterns and Insights for Better Decision-Making.

**Problem Statements:**

**1.Food Wise Analysis**

* Total Food Number of food Items
* Veg and Non-veg Food Distribution
* Count the number of unique items in each category**.**
* **Identify top-selling items in each category.**
* **Analyse sales data over different time periods.**
* **Group items by type and analyse their popularity.**
* **Analyse average prices across both categories.**
* **Identify price ranges that correlate with higher sales volumes.**

**Data Quality and Consistency**

**Are there any inconsistencies in the item names?**

**For example, the spelling of "Wrapes" vs. "Wraps".**

**Are there any missing or incorrect entries in the veg\_or\_non\_veg column?**

**Verify if all items are correctly labeled as Veg or Non-veg.**

**Menu Composition**

**What is the distribution of vegetarian versus non-vegetarian items?**

**Calculate the proportion of Veg items to Non-veg items.**

**Which category (Veg or Non-veg) has the most variety in terms of unique items?**

**Count the number of unique items in each category.**

**Popularity and Trends (Assuming you have additional data on sales)**

**Which items are the best sellers in the Veg and Non-veg categories?**

**Identify top-selling items in each category.**

**Are there any seasonal trends in the popularity of certain items?**

**Analyze sales data over different time periods.**

**Customer Preferences**

**What are the most popular cuisines or item types (e.g., burgers, noodles, rolls)?**

**Group items by type and analyze their popularity.**

**Do customers prefer items with specific ingredients (e.g., paneer, chicken)?**

**Analyze sales data to determine preference for specific ingredients.**

**Pricing Strategy (Assuming you have pricing data)**

**How does the pricing of Veg items compare to Non-veg items?**

**Analyze average prices across both categories.**

**Are there price points that seem to perform better in terms of sales?**

**Identify price ranges that correlate with higher sales volumes.**

**Operational Insights**

**What is the preparation complexity of Veg vs. Non-veg items?**

**Estimate preparation time and resources required for each category.**

**How can the menu be optimized to improve kitchen efficiency?**

**Identify items that are complex to prepare but less popular and consider streamlining.**

**Marketing and Promotions**

**Which items should be promoted more heavily to balance Veg and Non-veg sales?**

**Identify underperforming items that have potential for growth.**

**Are there any items that could be bundled to increase average order value?**

**Suggest combos or meal deals based on popular item pairings.**

**Health and Nutrition Insights**

**What percentage of the menu consists of healthier options?**

**Define criteria for "healthy" items and assess their presence in the menu.**

**Is there a demand for more healthy or diet-specific items?**

**Analyze customer feedback and sales data to identify gaps.**

**Expansion and Innovation**

**Are there emerging trends in food preferences that the menu should cater to?**

**Conduct market research to identify new food trends.**

**What new items could be introduced to attract more customers?**

**Suggest potential new items based on gaps in the current menu and customer preferences.**