Zomato Restaurant Intelligence Dashboard

Business Context:

Zomato's analytics team wants to better understand its restaurant network — across cities, cuisines, pricing, and customer experience metrics — using existing listing data.
The dashboard should help answer questions like:

- Which cities have the **best-rated** restaurants?

- Which cuisines are **most popular or cost-effective**?

- How do **online delivery** and **table booking** impact ratings?

- Which **restaurants stand out** by combining high ratings with affordability?

The report should look visually appealing — similar to an internal Zomato business intelligence dashboard.

Requirements:

Clean & Load Data

- Convert numeric fields properly (Average Cost for two, Aggregate rating, Votes).

- Ensure categorical fields (City, Cuisines, Has Online Delivery, Has Table Booking) are in text format.

Create Dimension Tables

- **Dim_Country** (from Country Code → map with country names).

- **Dim_City** (unique list of cities, linked to Country).

- **Dim_ServiceType** (unique combinations of Online Delivery & Table Booking).

- **Dim_Cuisine** (split multiple cuisines using Power Query → use the first cuisine for simplicity).

Fact Table: Fact_Restaurant

- Contains restaurant-level metrics: cost, rating, votes, service types, etc.

Relationships (Star Schema)

- Dim_Country → Dim_City → Fact_Restaurant

- Dim_Cuisine → Fact_Restaurant

- Dim_ServiceType → Fact_Restaurant

Goal: Understand Power Query transformations, normalization, cardinality

DAX & Analytical Focus:

No time intelligence here — just logic-based metrics.

Core KPIs

- Total Restaurants

- Average Rating

- Average Cost for Two

- Total Votes

Analytical Measures

- % of Restaurants Offering Delivery

- % of Restaurants Offering Table Booking

- Average Rating (Online Delivery = Yes)

- Average Rating (Table Booking = Yes)

- Rating-to-Cost Ratio = AVERAGE(Rating) ÷ AVERAGE(Cost)

Comparative Measures

- Highest-rated city

- Most popular cuisine (by restaurant count)

- Cheapest city (by average cost)

- Cuisine Affordability Score (Rating ÷ Cost, aggregated by Cuisine)

Dashboard Design (Make It Look "Zomato-Style")

Suggested Layout (2 Pages)

Page 1 — "Overview Dashboard"

- **Top Section:**

  - KPI Cards (Avg Rating, Avg Cost, Total Votes, % Delivery, % Table Booking).

  - Red Zomato-style header bar with icons.

- **Middle Section:**

  - Map or Bar: Average Rating by City

- Donut: Restaurants by Cuisine Type
- Clustered Bar: Cost vs Rating per City
- Matrix Table: City, Avg Rating, Avg Cost, Votes (with color formatting).

Page 2 — "Cuisine & Service Insights" Suggested visuals but not limited to -

- **Bar chart:** Top 10 cuisines by Avg Rating.

- **Stacked bar:** Delivery vs Non-Delivery Rating Comparison.

- **Scatter chart:** Cost vs Rating (each bubble = restaurant, size by Votes).

- **Table:** Restaurant Name | City | Cuisine | Rating | Cost (conditional colors).

Goal: Learn chart selection, alignment, card design, custom icons, background images, and color consistency (red–white–gray palette)

Sync Slicers

Slicers to be **synced across both pages**:

- City

- Country

- Cuisine

- Online Delivery

- Table Booking

Bookmarks (Interactive Experience)

Bookmark Scenarios:

1. **Overview ↔ Insights Navigation**

   o Use buttons for switching between pages (simulate page transitions via bookmarks).

2. **Show/Hide Filters Panel**

   o Add a "Filter" icon → shows/hides slicers panel using bookmarks.

3. **Delivery vs Dine-in Focus**

   o Bookmark A: Delivery metrics visible

   o Bookmark B: Dine-in metrics visible

4. **Reset to Default**

- Clears slicers & restores initial state.

Parameters

A) Field Parameter

- Toggle between metrics like:

    - Average Rating

    - Average Cost

    - Votes

    - Rating-to-Cost Ratio
      → Use one visual and switch the measure dynamically.

B) What-If Parameter

- Create a "Discount %" parameter (0–30%).

- Simulate **Adjusted Cost = Average Cost × (1 – Discount %)**.

- Display savings in a KPI card to make the dashboard interactive.

Goal: Dynamic reporting and user-driven simulations.