**Zomato Case study:**

**Overview:** Zomato is one of the leading food delivery and restaurant discovery platforms globally, providing a wide array of services including restaurant listings, reviews, ratings, and online food ordering and delivery. In this case study, we will explore key aspects of Zomato's business model, its growth trajectory, the challenges it faces, and the strategies it has employed to maintain its competitive edge in the highly dynamic foodtech industry.

**Tables Used:**

1. **Food:** The Food table contains information about the different food items available on the app. This table stores the unique identifier of each food item, its name, and whether it is vegetarian or non-vegetarian.
2. **Menu:** The Menu table contains information about the menus of different restaurants on the app. This table stores the unique identifier of the menu, the unique identifier of the restaurant associated with the menu, the unique identifier of the food item in the menu, the type of cuisine, and the price of the menu item
3. **Orders:**  contains information about the orders placed by users on the app. This table stores the order date and time, the quantity of items ordered, the total sales amount, the currency used for the order, the unique identifier of the user who placed the order, and the unique identifier of the restaurant from which the order was placed.
4. **Restaurant:** contains information about the orders placed by users on the app. This table stores the order date and time, the quantity of items ordered, the total sales amount, the currency used for the order, the unique identifier of the user who placed the order, and the unique identifier of the restaurant from which the order was placed.
5. **Users:** The Users table contains information about the users registered on the app. This table stores the unique identifier of the user, their name, email address, encrypted password, age, gender, marital status, occupation, monthly income, highest educational qualifications, and the number of people in their family.

**Tasks to Perform:**

**Data Cleaning**

1. As you’ve noticed in tables, column names are not appropriate. Correct them.
2. There is one column ‘**Column1**’ in few tables which contains indexing. It’s not of any use, handle this column.
3. In table restaurant, rename ‘**name**’ into ‘**Restaurant Name**’.
4. Check for null values in all tables. If there is any drop them.
5. Remove all special characters (such as punctuation, symbols) from ‘**cost**’ column in the Restaurant table. You will need to use Power Query’s built-in functions to accomplish this.
6. In users table, there is a column ‘**email**’. We need to extract domain name only from this column.
7. You need to work with ‘**Orders**’ table in Power Query. The table contains a **Date** column, and you need to extract and transform the data into specific time-related attributes.
8. How would you create a new column that combines the **Month** and **Year** extracted from a **Date** column in the ‘Orders’ table into a single field (e.g., "January 2023" or "2023-01")?

**Data Analysis**

1. Show top 10 cuisines on the basis of **sales amount**.
2. Compare **veg and non veg**. Which has given much share on the basis of quantity. Visualize it.
3. Compare **average sales** for each occupation and on the basis of Educational qualification. Also show sales in descending order.
4. Calculate **total sales** for both males and females each month. Also Visualize it through combo chart.
5. What is the count of highest ratings given by user.
6. Share your inferences.