

The Zomato logo, consisting of the word "zomato" in white lowercase letters on a red square background.

zomato

project

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Disclaimer: Scrip text is added to every slide for grading purposes only, as this report is designed to be presented in the form of a pre-recorded video presentation

Hello Everyone, I was given the opportunity to explore the Zomato foods data set, where I found different types of data, but I decided to make my focus on the best cuisine types and the sales they can generate, why advertise in a certain type of cuisine over others, and when to advertise, my name is Jesus Acevedo, let's get craving some food together

Summary

Overview

Three hypothesis deducted from data exploration which relate to North Indian cuisine as top cuisine for sales, January is time of the year for higher sales and Friday as the day of the week for advertising

Data processing

Explanation of charts and graphs

- What's the most sold cuisine type?
- Do ratings affect sales?
- What time of the year should we focus on?

Conclusion

Recommendations for stakeholders and further steps

First we will review the hypothesis of this analysis, then we will go over the actual data analysis, I will explain the charts and walk you through until the conclusion

Overview and hypothesis

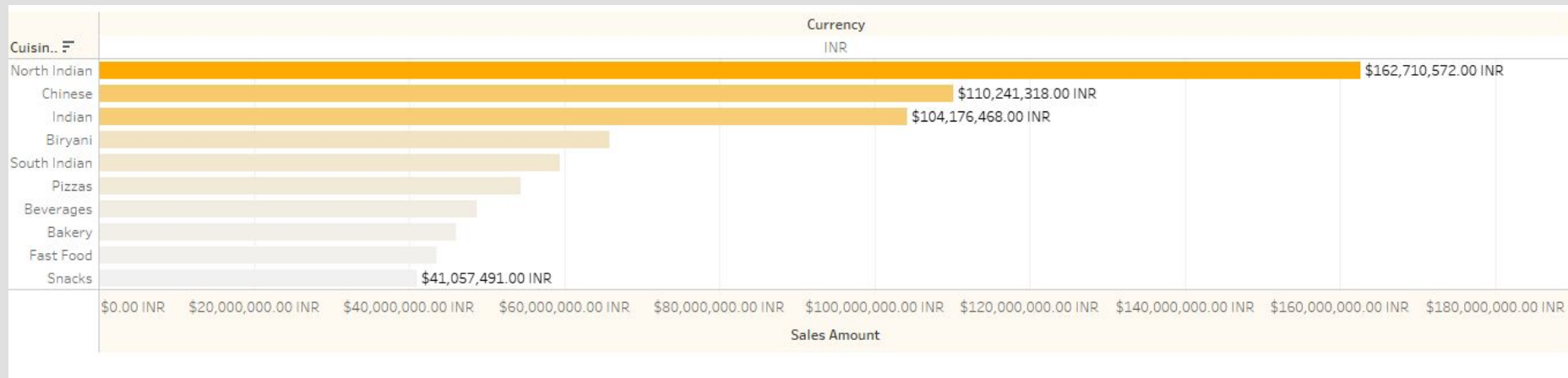
1. First hypothesis: North Indian cuisine is the most popular and the cuisine type with the highest sales in the data set, showing a sum of sales of almost 163 million rupees, proven with a bar chart where we summarize the sales and compare the top 5 cuisine charts in INR currency.
2. Second hypothesis: Portuguese cuisine (with a rating of 4.1 stars out of 5) is the highest rated as shown in a simple table where the average rating is calculated in a scale of 1 to 5, also compared to the top 5 rated cuisine types.
3. Third hypothesis: North Indian cuisine is the most popular in January due to a few holidays celebrated in India, May and October as well, these are shown in a line chart where the sum of sales amount is shown by month of the year.

After exploring the data set, I posed myself 3 questions which might be of interest to stakeholders, number 1, what is the top type of cuisine with a sales oriented objective in mind?

Number 2, do ratings really affect sales? If so, what is the top rated type of cuisine?

Number 3, what time of the year should we advertise and sell the best type of cuisine?

Top 10 types of cuisine



First I filtered out cuisine types that do not generate over 40 million rupees in sum sales, this gave me the top 10 cuisine types, leaving north indian cuisine as the winner of my attention

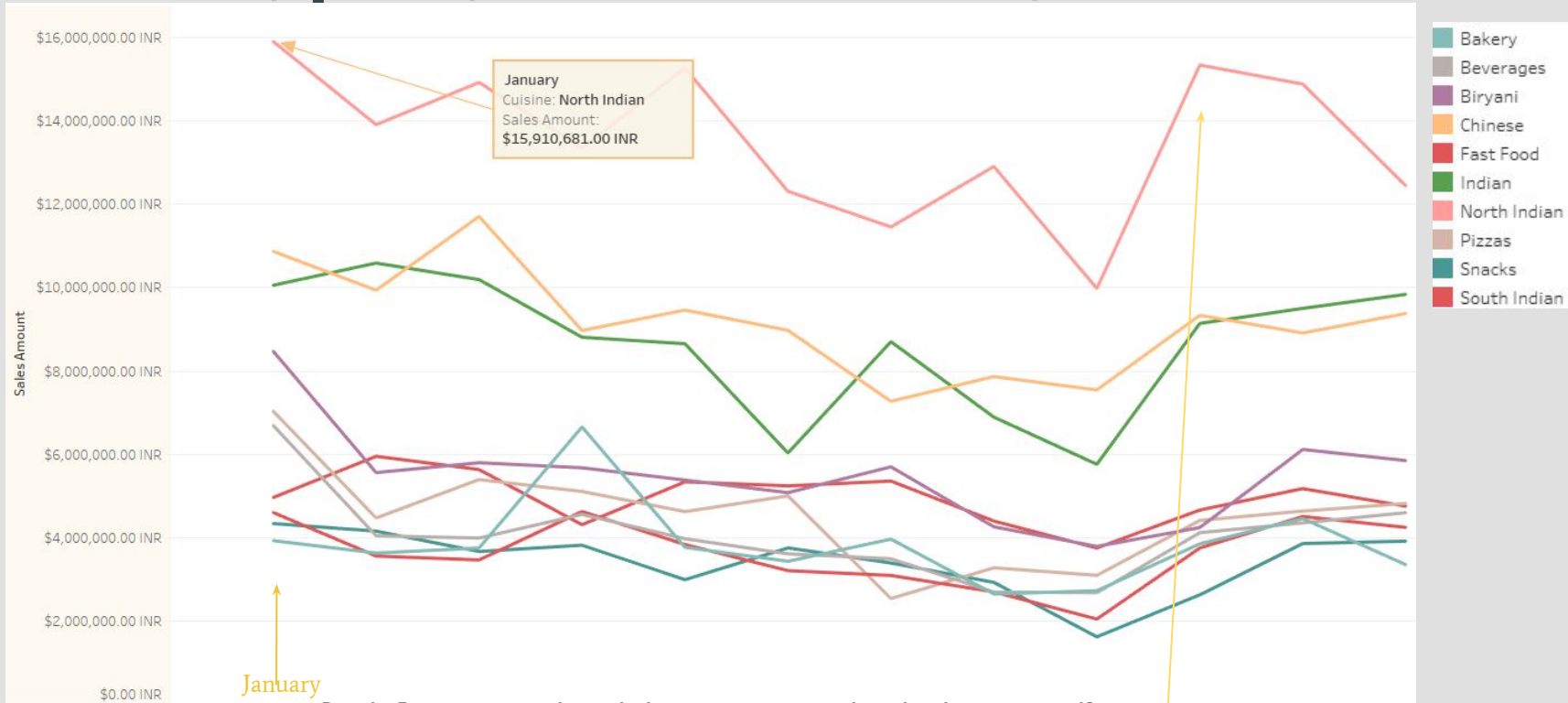
Average Sales quantity



Cuisine types

Pizzas sell pretty well but doesn't mean they bring the most profit in, this line chart shows North indian cuisine in third place, just below Biryani cuisine, here, we are only observing average sales, not actual profit

Most profitable cuisine type by month of the year



But, the First question is what is the best type of cuisine with a sales objective in mind?, North indian food clearly as shown in this line chart, which results in almost 16 million indian rupees in sum sales, measured in Indian rupees as currency

January in India



Why is north indian cuisine so predominantly popular in January?, even above october?

Indian national holidays

1. Kalpataru Divas
2. Republic day
3. Shiva and children

1, Kalpataru Divas (is celebrated in January 1st), celebrating the life of Ramakrishna

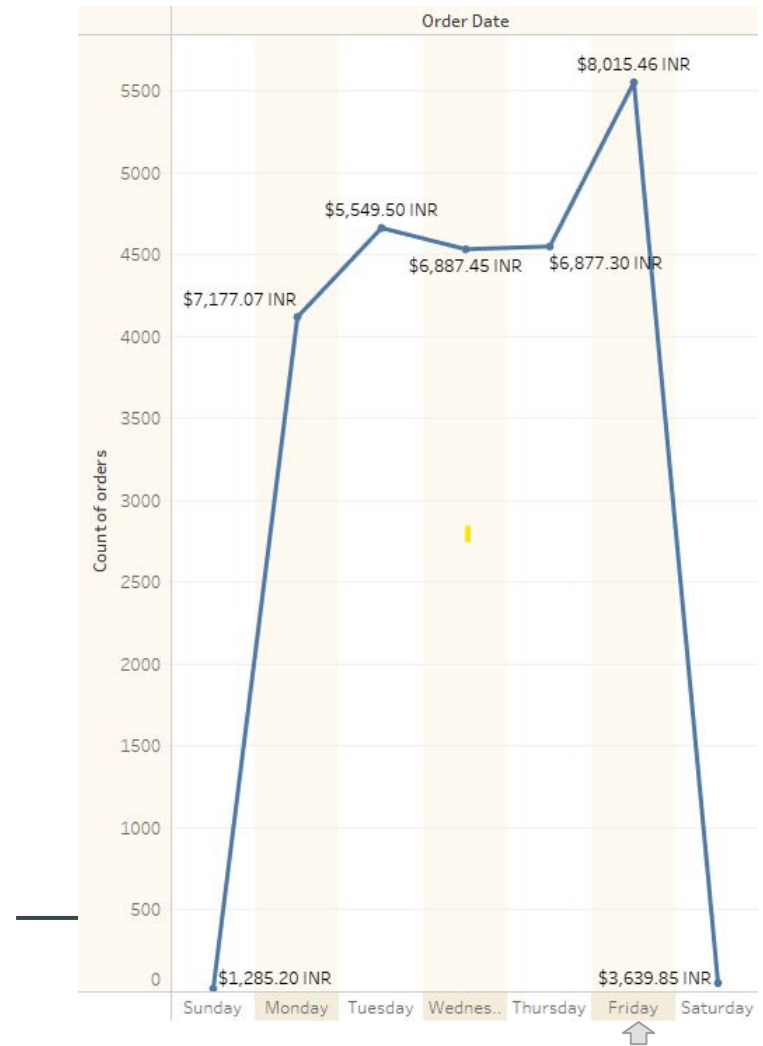
2, Republic Day, it's a national holiday celebrated annually on January 26th, to commemorate the adoption of the constitution of India on January 26, 1950.

3, On February 2nd this holiday is celebrated honoring the deity Shiva and his children



Average sales on a Friday

Friday is the day of the week when north indian food sees the highest sales numbers
In this line chart we see average sales amount as labels by day of the week



Comparing sales to rating

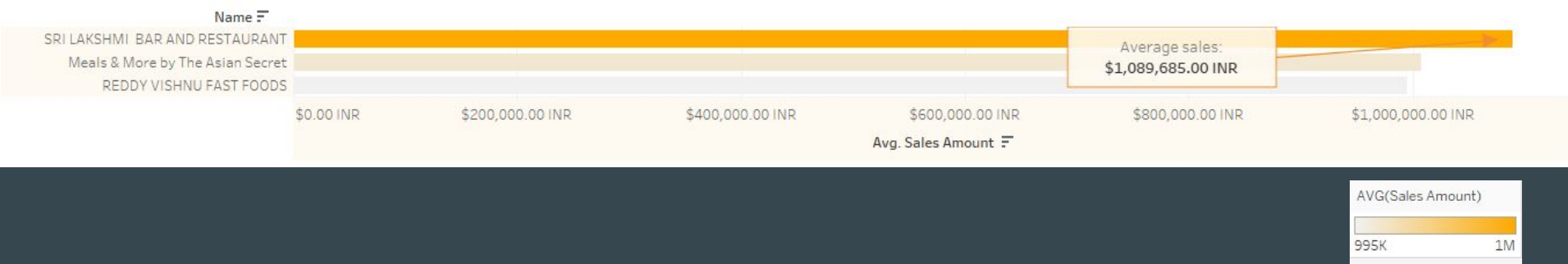


Portuguese	4.1/5	★★★★
Khasi	4.0/5	★★★★
Rayalaseema	3.7/5	★★★
Telangana	3.7/5	★★★
Naga	3.4/5	★★★

Portuguese cuisine may be the highest rated type, but
The Highest rated cuisine doesn't necessarily mean it's
the most sold type of food

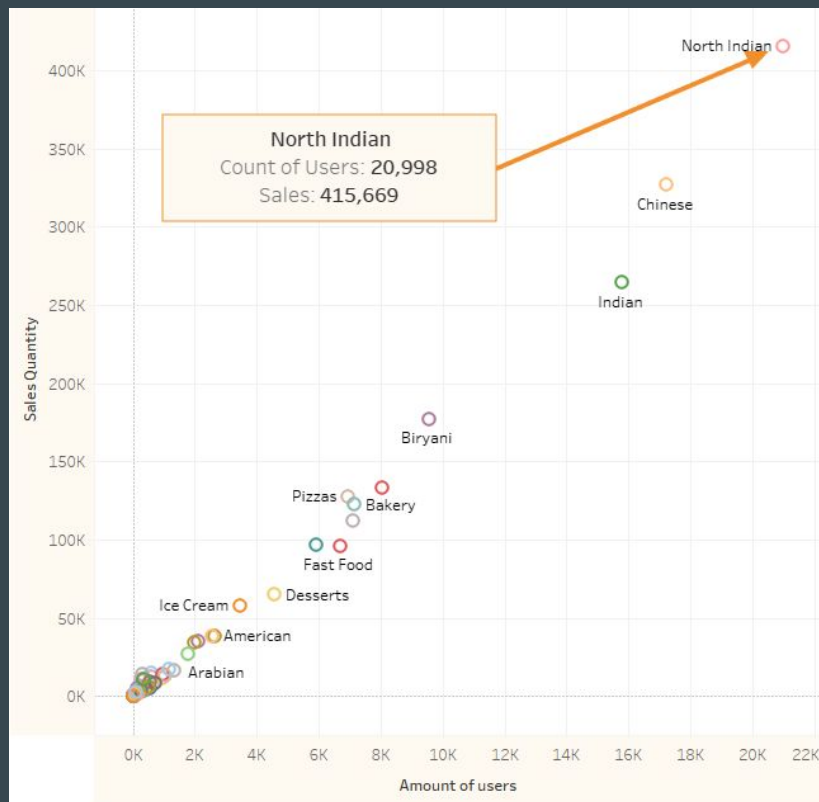
A look at the top 3 restaurants

- **Selling north indian cuisine**



Parenthesis question: what are the top 3 restaurants that sell north indian cuisine?
Sri Lakshmi bar and restaurant is the one that brings the most sales in this focus

How many people consume north indian cuisine?



Cuisine type	
Afghani	
African	
American	
Andhra	
Arabian	
Asian	
Assamese	
Awadhi	
Bakery	
Bakery products	
Bangladeshi	
Barbecue	
Bengali	
Beverages	
Bhutanese	
Bihari	
Biryani	
British	
Burgers	
Burmese	
Cafe	
Chaat	
Chettinad	
Chinese	
Coastal	
Combo	
Continental	
Desserts	
European	
Fast Food	
French	
German	

So, what does our target audience look like?, in this plot chart we can tell that we have almost 21 thousand potential customers, and potentially seeing around 415 thousand sales

Conclusion and recommendations

1. North indian cuisine

2. January, Friday

3. Ratings do not affect sales

To answer the main questions possessed earlier in the analysis, Yes north indian cuisine is the one that brings the highest amount of sales. January is the time of the year when we should focus our advertising on, specially Friday is the day of the week when we see the highest amount of sales. Even though Portuguese cuisine is highly rated, it is probably because of its historical value, but does not generate the highest amount of sales. I would recommend doing further analysis focused on target audience to better tailor advertisement.

Presenter



Jesus Acevedo
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Business intelligence analyst

Organizational psychologist

Thank you so much for your attention, my name is Jesus Acevedo.