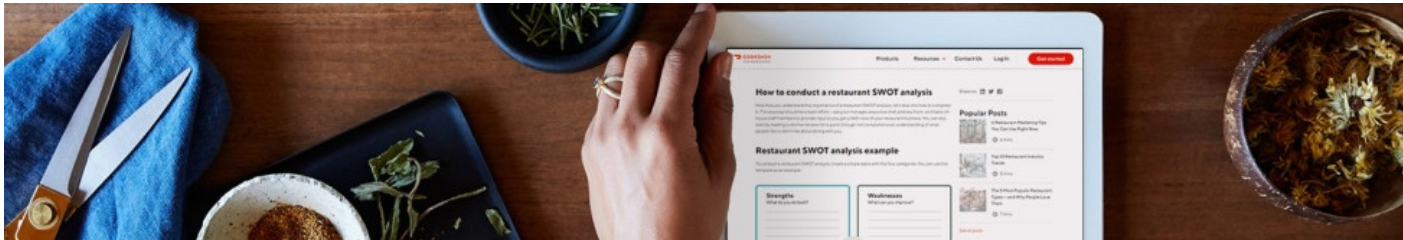


Summary	Revenue of the most Popular Cities	Cuisine Analysis	Revenue & Rating Correlation	Restaurant Evaluation	Conclusions	Exhibit
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# Zomato Restaurants Analysis

## Summary

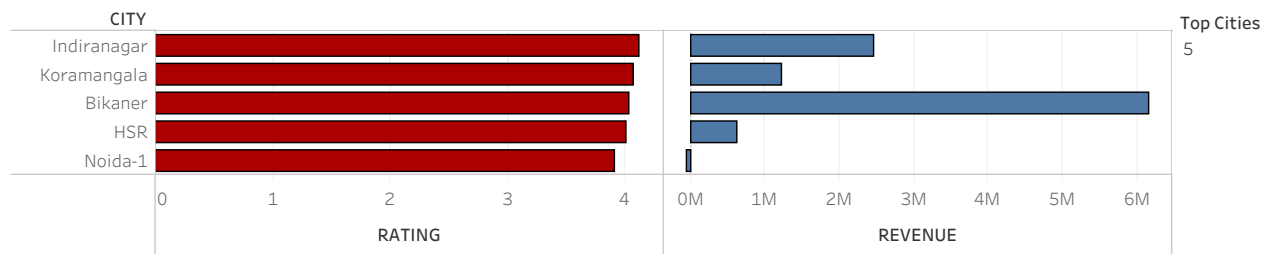
### METRICS AND PARAMETERS

- **Location Examination:** Geographical distribution analysis of restaurants.
- **Rating Analysis:** Analysis of the average rating of restaurants to gauge customer satisfaction
- **Cuisine Diversity Review:** Analysis of the variety of cuisines offered by restaurants.
- **Revenue Assessment:** Examination of total revenue generated by restaurants and cuisine.
- **Popularity Measurement:** Investigating the frequency of visits to assess the popularity among restaurants.

### RESEARCH QUESTIONS

- Does the city location have an impact on restaurant ratings?
- Are certain cuisines more popular in specific cities?
- Is the revenue of a restaurant influenced by the cuisine?
- Is there a correlation between revenue and customer ratings based on the cuisine?
- Do higher-priced restaurants generate more revenue?
- Is there any change in the restaurants revenue through years?

Summary	Revenue of the most Popular Cities	Cuisine Analysis	Revenue & Rating Correlation	Restaurant Evaluation	Conclusions	Exhibit
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#### RESULTS

- Electronic City leads with the highest revenue of 10,240,971.
- Noida-1 has a negative revenue, indicating a loss.
- Bandra West has the highest average rating of 4.17.
- Whitefield and Noida-1 share the lowest average rating of 3.9.
- There seems to be no direct correlation between revenue and average rating.

#### RECOMMENDATIONS

- Investigate the reasons behind Noida-1's negative revenue.
- Bandra West's revenue might benefit from strategic initiatives to capitalize on its positive customer sentiment and attract more revenue.
- Implement measures to improve customer satisfaction and experience in Whitefield and Noida-1.
- Continuously monitor both revenue and average rating trends to identify opportunities for improvement and growth in different cities.

Summary	Revenue of the most Popular Cities	Cuisine Analysis	Revenue & Rating Correlation	Restaurant Evaluation	Conclusions	Exhibit
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The most Profitable Cuisine

North Indian	70,375,393
Chinese	39,898,672
Indian	37,834,670
South Indian	33,533,071
Biryani	31,076,436
Pizzas	24,620,158
Beverages	16,440,501
Bakery	15,280,279
Desserts	14,888,898
Fast Food	13,885,011

RESULTS

North Indian cuisine generated the highest revenue followed by Chinese. North Indian and Chinese are also the most popular cuisines.

RECOMMENDATION

Since North Indian cuisine remains the top revenue generator, prioritize efforts to maintain the quality and variety of offerings in this category. Leverage the popularity of Chinese cuisine by introducing new menu items or promotions to attract more customers.

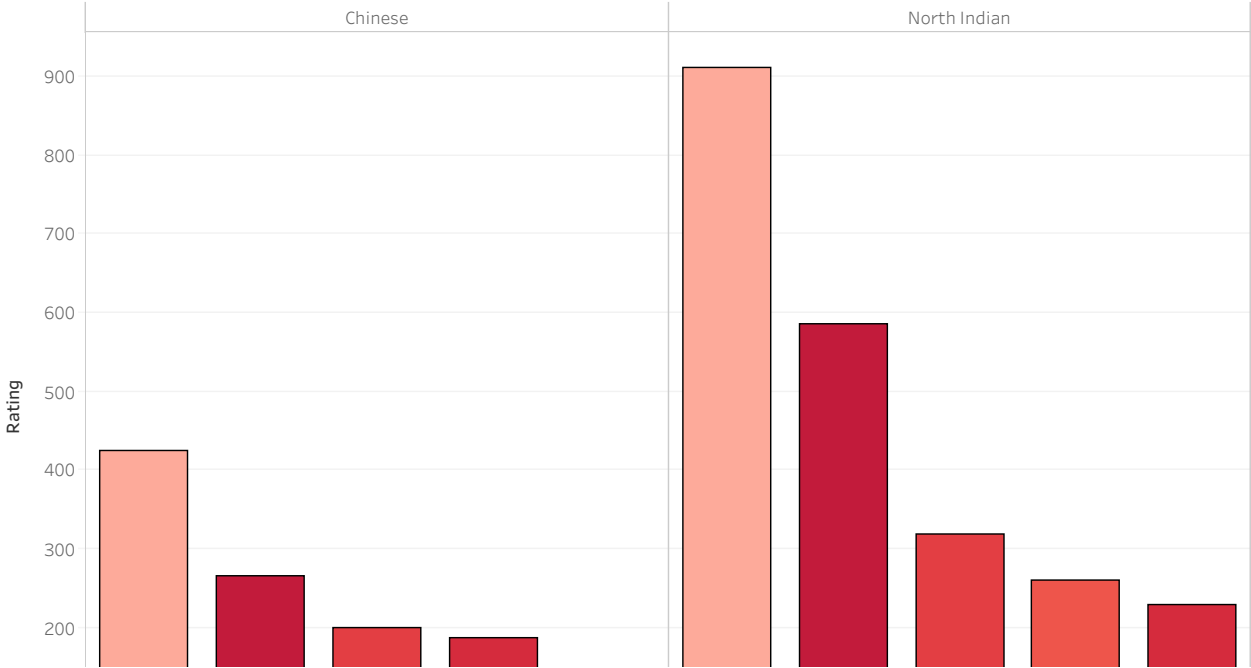
City

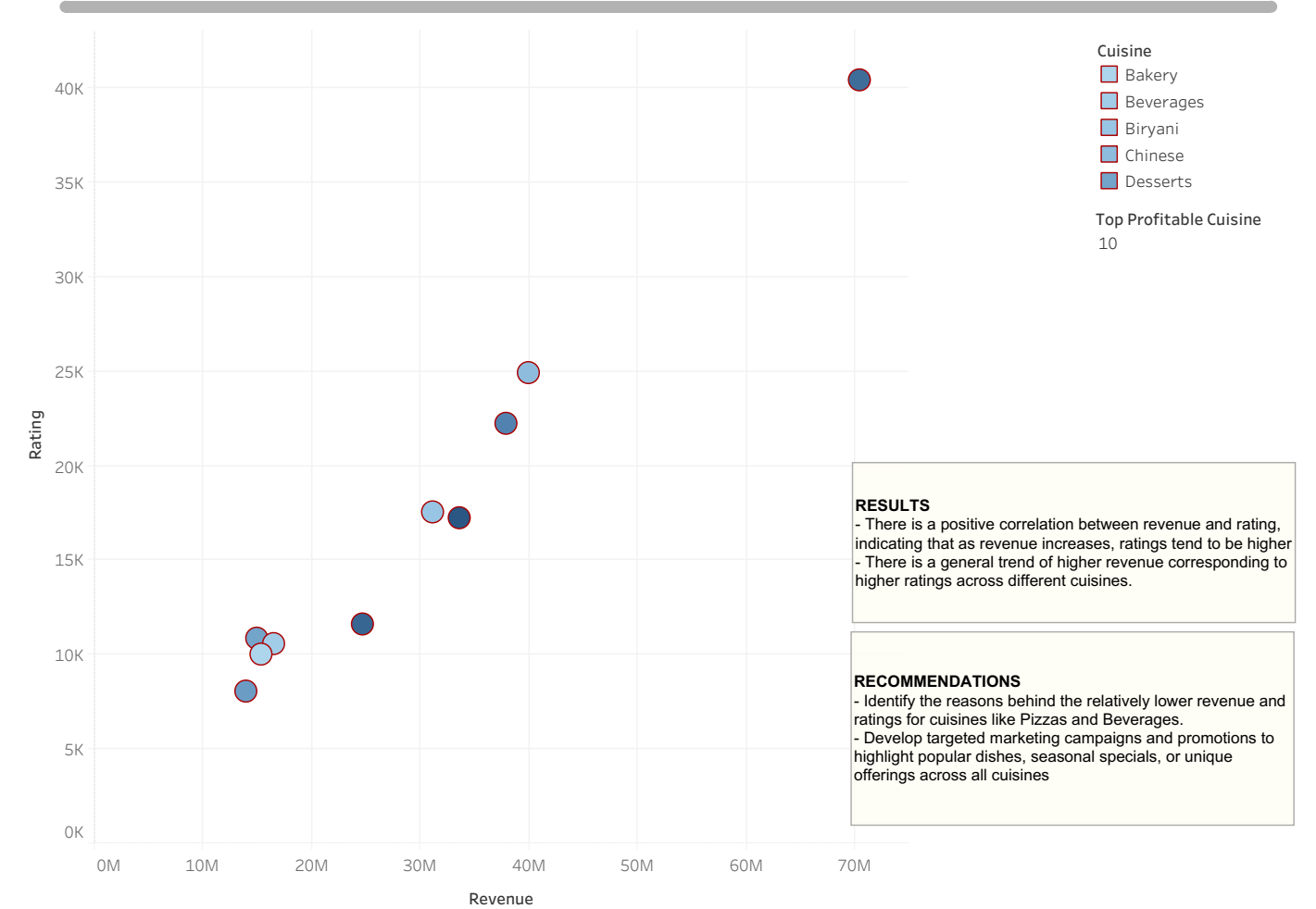
- Bikaner
- HSR
- Indirana..
- Koraman..
- Noida-1

Top Cities  
5

Top Cuisine  
2

Top Profitab..  
10





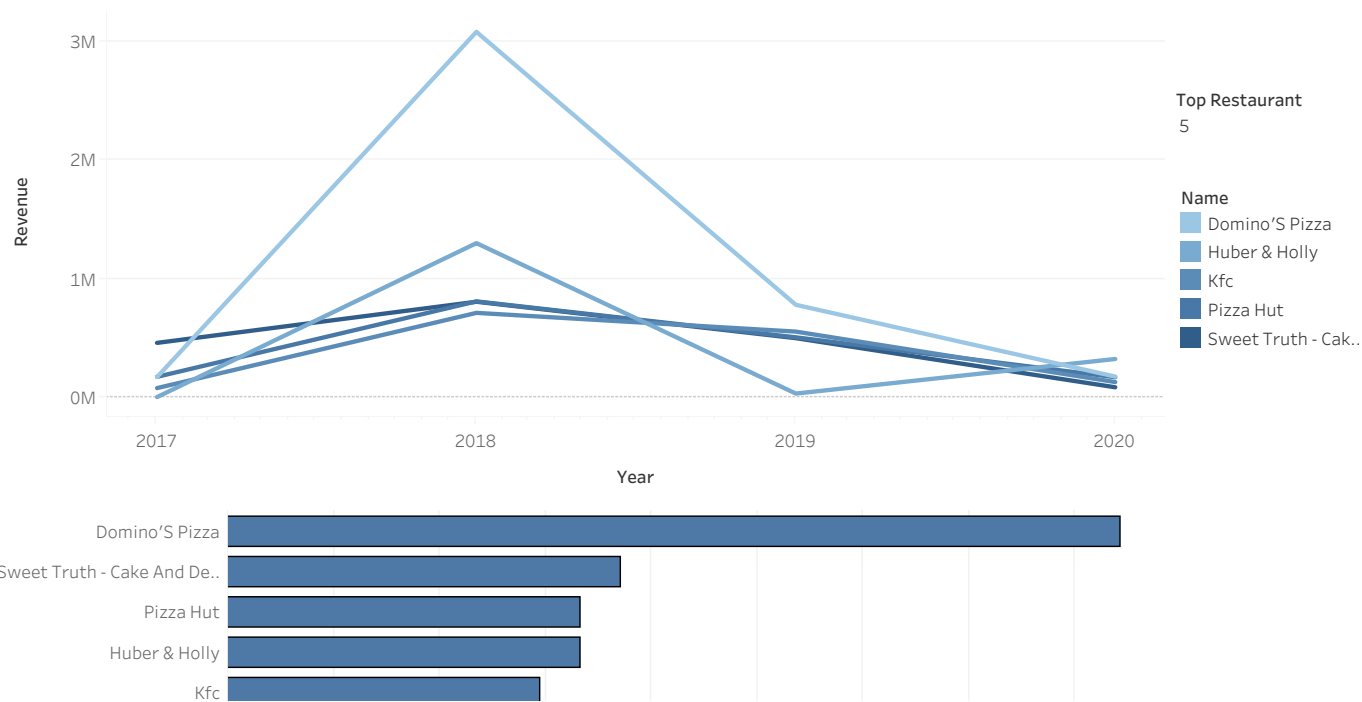
Summary	Revenue of the most Popular Cities	Cuisine Analysis	Revenue & Rating Correlation	Restaurant Evaluation	Conclusions	Exhibit
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## RESULTS

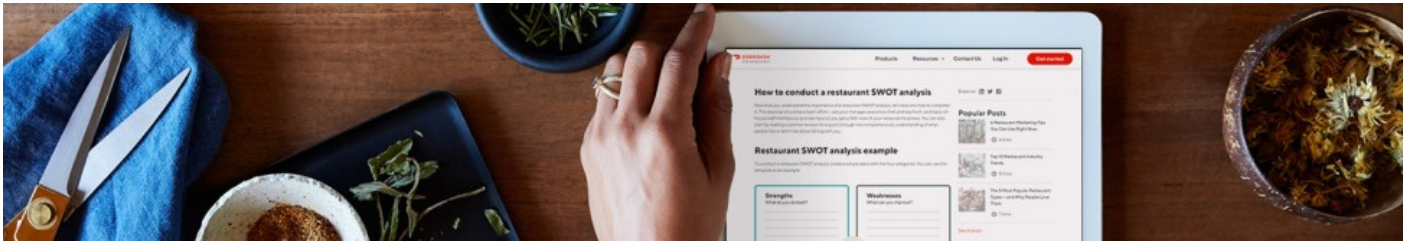
- Dominos Pizzas has the highest revenue among the listed restaurants, followed by Sweet Truth - Cake and Desserts, Pizza Hut, Huber & Holly, and KFC.
- 2018 was the year with the highest revenue for each company
- There was a revenue drop in 2020 due to COVID-19 in all companies except Huber & Holly.

## RECOMMENDATIONS

- For restaurants with lower revenue, explore opportunities to diversify menu offerings, introduce new products, or enhance the overall customer experience.
- Explore potential partnerships or collaborations with complementary businesses



Summary	Revenue of the most Popular Cities	Cuisine Analysis	Revenue & Rating Correlation	Restaurant Evaluation	Conclusions	Exhibit
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## Zomato Restaurants Analysis

### Conclusions

- Revenue Distribution:** North Indian cuisine emerges as the top revenue generator, followed by Chinese, Indian, South Indian, and Biryani. This indicates a strong demand for Indian cuisines, particularly North Indian dishes, among customers.
- Customer Satisfaction:** Despite variations in revenue, there is a consistent trend of higher ratings corresponding to higher revenue across different cuisines. This suggests a positive correlation between revenue and customer satisfaction, emphasizing the importance of delivering quality food and service to drive revenue growth.
- Regional Variations:** Certain cities, such as Noida-1, Bikaner, Koramangala, and Indiranagar, stand out as popular, indicating regional preferences.
- Opportunities for Improvement:** The lower-performing segments present opportunities for improvement through menu diversification, marketing strategies, customer experience enhancements, and strategic partnerships to boost revenue and competitiveness.
- Strategic Recommendations:** Focus on maintaining the quality and variety of top-performing cuisines while exploring opportunities for innovation and differentiation.

Summary	Revenue of the most Popular Cities	Cuisine Analysis	Revenue & Rating Correlation	Restaurant Evaluation	Conclusions	Exhibit
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# Restaurants Analysis

Use the following visualization to understand the restaurants analysis by the following criteria:

- The most Popular Cities
- The Highest Revenue Restaurant
- Restaurants Revenues per Year
- The most Profitable Cuisine
- The most Popular Cuisine

The visualization can help to understand the correlation between Revenues and Rating.

The data can be filtered by some parameters sush as Top Cities, Top Popular Cuisine, Top Profitable Cuisine, and Top ..

Total	
Sales	4,575,520
Rating	5,511
Revenue	4,112,786

