

# Zomato Restaurant Intelligence Report

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Tableau

# Executive Summary

By looking at the top and bottom performers and their City, we can see how and why they bring in revenue, the correlation of rating to track and identify the factor for high ratings. We can take what we learn and then apply to the lower performing restaurant and see if that can help increase their revenue and rating.

## **3 key takeaways**

- Top and bottom Performers their Cities
- Factors for high Ratings (cost,cuisine)
- Correlations to rating,cost and cuisine.

# Business Questions

- What cuisines are most popular?
- How do cuisine impact cost?
- How does cost impact ratings?
- What restaurants generate the highest rating?
- Are there regional differences in restaurant performance?

# Data Sources & Preparation

Tables used: Restaurant.csv and Orders.csv\

Steps taken to clean data:

Aggregate Ratings(Rating Clean)

Cost for Two(cost clean)

Cuisine

City

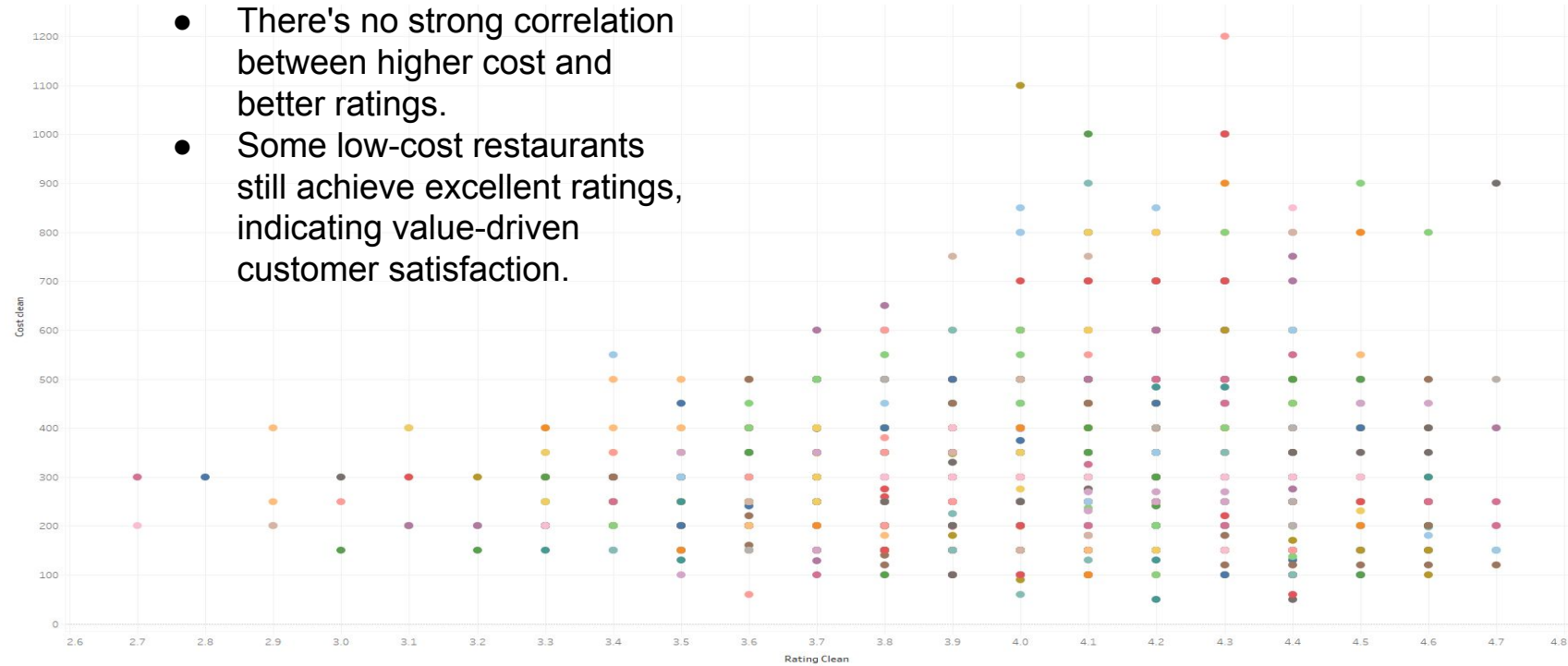
Restaurant by name

# Cost vs Rating Analysis

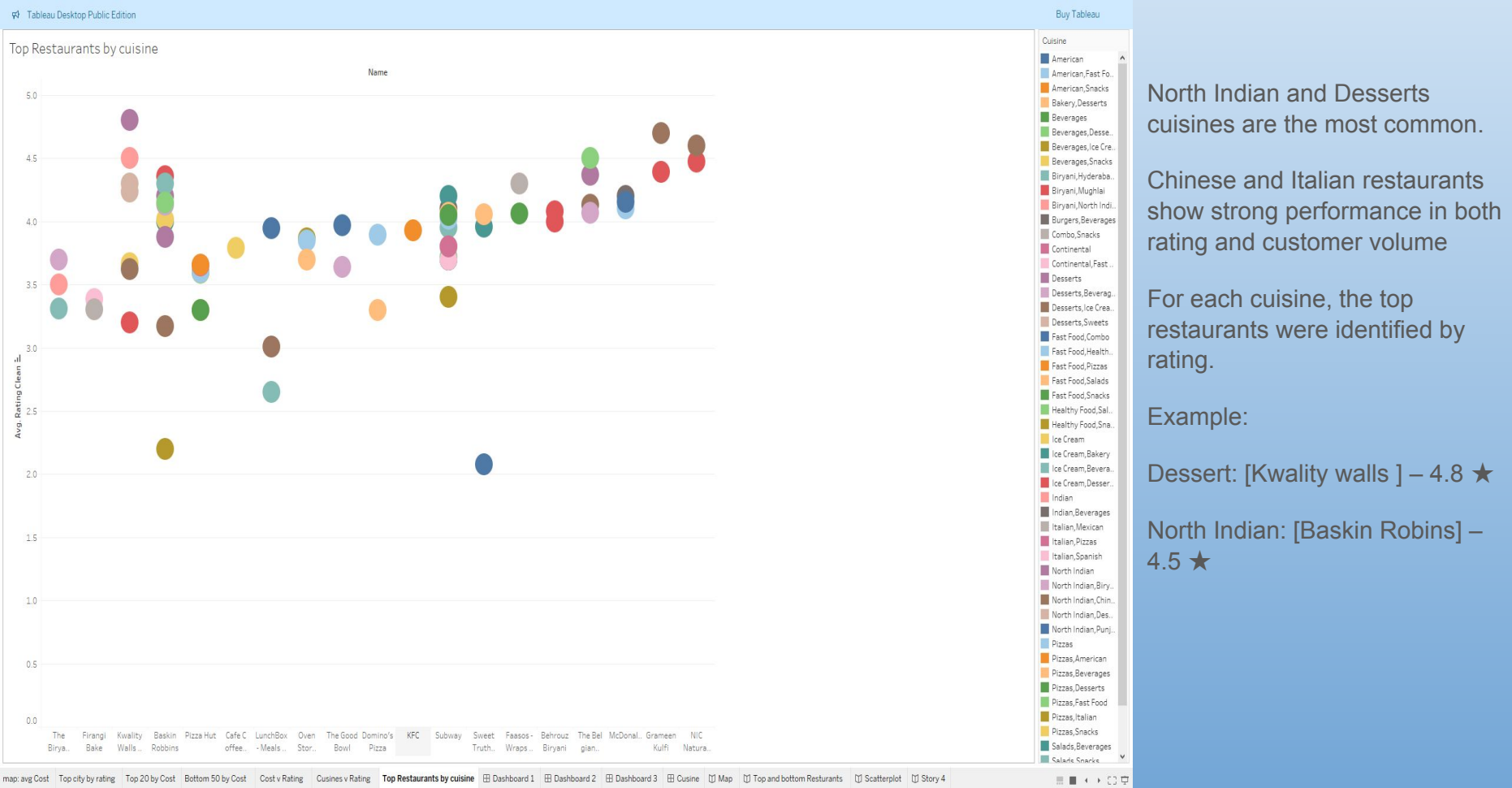
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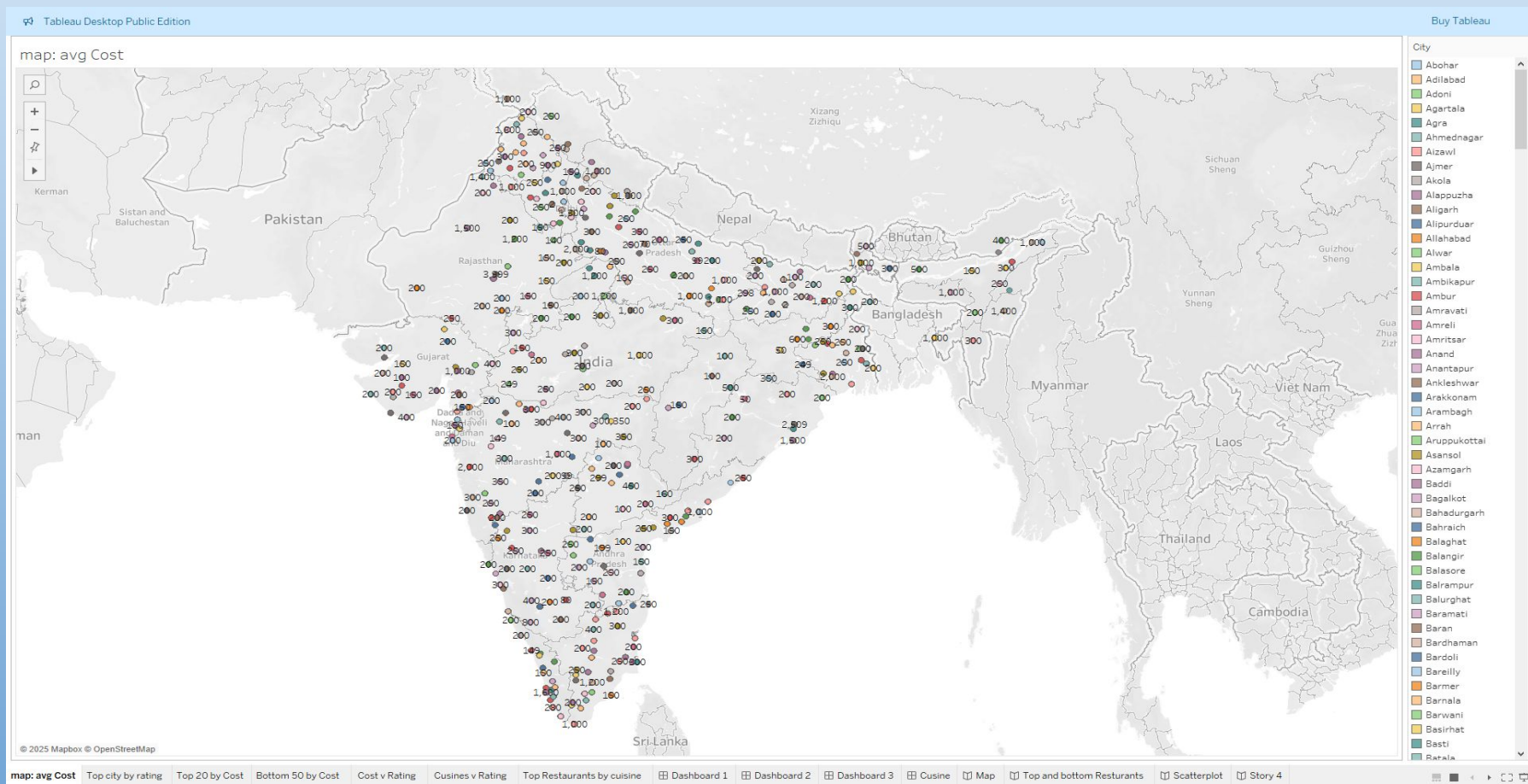
Cost v Rating



# Cuisine Performance



# Geographic Analysis (continued)



# Geographic Analysis

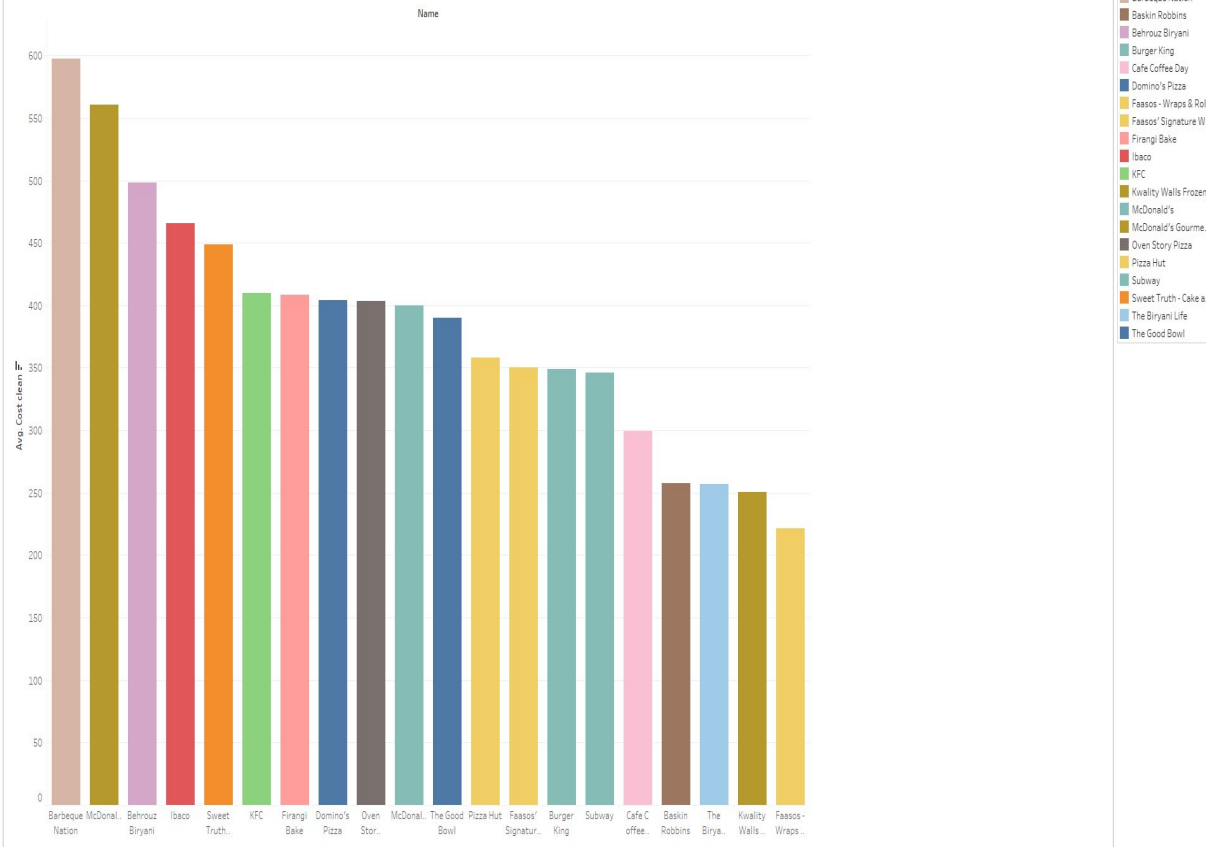
The average cost for two ranges from 50 to 600+.

Fine dining locations like those in Downtown or Marina areas have higher cost but also higher ratings.

Budget-friendly spots are popular in Chhattisgarh and Telangana



Top 20 by Cost



map: avg Cost Top city by rating **Top 20 by Cost** Bottom 50 by Cost Cost v Rating Cusines v Rating Top Restaurants by cuisine Dashboard 1 Dashboard 2 Dashboard 3 Cusine Map Top and bottom Restaurants Scatterplot Story 4

# Top Restaurants

High-rated restaurants have aggregate ratings between 4.5 to 5.0.

Top cuisines among high-rated places include Dessert , Indian, and Ice Cream.

Many top-rated restaurants are located in Uttar Pradesh, often offering mid-to-high price ranges.

# Key Insights & Patterns

- Location matters: leads in both quantity and quality.
- Cost  $\neq$  Quality: High cost doesn't guarantee a high rating.
- Cuisine preferences vary by region; Indian and Middle Eastern dominate the top ranks.
- Many top-rated restaurants are located in Uttar Pradesh, often offering mid-to-high price ranges.
- Budget-friendly spots are popular in Chhattisgarh and Telangana

# Recommendations

Target mid-cost high-rated restaurants for marketing

An increase to ads and other marketing shows help increase ratings for the bottom Restaurants

Expand presence in high-growth cities

Promote top cuisines in app layout

Some type of reward or Membership system for bottom restaurants will the bring new customers and returning ones.

Examples:

Survey and Rating rewards

Memberships programs (apps or punch cards)