



ZOMATO<>COM

ZOMATO

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OBJECTIVE

This project simulates a real-world data engineering task within the food-tech industry. Working with a massive dataset of ***over 1 million records***, we simulated the role of a Backend Data Analyst at Zomato. The goal was to transform raw, unstructured operational data into a clean, relational database capable of supporting high-level business intelligence.



Your paragraph text

PROBLEM STATEMENT

- Structural Errors
- Data Inconsistency
- DataType Mismatches
- Logical Fallacies
- Orphaned Records

TECHNICAL SOLUTIONS

- Data Cleaning & Standardization
- Structural Integrity & Surrogate Keys
- Advanced Validation (Regex)



WORKFLOW



Standardization

Applied **TRIM()** and **CASE** logic to unify Gender, Occupation, and Education categorical fields for 1M+ rows.



PK Reconstruction

Implemented Surrogate Primary Keys using **@variables** and enforced relational constraints across all fact tables.



Type Casting

Converted string currency and messy date objects into validated **DECIMAL** and **DATE** types for trend analysis.



DIETRY CATALOG DISTRIBUTION



- Vegetarian Items (65%)
- Non-Vegetarian Items (35%)



TOP 10 RESTAURANT

	Restaurant_Name	Total_Revenue
▶	ZAAATAR SPICE	1235347.00
	KEWAT FISH AND CHICKEN FRY CENTER	213032.00
	Shree Adarsh Bhojan	196810.00
	Bombay Kulfis	193894.00
	Sindh Punjab Restaurant	169116.00
	R.K. Omlet Centre	150495.00
	The Next Level	97060.00
	Indian Curry & Co	86486.00
	Momo Bowl	84704.00
	ABSOLUTE CHINESE RESTAURANT Malleshpalya	81171.00



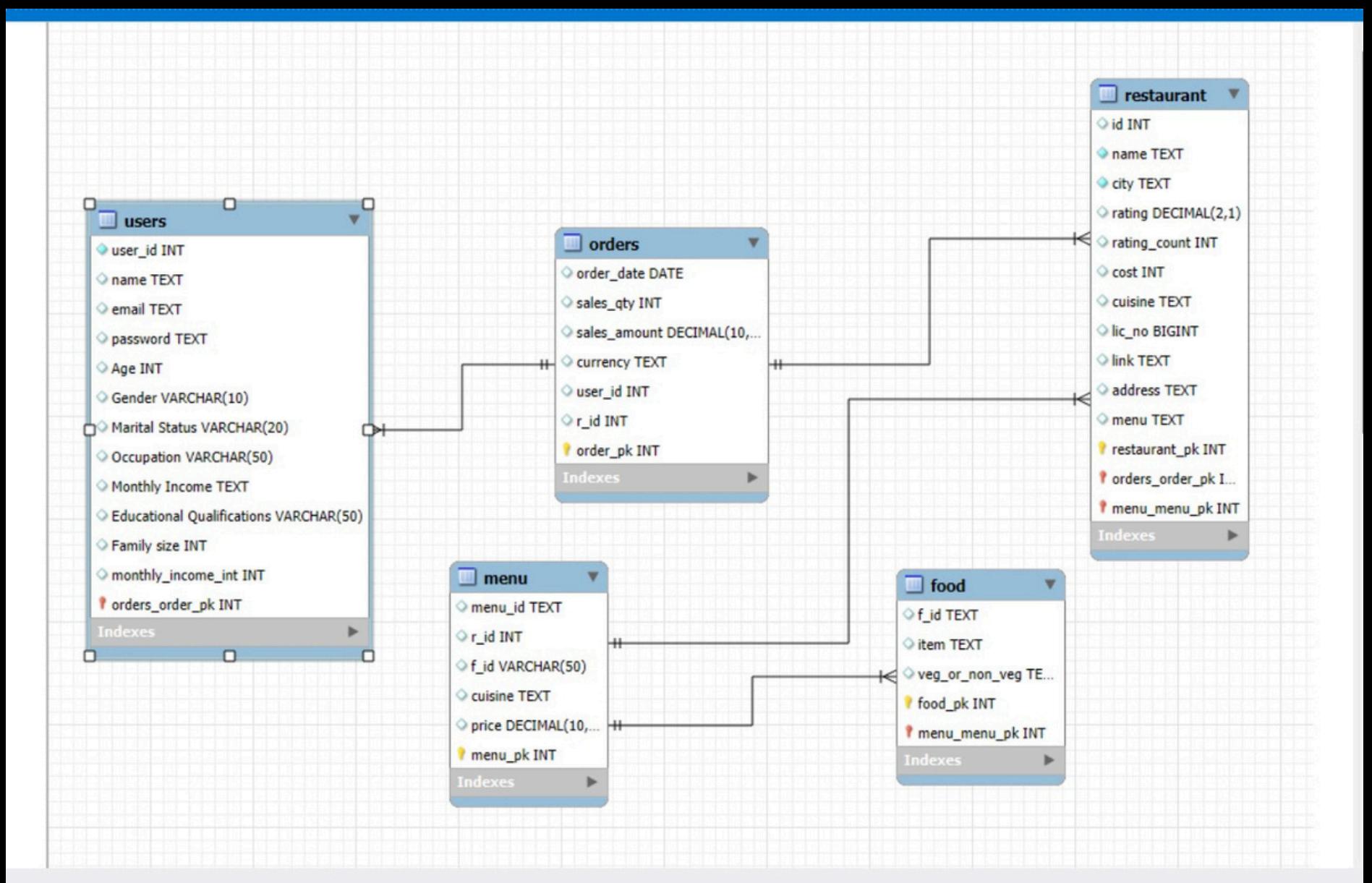
TOPMOST SPENDERS

Result Grid | Filter Rows:

	user_id	name	Total_Spent
▶	83766	Elizabeth Ryan	1235347.00
	63959	Richard Thomas	213032.00
	19981	Taylor Koch	196810.00
	83060	Brandon Bailey	184130.00
	87624	Abigail Miller	169116.00
	43335	William George	150495.00
	71516	Bradley Matthews	133782.00
	93004	Guy Reed	112644.00
	37474	David Clark	97060.00
	77052	Elizabeth Ramsey	96991.00
	77230	Emily Clark MD	86486.00
	35848	Heather Smith	84704.00
	69344	Benjamin Peck	81171.00
	28247	Hector Burgess	76667.00
	4443	Janice Krueger	76329.00



ER DIAGRAM



CONCLUSION

Menu Strategy : 65% of the catalog is Vegetarian, showing that plant-based options are the biggest market opportunity for growth.

Winning Cuisines : North Indian and Chinese emerged as the top two most popular cuisines, proving they are the main drivers of order volume across the platform.

Future Growth : To grow further, Zomato should launch specific loyalty programs for working professionals and optimize delivery staff during peak hours.





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THANK YOU

for your time and attention

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