**Executive Summary** **Restaurant Business Performance Analysis** **Analyst:** Kit Vine | **Tool:** Tableau | **Platform:** Zomato

**Overview** This analysis identifies key drivers of restaurant success on the Zomato platform by examining revenue, order volume, cuisine types, customer ratings, location, and menu characteristics.

**Key Insights**

**Revenue is Highly Concentrated Among Top Restaurants** A small subset of restaurants contributes a significant share of total revenue. These top performers consistently maintain customer ratings above 4.2 and offer popular cuisines such as Indian, Fast Food, and Chinese.

**Cuisine Type Is a Strong Predictor of Success** Indian and Chinese restaurants lead in average order volume and revenue, especially when paired with competitive pricing and fast service.

**Ratings Strongly Correlate with Order Volume** Restaurants rated 4.2+ receive 30–40% more orders on average than those below 4.0 — highlighting the importance of customer satisfaction.

**Urban Areas Dominate in Performance** Restaurants in densely populated urban areas outperform suburban/rural counterparts by 1.5–2x in both revenue and orders.

**Menu Size Matters — But to a Point** Restaurants with 30–50 menu items perform best. Menus larger than 70 items show diminishing returns, likely due to decision fatigue and operational complexity.

**Winning Formula: Rating + Cuisine + Location** Top-performing restaurants tend to share three traits:

* 1. Located in urban, high-density areas
  2. Serve high-demand cuisines (Indian, Chinese, Fast Food)
  3. Maintain ratings above 4.2

**Strategic Recommendations**

Promote high-rated restaurants across the platform to increase visibility and traffic

Encourage underperforming partners to streamline menus (target 30–50 items)

Expand presence in high-performing urban clusters

Leverage cuisine-specific marketing to attract users in popular categories