### **Zomato Restaurant Analysis – Summary**

**By Kit Vine | Tool: Tableau**

Top 10% of restaurants drive the majority of revenue.  
 High performers are rated 4.2+ and serve Indian, Chinese, or Fast Food.

Cuisine type is a strong revenue driver.  
 Indian and Chinese cuisines lead in both order volume and revenue.

Higher ratings lead to more orders.  
 Restaurants rated above 4.2 receive 30–40% more orders on average.

Urban locations outperform others.  
 Densely populated areas see 1.5–2x more revenue and orders.

Optimal menu size is 30–50 items.  
 Larger menus (over 70 items) show lower performance due to complexity.