

A cartoon illustration of two men. One man on the left, wearing a red vest over a blue shirt and yellow pants, is handing a yellow package to another man on the right, who is wearing a red hoodie and red pants. They are standing on a series of red wavy lines.

# zomato

## PROJECT PRESENTATION

Presented by:

**GROUP 3**

<https://github.com/ap6222/Zomato Dashboard>



# introduction

Key Content :

## 1.Dataset Overview:

- The dataset is sourced from Zomato and includes comprehensive data about restaurants across multiple countries.
- Provides insights into customer preferences, restaurant operations, and global food industry trends

## 2.Key Features of the Dataset:

- Countries: Includes data from over 10 countries, offering global insights.
- Cities: Information on restaurants across multiple cities.
- Restaurants: Includes restaurant names, types, and categories.
- Cuisines: Details about different cuisines offered, helping analyze food preferences.
- Ratings and Votes: Customer feedback in terms of ratings and votes, which helps gauge popularity and satisfaction.
- Cost for Two: Average cost for two people, providing insights into pricing trends.
- Currencies: Multiple currencies used in the dataset, reflecting its global nature.
- Localities: Specific areas within cities where restaurants are located.

## 3.Project Goals:

- To explore and analyze trends in the restaurant industry globally.
- To derive actionable insights such as:
  - Most popular cuisines in different regions.
  - Relationship between cost and ratings.
  - Cities with the highest customer engagement.



# EXCEL

The screenshot shows a Microsoft Excel spreadsheet titled "Excel zomato dashboard - Microsoft Excel". The table has the following structure:

	A	B	C	D	E	F	G
1	RestaurantID	RestaurantName	Country	City	Address	Locality	
2	18435314	Punjabi's Veg Grill	1	India	New Delhi	13/288 , 14 Block Gurudwra, Geeta Colony, New Delhi	Geeta Col
3	18378015	Tasty Tandoor	1	India	New Delhi	726/2, Jheel Khurana, Geeta Colony, New Delhi	Geeta Col
4	18424905	Taste of Spice	1	India	New Delhi	C-222, Lajpat Nagar 1, New Delhi	Lajpat Nag
5	18180072	Kolkata Bengali Dhaba	1	India	New Delhi	Gali 7, Mahipalpur, New Delhi	Mahipalpu
6	18415377	Sunil Punjabi Dhaba	1	India	New Delhi	Main Vasant Kunj Road, Mahipalpur, New Delhi	Mahipalpu
7	18421485	Bikaner Restaurant	1	India	New Delhi	Shop 264, Near Hakikat Nagar, Mukherjee Nagar, New Delhi	Mukherjee N
8	312413	Just In	1	India	New Delhi	G-103, Vardhaman Mall, Mukherjee Nagar, New Delhi	Mukherjee N
9	303497	Hari Shyam Ji Shudh Shakahari Bhojnalay	1	India	New Delhi	Khaira Mod, Najafgarh, New Delhi	Najafgarh
10	18354644	Shree Bhojnalaya	1	India	New Delhi	Sarai Julena, Near Red Light, New Friends Colony, New Delhi	New Friends C
11	18366001	Baba Ka Dhaba	1	India	New Delhi	WZ-425, Main Road, Palam Colony, Opposite Railway Crossing, Palam, New Delhi	Palam
12	18486845	Kaka Da Dhaba	1	India	New Delhi	R.K. Puram Sector 12, R K Puram, New Delhi	R K Puram
13	18424202	Famous Parantha and Poori Sabzi	1	India	New Delhi	44, Gali Number 1, Block A, New Ashok Nagar, Vasundhara Enclave, New Delhi	Vasundhara E
14	18472678	Garam Masala	1	India	New Delhi	1002, Gurudwara Road, Kotla Mubarakpur, Defence Colony, New Delhi	Defence Col
15	18209806	Zaika-E-Chaap Express	1	India	New Delhi	Near Police Chowki, Golchakkar, R Block, Dilshad Garden, New Delhi	Dilshad Gar
16	18286922	Tandoori Nature	1	India	New Delhi	22, Samman Bazar, Bhogal, Jangpura, New Delhi	Jangpura
17	18458302	Tinker Koch	1	India	New Delhi	Jangpura, New Delhi	Jangpura
18	7362	Vaishno Da Dhaba	1	India	New Delhi	Badam Singh Market, NH 8, Rangpuri, Mahipalpur, New Delhi	Mahipalpu
19	18466400	Desi Thaat Amritsari Naan	1	India	New Delhi	14/1, Indira Vikas Colony, Near Nirankari School, Mukherjee Nagar, New Delhi	Mukherjee N
20	18361779	Haryana Bhojnalaya	1	India	New Delhi	G 26, Vardhman Central Mall, Nehru Vihar, Mukherjee Nagar, New Delhi	Mukherjee N
21	18354672	Karol Bagh Ke Chhole Bhature	1	India	New Delhi	Opposite Peer Baba, Gurgaon Road, Roshan Pura, Najafgarh, New Delhi	Najafgarh
22	18464641	Bala Ji Rasoi	1	India	New Delhi	A-18, Naresh Park, Najafgarh Road, Nangloi, New Delhi	Nangloi
23	18312665	Best Chicken Corner	1	India	New Delhi	Main Rohtak Road, Near Sutan Puri More, Opposite Metro Pillar 373, Nangloi, New Delhi	Nangloi
24	18312572	Avatar Da Dhaba	1	India	New Delhi	Ring Road Naraina, Opp Dharamshala, Naraina, New Delhi	Naraina
25	18349241	Curry Man	1	India	New Delhi	G-181, Naraina Vihar, Naraina, New Delhi	Naraina
26	18355121	Delicious Eating Corner	1	India	New Delhi	Shop 2 & 3, DDA Mini Market, Opposite Wine Shop, Nehru Place, New Delhi	Nehru Pla
27	18289272	Massi's Kitchen	1	India	New Delhi	494, Ganesh Nagar 2, Pandav Nagar, New Delhi	Pandav Nag
28	18449949	Roll Junction	1	India	New Delhi	F 205 & 206, Near Akshardham Temple, Pandav Nagar, New Delhi	Pandav Nag
29	18451571	Amritsari Naan	1	India	New Delhi	QU-1, Pitampura, New Delhi	Pitampur
30	18446496	Parantha on Call	1	India	New Delhi	Geeta Colony, New Delhi	Geeta Col
31	18357972	Satnaam Foods	1	India	New Delhi	101 A, Pratap Nagar, Mayur Vihar Phase 1, New Delhi	Mayur Vihar Ph
32	18375383	The Deshi Bites	1	India	New Delhi	SFS Flats, Near Pocket-C, Mayur Vihar Phase 3, New Delhi	Mayur Vihar Ph
33	18236975	Syall Kotian Da Dhaba	1	India	New Delhi	A-201, New, Moti Nagar, New Delhi	Moti Nag
34	18361767	Jyoti Dhaba	1	India	New Delhi	Opposite Vardhman Central Mall, Nehru Vihar, Mukherjee Nagar, New Delhi	Mukherjee N
35	304610	Sangeeta Dhaba	1	India	New Delhi	1, Nagli Sakravati Chowk, Opposite Metro Pillar 71, Main Uttam Nagar Road, Najafgarh, New D	Najafgarh
36	18352268	Little Delhi	1	India	New Delhi	Opposite Pillar 5, Raghu Nagar Pankha Road, R K Puram, New Delhi	R K Puram
37	18352180	Ok Indian & Chinese Food Corner	1	India	New Delhi	Shop A RZ-53/54, Gali 14, Pankha Road, R K Puram, New Delhi	R K Puram
38	18354987	Foodies	1	India	New Delhi	Shop 21, Paryavaran Complex, Near Vidya Sagar Hospital, IGNOU Road, Sainik Farms, New Delhi	Sainik Far

- "Data Cleaning and Preprocessing with Excel"

## Content: Tasks Performed in Excel:

### Data Cleaning:

- Removed duplicates and missing values.
- Standardized column names.

### Sorting and Filtering:

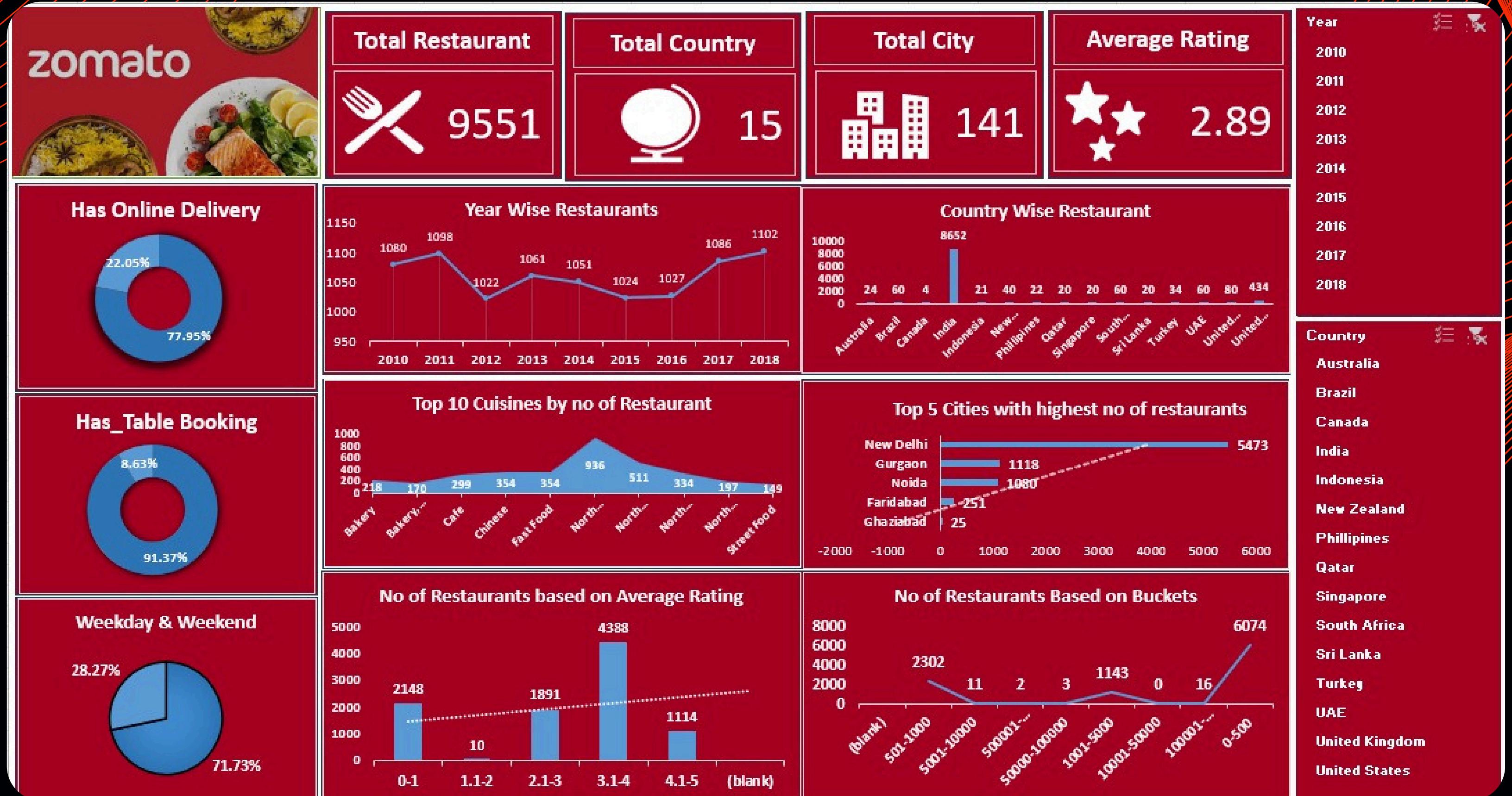
- Filtered data by countries or cuisines for analysis.

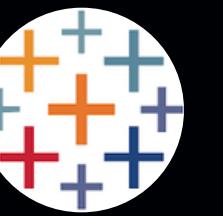
### Pivot Tables:

- Summarized votes by city and cuisines

[https://github.com/ap6222/Zomato\\_Dashboard](https://github.com/ap6222/Zomato_Dashboard)

# EXCEL DASHBOARD





# TABLEAU



- Why Tableau?
- A user-friendly tool for creating interactive dashboards and visualizations.
- Provides drag-and-drop features to explore trends, patterns, and insights.
- Ideal for analyzing large datasets and presenting results intuitively.

# TABLEAU DASHBOARD





# INSIGHTS

- Global Reach:
- The dataset covers 15 countries, 9,551 restaurants, 141 cities, and 1,825 cuisines.
- Online Delivery vs Table Booking:
- Only 25.66% of restaurants offer online delivery, while an even smaller percentage (12.12%) support table booking, showing a higher focus on other service types.
- Popular Cuisines:
- North Indian cuisine is one of the top cuisines, but Italian, Continental, and Asian cuisines dominate the overall distribution.
- Cost by Cuisines:
- The average cost for two is highest for Italian and Continental cuisines, indicating a premium positioning compared to others like North Indian.
- Top Localities by Price Range:
- Connaught Place has the highest price range among the top 10 localities, followed by Rajouri Garden and Defence Colony.
- Geographical Distribution:
- The map visualization shows a significant concentration of restaurants in regions like India and the United States.

- Quarterly Revenue Insights:
- Q4 shows the highest revenue in terms of the average cost for two, suggesting a potential seasonal trend (e.g., holiday dining).
- Weekday vs Weekend Trends:
- Restaurants are busier on weekends, with a noticeable spike in operations compared to weekdays.
- Average Ratings by Country:
- Indonesia has the highest average rating of 4.295, followed by Turkey at 4.300. India has a lower average rating of 2.771.
- Distribution of Votes:
- Countries with higher average ratings (like Indonesia and Turkey) might correlate with better customer engagement or satisfaction.
- Top Performing Cities:
- Specific cities like Connaught Place (India) dominate price and possibly restaurant density, indicating high customer demand in premium areas.



# POWER BI

## What is Power BI ?

Power BI is a business intelligence tool developed by Microsoft that enables users to connect to data sources, transform raw data into meaningful insights, and create visually appealing and interactive dashboards.

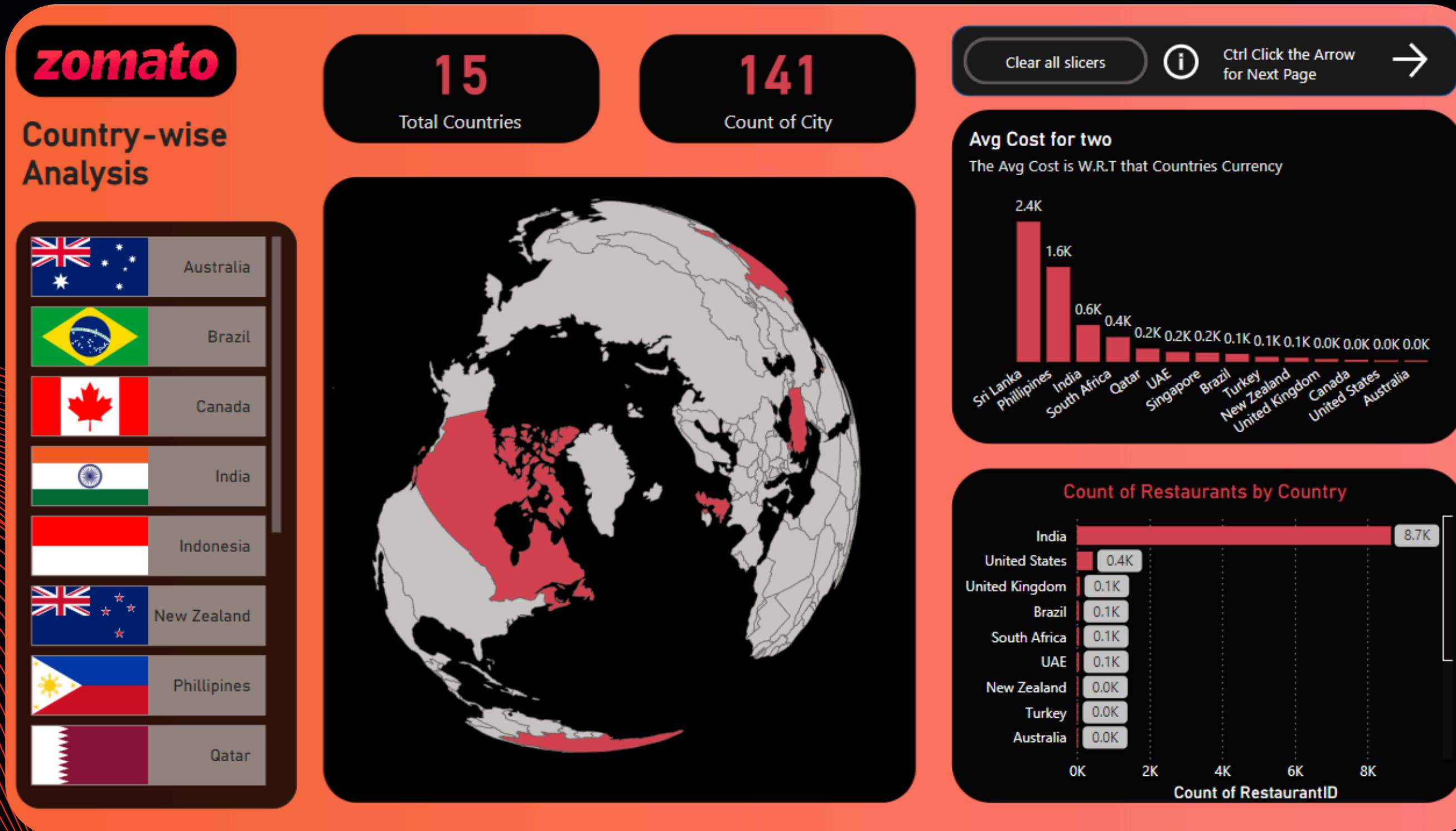
Power BI is ideal for creating dashboards and reports because of its ease of use, interactive capabilities, and integration with other Microsoft tools. It allows businesses to make data-driven decisions quickly and effectively.





# POWER BI DASHBOARD

## COUNTRY-WISE ANALYSIS



The left pane lists 15 countries, each with their flag, representing the countries analyzed in the data.

At the top, summary cards highlight the total number of countries (15) and the total count of cities (141) included in the analysis. A 3D globe visualization in the center marks countries in red, indicating their presence in the dataset.

The bar chart on the right shows the average cost for two people (in local currencies) across countries. Sri Lanka has the highest average cost (2.4K), followed by the Philippines and India. The bottom-right bar chart displays the Count of Restaurants by Country.

India dominates with 8.7K restaurants, far exceeding other countries like the United States and the United Kingdom. Interactive filters, such as slicers and navigation arrows, are provided to explore the data further.



# VERVIEW

**zomato**

## Overview

Ctrl Click The i Button  
For Page Info

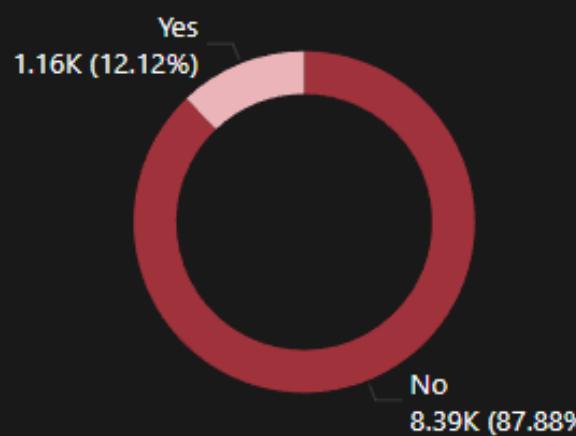
Intro

Country wise Ananlysis

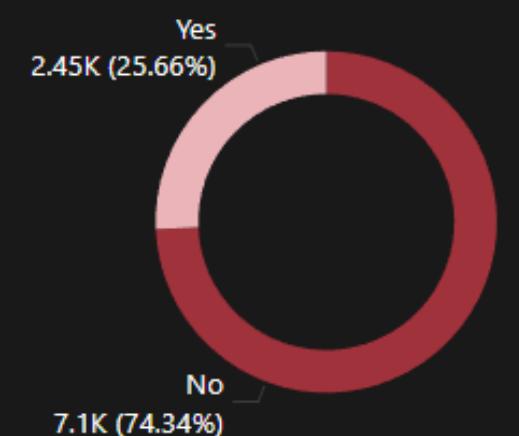
Overview

By Rating And Votes

### Restaurants by Table booking



### Restaurants by Online\_delivery

**9551**

Total Restaurants

**1826**

Cuisines

**1208**

Total Locality

**12**

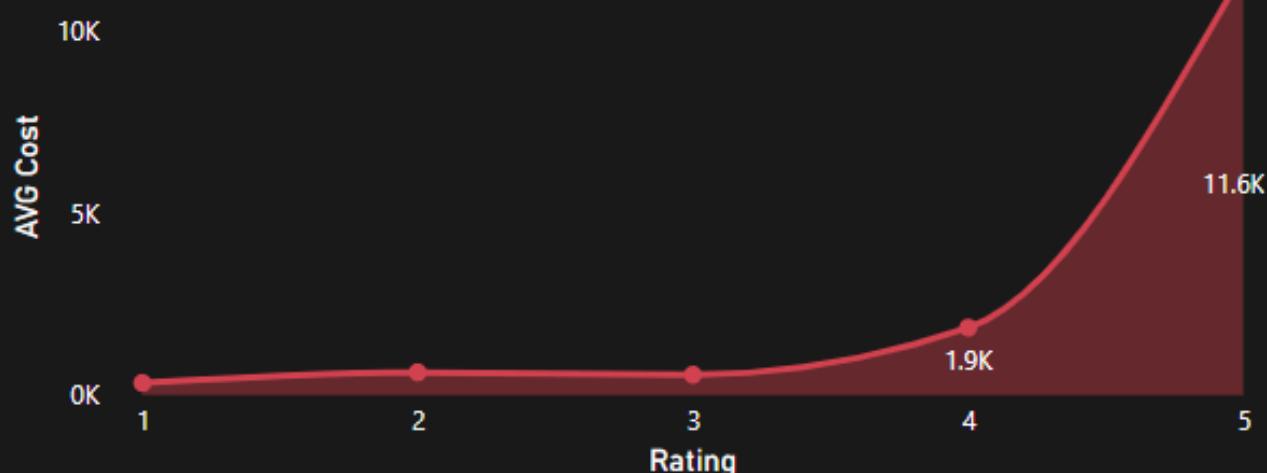
Total Currencies

### Restaurants by Weekday & Weekend

Day Name ● Friday ● Monday ● Saturday ● Sunday ● Thursday ● Tuesday ● Wednesday



### Average of Average\_Cost\_for\_two by Rating



Restaurants by Table Booking: 87.88% of restaurants do not offer table booking, while 12.12% do.

Restaurants by Online Delivery: 74.34% of restaurants do not provide online delivery, while 25.66% do.

Summary cards on the right showcase:  
Total restaurants: 9551  
Total cuisines offered: 1826  
Total localities covered: 1208  
Total currencies in use: 12

The bottom-left bar chart compares restaurant availability on weekdays and weekends. It shows consistent restaurant counts (~1.4K) across different days.

The bottom-right line chart depicts the relationship between average ratings and the average cost for two. Higher-rated restaurants (rating 5) have significantly higher costs (11.6K), indicating a correlation between rating and pricing.

# ANALYSIS BY RATING AND VOTES

Key Metrics: Top Summary Cards: Max Votes:

11K Total Votes: 9551 Average Votes: 156.91

Max Rating: 5 Average Rating: 2.91

Average of Rating by Cuisines

Highest average rating: North Indian (3.02)

Other notable averages: Chinese (2.42), Fast Food (2.48), and South Indian (2.64).

Count of Votes by Cuisines (Doughnut Chart):

Highest proportion: North Indian (37.61%)

Others include Chinese (20.53%), Fast Food (14.22%), and South Indian (13.42%).

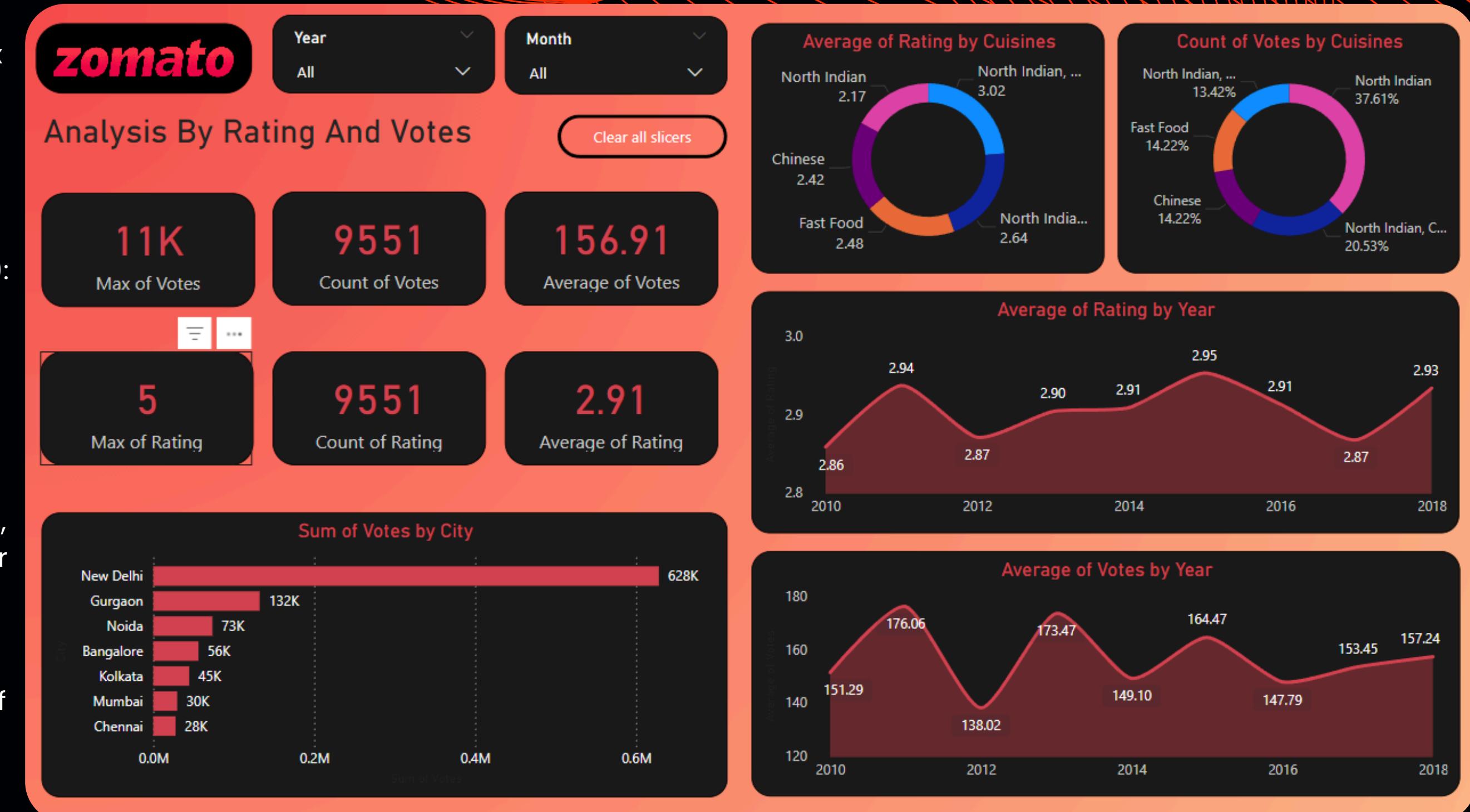
Sum of Votes by City (Bar Chart):

New Delhi leads with 628K votes, followed by Gurgaon (132K) and Noida (73K). Cities like Mumbai and Chennai have lower vote counts, around 30K and 28K, respectively. Trends Over Time:

Average of Rating by Year (Line Chart):

Ratings peaked in 2014 (2.95) and saw minor fluctuations, ending at 2.93 in 2018.

Average of Votes by Year (Line Chart): Votes peaked in 2012 (176.06), followed by a gradual decline and stabilization.





SQL (Structured Query Language) is a standard programming language used to manage, manipulate, and query relational databases. It is the backbone of data analysis, providing the foundation for storing and retrieving structured data efficiently.

### Key Features of SQL

1. Data Querying
2. Data Manipulation
3. Data Definition
4. Data Control
5. Aggregation



# TO SEE ALL QUESTION VISIT - [LINK](#)

```
6 • UPDATE sheet1 SET Datekey_Opening = REPLACE(Datekey_Opening, '_', '/') WHERE Datekey_Opening LIKE '%_%';
7 • alter table sheet1 modify column Datekey_Opening date;
8 • select * from sheet1;
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

RestaurantID	RestaurantName	Countryid	City	Address	Locality	LocalityVerbose	Longitude	Latitude	Cuisines
18435314	Punjabi's Veg Grill	1	New Delhi	13/288 , 14 Block Gurudwra, Geeta Colony, Ne...	Geeta Colony	Geeta Colony, New Delhi	77.2767689	28.6507753	North Indian
18378015	Tasty Tandoor	1	New Delhi	726/2, Jheel Khurana, Geeta Colony, New Delhi	Geeta Colony	Geeta Colony, New Delhi	77.27505159	28.65821556	North Indian
18424905	Taste of Spice	1	New Delhi	C-222, Lajpat Nagar 1, New Delhi	Lajpat Nagar 1	Lajpat Nagar 1, New Delhi	77.2413122	28.5783107	North Indian
18180072	Kolkata Bengali Dhaba	1	New Delhi	Gali 7, Mahipalpur, New Delhi	Mahipalpur	Mahipalpur, New Delhi	77.1239323	28.5435869	North Indian
18415377	Sunil Punjabi Dhaba	1	New Delhi	Main Vasant Kunj Road, Mahipalpur, New Delhi	Mahipalpur	Mahipalpur, New Delhi	77.1297061	28.5413686	North Indian
18421485	Bikaner Restaurant	1	New Delhi	Shop 264, Near Hakikat Nagar, Mukherjee Naga...	Mukherjee Nagar	Mukherjee Nagar, New Delhi	77.2081351	28.699566	North Indian
312413	Just In	1	New Delhi	G-103, Vardhaman Mall, Mukherjee Nagar, New...	Mukherjee Nagar	Mukherjee Nagar, New Delhi	77.2190942	28.7094798	North Indian
303497	Shri Shyam Ji Shudh Shakahari Bhojnalaya	1	New Delhi	Khaira Mod, Najafgarh, New Delhi	Najafgarh	Najafgarh, New Delhi	76.9748922	28.6112536	North Indian
18354644	Shree Bhojnalaya	1	New Delhi	Sarai Julena, Near Red Light, New Friends Colo...	New Friends Colony	New Friends Colony, New Delhi	77.27276199	28.56077074	North Indian
18366001	Baba Ka Dhaba	1	New Delhi	WZ-425, Main Road, Palam Colony, Opposite R...	Palam	Palam, New Delhi	77.0902799	28.5828978	North Indian
18486845	Kaka Da Dhaba	1	New Delhi	R.K. Puram Sector 12, R K Puram, New Delhi	R K Puram	R K Puram, New Delhi	77.1741183	28.5771926	North Indian

```
8 #6. Create buckets based on Average Price of reasonable size and find out how many restaurants falls in each buckets
```

```
79
80 • SELECT Average_Cost_for_two,
81 • CASE WHEN (Average_Cost_for_two ) BETWEEN 0 AND 500 THEN "0 - 500"
82 • WHEN (Average_Cost_for_two ) BETWEEN 501 AND 1000 THEN "501 - 1000"
83 • WHEN (Average_Cost_for_two ) BETWEEN 1001 AND 5000 THEN "1001 - 5000"
84 • WHEN (Average_Cost_for_two ) BETWEEN 5001 AND 10000 THEN "5001- 10000"
85 • WHEN (Average_Cost_for_two ) BETWEEN 10001 AND 50000 THEN "10001 - 50000"
86 • WHEN (Average_Cost_for_two ) BETWEEN 50001 AND 100000 THEN "50001 - 50000"
87 • WHEN (Average_Cost_for_two ) BETWEEN 100001 AND 500000 THEN "100001 - 500000"
88 • ELSE "ABOVE 500001"
89 • END AS COST_BUCKET
90 FROM sheet1; #*****
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

Average_Cost_for_two	COST_BUCKET
300	0 - 500
200	0 - 500
400	0 - 500
100	0 - 500
150	0 - 500
100	0 - 500

```
9 #1.
```

```
10 • SELECT
11 s1.Countryid,
12 s2.Countrycode,
13 s2.country
14 FROM
15 Sheet1 s1
16 JOIN
17 Sheet2 s2
18 ON
19 s1.Countryid = s2.CountryCode;
```

Result Grid | Filter Rows: Export:

Countryid	Countrycode	country
1	1	India

```
64 #5. Count of Restaurants based on Average Ratings.
65 • SELECT
66 case when rating between 0 and 1 then "0-1"
67 when rating between 1.1 and 2 then "1.1-2"
68 when rating between 2.1 and 3 then "2.1-3"
69 when rating between 3.1 and 4 then "3.1-4"
70 when rating between 4.1 and 5 then "4.1-5"
71 end
72 rating_range, count(RestaurantID)
73 from sheet1
74 group by rating_range
75 order by rating_range; #*****
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

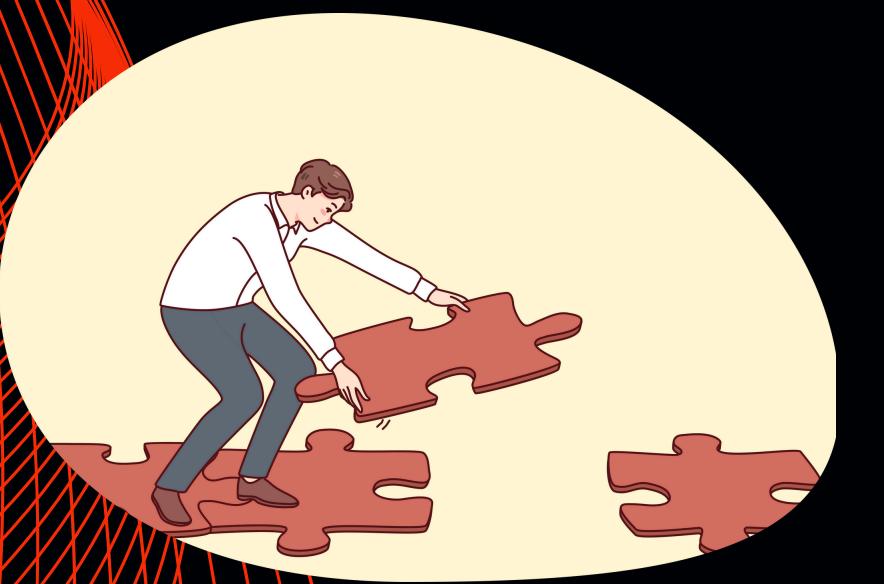
rating_range	count(RestaurantID)
0-1	714
2.1-3	23
3.1-4	57
4.1-5	7

# KEY ➤ insights

## MAJOR TAKEAWAYS

- Restaurant Trends:  
North Indian cuisine is the most popular, with the highest votes.
- City-wise Insights:  
New Delhi tops in total votes.
- Weekdays have more restaurant activities than weekend
- Turkey have the highest Avg rating
- Cost and Rating Relationship:  
Higher cost correlates with higher ratings.





# CHALLENGES AND SOLUTION

## Challenges:

Missing values in the dataset.

Complex relationships in the data (e.g., multi-country analysis)

Combining data across multiple tools like power bi , tableau ,etc

## Solutions:

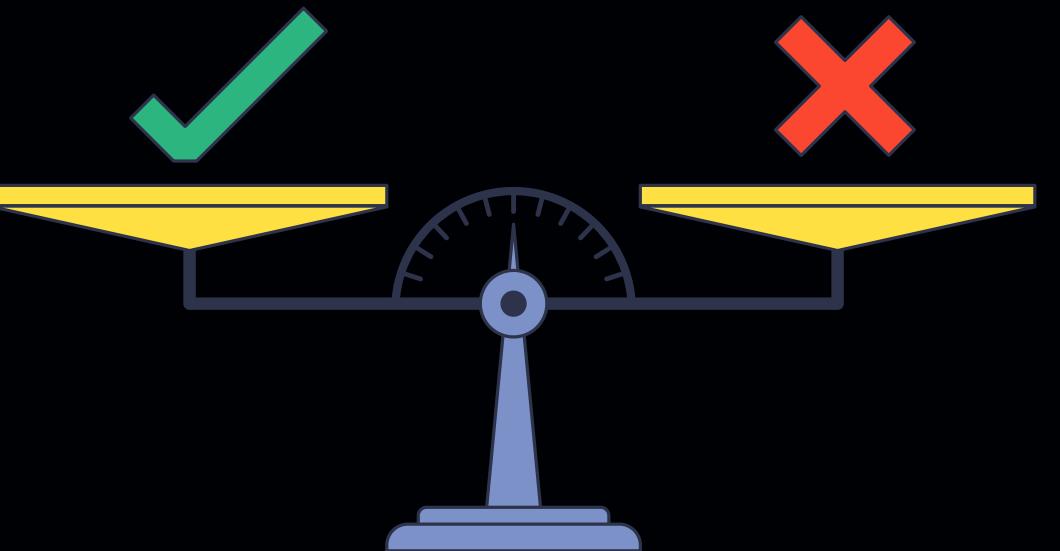
Used Excel for data cleaning.

Used SQL to handle large data queries efficiently.

Utilized dynamic slicers and user friendly visualizations

# TOOLS COMPARISION

## "Why Use Multiple Tools?"



Tool	Role	Advantages
Excel	Cleaning and Preprocessing	Simple and intuitive.
Tableau	Visual Exploration	High-quality visuals.
Power BI	Advanced Dashboards	Real-time updates.
SQL	Querying and Data Extraction	Efficient data handling.



# CONCLUSION

- Project Summary:
- The Zomato Dashboard provides a comprehensive analysis of restaurant data across 15 countries, 9,551 restaurants, and 1,825 cuisines.
- Major Insights:
- Cost Patterns: North Indian cuisine dominates, while international cuisines show higher average costs.
- User Preferences: Online delivery is more popular (74.34%) than table booking (12.12%).
- Top Locations: Connaught Place leads in price range, followed by Rajouri Garden and Defence Colony.
- Global Trends: India has the most restaurant coverage, but Turkey leads in average rating.
- Performance Analysis:
- Average cost and rating are directly proportional, revealing quality and pricing alignment.
- Weekday vs. weekend operation trends highlight customer behavior.
- Actionable Insights:
- Target marketing strategies based on popular cuisines and delivery preferences.
- Focus on improving services in locations with lower ratings.

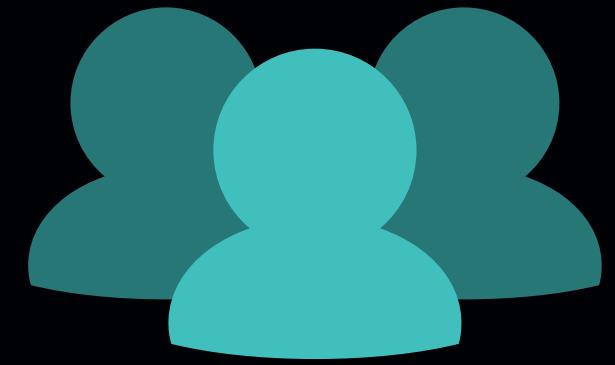


## GROUP MEMBERS

- 1. ATHARVA PAWAR**
- 2. MUKUL LADDHA**
- 3. SAHIL GHIGE**
- 4. APEKSHA SURYAWANSHI**
- 5. TANVI JIWANE**

*Thank  
You*





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*Thank  
You*

