Zomato Order & Restaurant Analysis

- This project focuses on analysing Zomato's restaurant and order data to generate actionable business insights using SQL and Power BI. The primary objective was to transform raw transactional data into meaningful visual reports that support data-driven decision-making. The analysis helps understand customer preferences, restaurant performance, pricing impact, delivery efficiency, and city-wise demand patterns.

- The project began with importing Zomato_Orders and Zomato_Restaurants datasets into MySQL. Data cleaning and preprocessing were performed by removing duplicate records, handling NULL values, and establishing relationships between tables. SQL queries were used to calculate key metrics such as the number of restaurants per city, top five cities by order volume, total revenue generated by each restaurant, and average order amount per city. Data aggregation and joins were applied to combine restaurant details with order transactions for deeper analysis.

- After data preparation, the cleaned dataset was connected to Power BI for visualization and dashboard development. Data modelling techniques were applied to build proper relationships, and DAX functions were used to create calculated measures such as Total Revenue and Average Order Value (AOV). Interactive dashboards were developed to analyse restaurant distribution across cities, revenue contribution by locality, order trends over time, and correlations between price range, ratings, and delivery time.

- The dashboard highlights key business KPIs including total revenue, average order value, top-performing restaurants, and city-wise order concentration. Visual insights help identify high-revenue restaurants, peak sales periods, customer ordering patterns, and areas with strong or weak performance. The project demonstrates strong skills in SQL data transformation, data modelling, visualization design, KPI analysis, and business intelligence reporting.

- Overall, the final deliverable is a fully interactive Power BI dashboard supported by a structured MySQL database, providing a comprehensive overview of restaurant performance, sales trends, and location-based demand analysis.