

Zomato Order & Restaurant Analysis Using Power BI

Skills take away From This Project:

- SQL Data Import & Transformation
- Data Cleaning & Preprocessing
- Data Modelling in Power BI
- DAX Functions & Calculations
- Interactive Visualizations
- Business Insights & KPI Analysis

Objective:

“Analyse and visualize Zomato’s restaurant and order data to uncover trends in customer preferences, restaurant performance, pricing impact, and location-based insights. The goal is to transform raw data into actionable business intelligence for decision-making”.

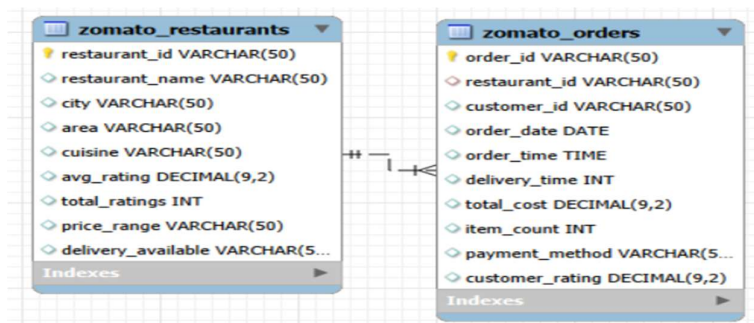
Business Use Cases:

- Identifying top-performing restaurants based on ratings and order volume.
- Analysing how pricing impacts customer orders.
- Understanding customer preferences in different cities and areas.
- Optimizing delivery times and improving efficiency.
- Forecasting demand trends for future growth.

Approach:

Task 1:

1. Uploading dataset into MYSQL
2. Imported the Zomato_Orders.csv and Zomato_Restaurants.csv files into MySQL.
3. Removed duplicate records.
4. Handled NULL values and by replaced them with appropriate values.
5. Managed connections for the two tables.



Task 2:

1. Count the number of restaurants in each city.
2. Find the top 5 cities with the highest number of orders.
3. Calculate the total revenue generated by each restaurant.

Task 3:

Data Aggregation

- Find the average order amount for each city.
- Identify the top 5 restaurants with the highest total sales.

Data Joins

- Join the Zomato_Orders and Zomato_Restaurants tables to get restaurant names along with order details.

Task 4:

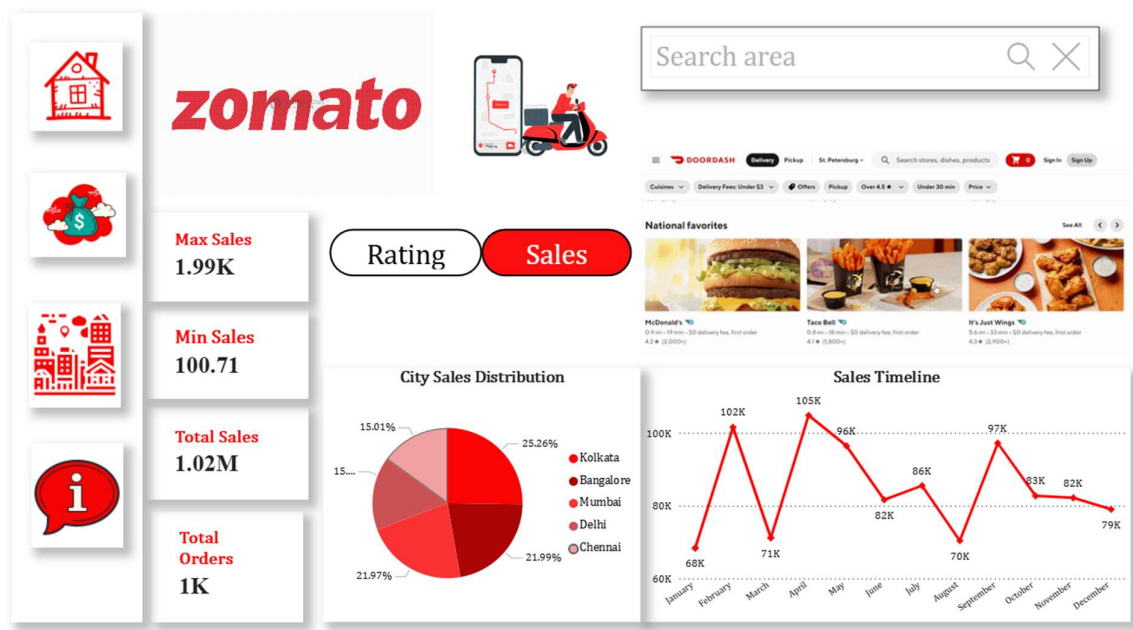
Power BI Analysis and Visualization

- Analysing the distribution of restaurants across different cities to identify which cities have the highest and lowest restaurant presence.
- Understanding which cities contribute the most to total orders and how demand varies across regions.
- Analysing how order amounts fluctuate over time to identify peak sales periods and slow periods.
- Identifying correlations between different factors (e.g., price range, total ratings, delivery time) and average restaurant rating to understand customer preferences.
- Identifying the highest-earning restaurants based on total revenue.
- Visualizing the revenue contribution from different areas to understand high and low-performing localities.
- Analysing which cities have the highest concentration of orders.
- Displayed key business performance metrics such as total revenue and average order value.
- Created a structured table summarizing restaurant-wise sales performance.
- Created a fully interactive dashboard combining all previous visualizations for a complete business overview.

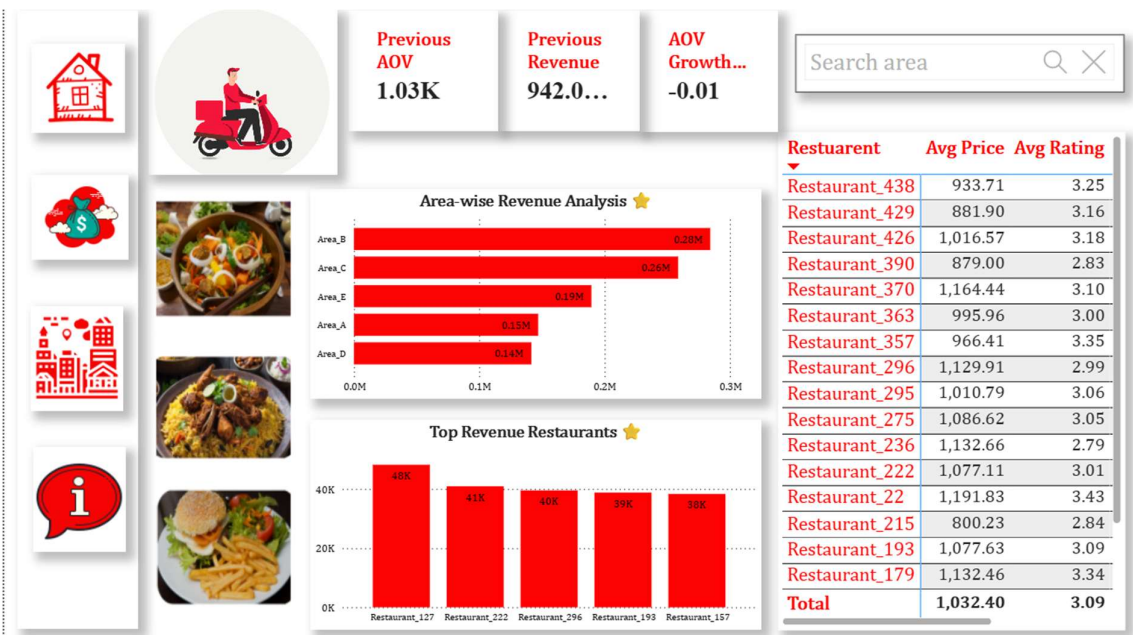
Key Points:

- Accuracy of SQL transformations and queries.
- Correct data modelling and relationship building in Power BI.
- Number and quality of visualizations created.
- Depth of insights extracted from data analysis, Presentation.

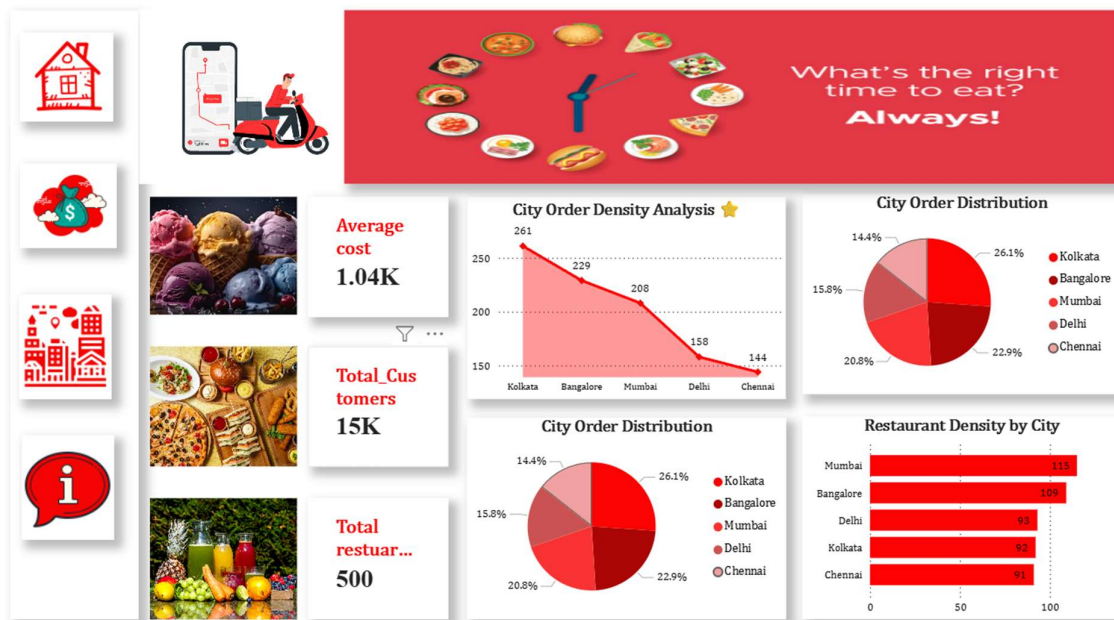
Sales Overview & Ratings:



Revenue Analysis:



City Analysis:



Technical Tags:

- SQL.
- Power BI.
- Data Cleaning.
- Data Modelling.
- Visualization.
- DAX.
- Business Intelligence.

Project Deliverables:

- MySQL Database Export: Transformed dataset after SQL processing.
- Power BI Report: A Power BI file containing visualizations and insights.
- Project Documentation: Explanation of findings and business recommendations.

Result:

- A well-structured dashboard showcasing key performance metrics.
- Identification of high-revenue restaurants and customer ordering patterns.
- Location-based analysis of demand and restaurant density.
- Improved understanding of delivery time efficiency.