

Zomato Restaurants Analysis

Project Resources

- GitHub Repository Link:

[https://github.com/bhushan-zade/Zomato Restaurants Analysis](https://github.com/bhushan-zade/Zomato%20Restaurants%20Analysis)

<https://www.kaggle.com/datasets/shruti0704/zomato-restaurants-data>

Project Objective

The objective of this project was to create an interactive and comprehensive Power BI report for Zomato. The report consolidates global restaurant data, allowing stakeholders to gain actionable insights into restaurant distribution, services, ratings, and costs across continents, countries, and cities.



Zomato Restaurants Analysis

Continent

All

Country

All

9551

Restaurants

15

Countries

140

Cities

1.2K

Average Cost

1M

Votes

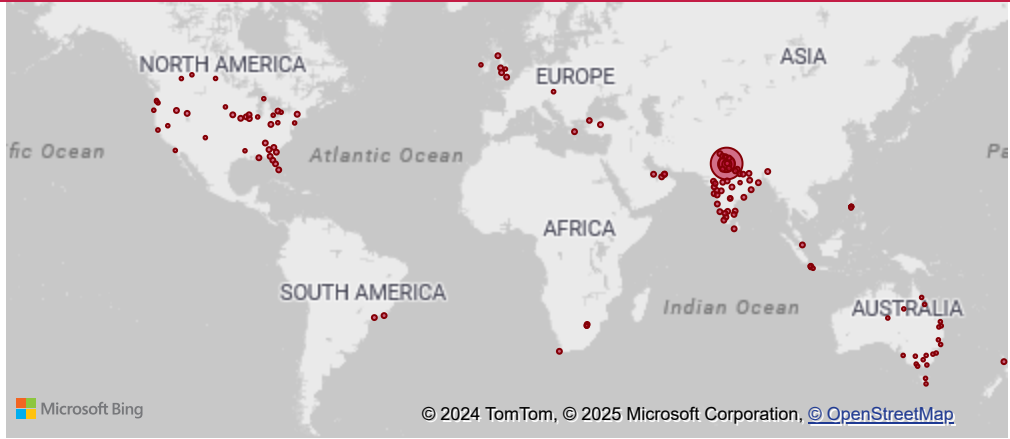
2.67

Average Rating

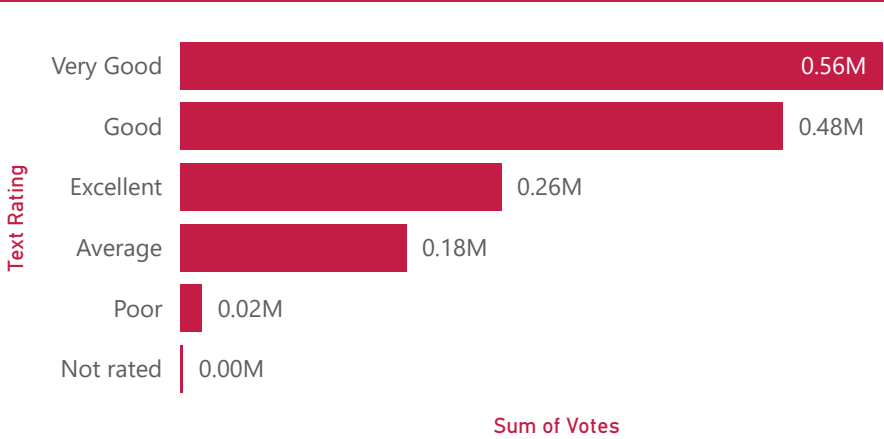
146

Cuisines

Total Restaurants by City



Votes by Rating text



City

- ☐ Select all
- ☐ Abu Dhabi
- ☐ Agra
- ☐ Ahmedabad
- ☐ Albany
- ☐ Alice Springs
- ☐ Allahabad
- ☐ Amritsar
- ☐ Ankara
- ☐ Armidale
- ☐ Athens
- ☐ Auckland
- ☐ Augusta
- ☐ Aurangabad
- ☐ Bairnsdale
- ☐ Ballarat

Online Delivery

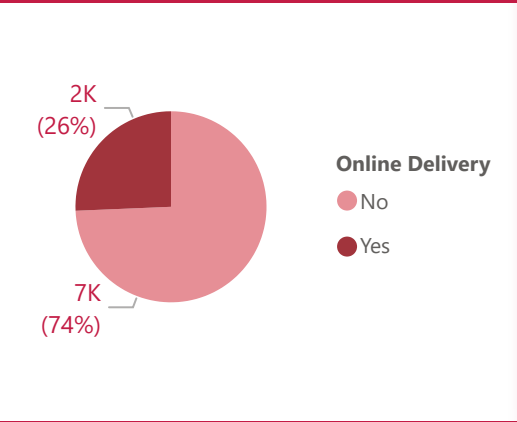
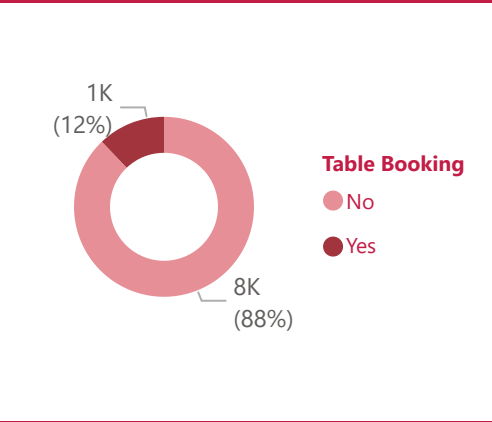
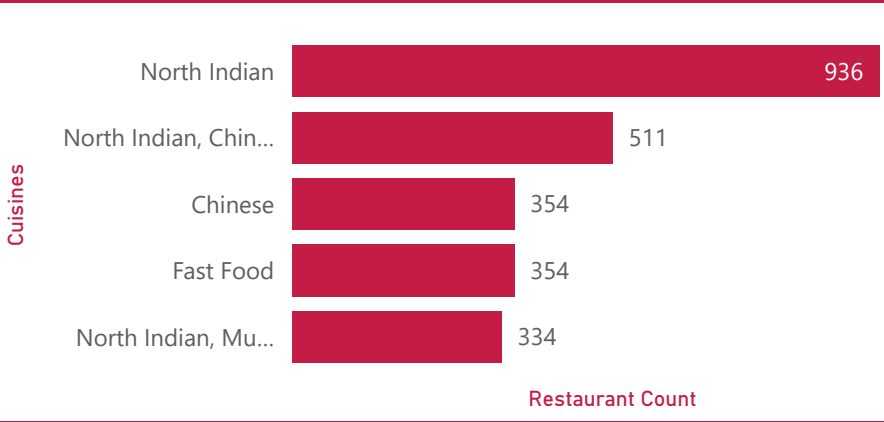


Table booking



Total Restaurants by Cuisine



Key Insights

1. Global Coverage:

- **Total Restaurants: 9,551**
- **Operating in 15 countries and 140 cities across 5 continents.**
- **Cuisine Variety: 146 unique cuisines offered globally.**

2. Ratings Overview:

- **Average Customer Rating: 2.67.**
- **Breakdown by customer votes:**
 - **Excellent: 260K votes**
 - **Very Good: 560K votes**
 - **Good: 480K votes**
 - **Average: 180K votes**
 - **Poor: 20K votes**

3. Restaurant Services:

- **Online Delivery:**
 - **Available: 74% of restaurants.**
 - **Not Available: 26%.**
- **Table Booking:**
 - **Available: 12% of restaurants.**
 - **Not Available: 88%.**

4. Popular Cuisines:

- **North Indian: 936 restaurants.**
- **North Indian & Chinese combination: 511 restaurants.**
- **Other popular cuisines include Fast Food and Mughlai.**

5. Cost Analysis:

- **Global Average Cost per Meal: ₹1,200.**
 - **Notable trends identified in countries with the highest and lowest average costs.**
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Report Highlights

1. Data Distribution:

- **A detailed map visualization shows restaurant density by continent, country, and city.**
- **Interactive filters enable drill-down analysis for specific geographical or service-based data.**

2. Services and Preferences:

- **Pie charts and bar graphs reveal trends in online delivery and table booking services.**
- **Customer preferences in various regions are highlighted.**

3. Ratings and Reviews:

- **Heatmaps categorize restaurants based on customer ratings, helping identify high-performing regions and areas requiring improvement.**

4. Cuisine Analysis:

- **Stacked bar charts display cuisine popularity, offering insights into customer preferences across regions.**
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Business Recommendations

- 1. Expand Online Delivery:**
 - Focus on regions with lower adoption rates to capture untapped markets.
 - 2. Improve Customer Ratings:**
 - Analyze low-performing regions to enhance service quality and customer experience.
 - 3. Leverage Cuisine Insights:**
 - Promote the most popular cuisines in targeted advertising campaigns.
 - 4. Optimize Cost Strategy:**
 - Use cost analysis to identify opportunities for pricing adjustments based on regional trends.
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Technical Overview

1. Data Preparation:

- Consolidated data from multiple Excel files into Power BI.
- Standardized city names (e.g., correcting "Sí£o Paulo" to "São Paulo").
- Removed unnecessary columns and created new fields for restaurant name and address.

2. Calculated Metrics:

- Developed measures using DAX for:
 - Total restaurant count.
 - Average rating and cost.
 - Cuisine count per restaurant.

3. Visualization Features:

- Multi-page report design with seamless navigation.
 - Interactive filters for services, ratings, and geographical data.
 - Compatibility with web browsers and mobile devices for ease of access.
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Conclusion

The Zomato Power BI report provides an all-encompassing view of the restaurant landscape, enabling Zomato to make data-driven decisions. It highlights key business metrics, customer preferences, and service trends, offering actionable insights for strategic growth and operational improvements.

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