Zomato Restaurants Analysis

Project Resources

- **GitHub Repository:**

    https://github.com/bhushan-zade/Zomato_Restaurants_Analysis

- **Dataset Source:**

    https://www.kaggle.com/datasets/shrutimehta/zomato-restaurants-data

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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.

Project Summary

The project aimed to create an interactive Power BI dashboard analyzing global restaurant data from Zomato. It provides comprehensive insights into restaurant distribution, services, customer ratings, and cost trends across 15 countries, 140 cities, and 5 continents.

Zomato Restaurants Analysis

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

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Microsoft Bing

Votes by Rating text

Text Rating	Sum of Votes
Very Good	0.56M
Good	0.48M
Excellent	0.26M
Average	0.18M
Poor	0.02M
Not rated	0.00M
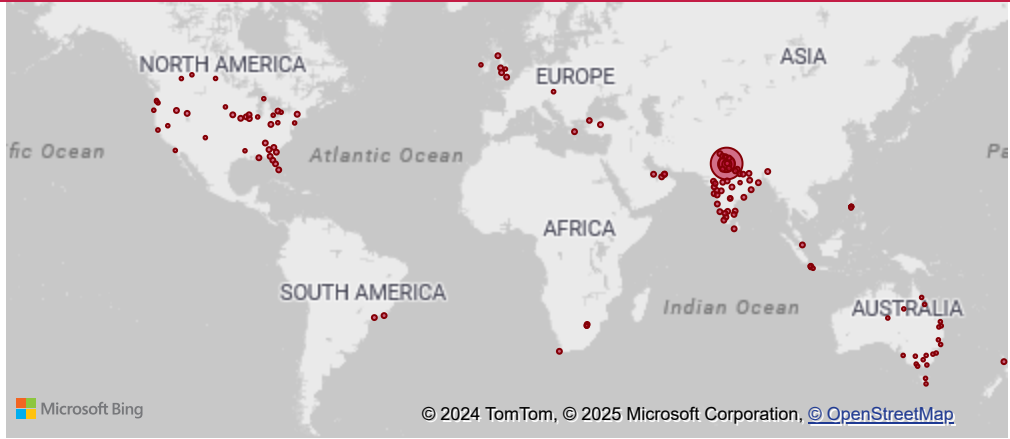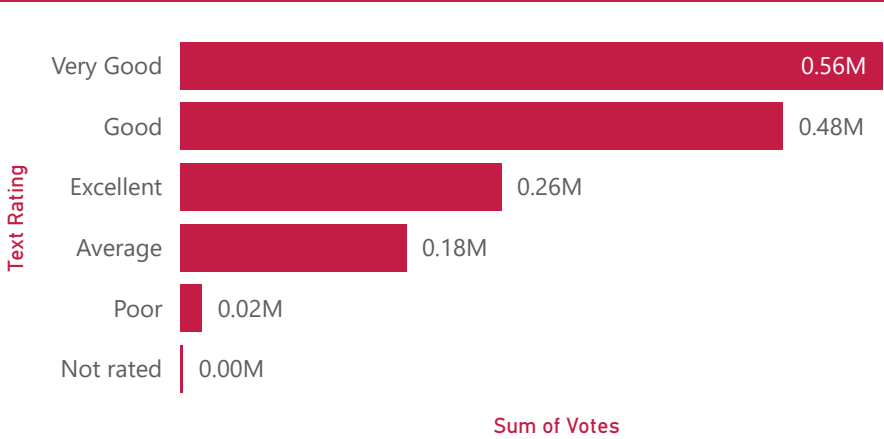
City

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

Online Delivery

2K (26%)
7K (74%)

Online Delivery
- No
- Yes

Table booking

1K (12%)
8K (88%)
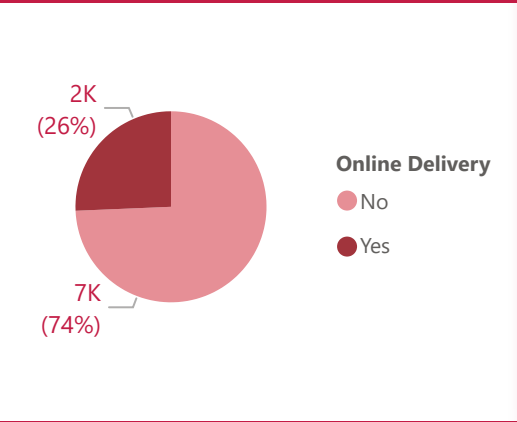
Table Booking
- No
- Yes
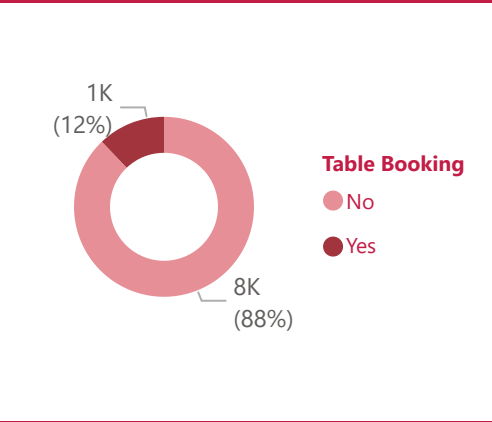
Total Restaurants by Cuisine

| Cuisines	Restaurant Count
North Indian	936
North Indian, Chin...	511
Chinese	354
Fast Food	354
North Indian, Mu...	334
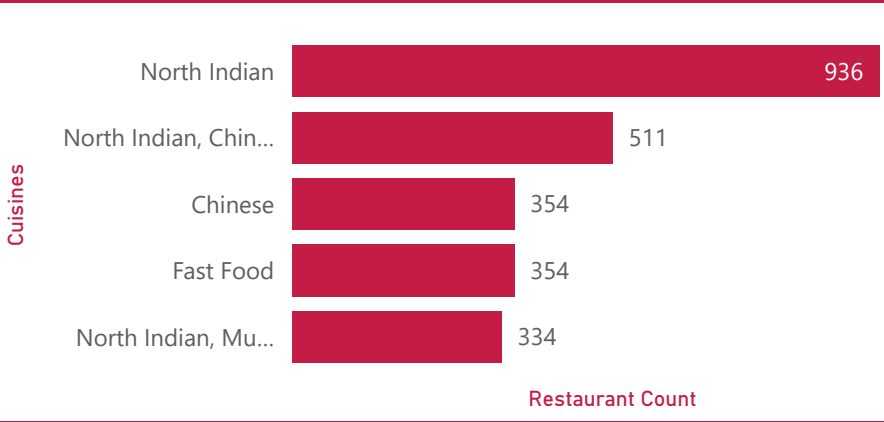
Key Insights

1. **Global Coverage:**

    o   Total Restaurants: 9,551

    o   Operating in 15 countries and 140 cities across 5 continents.

    o   Cuisine Variety: 146 unique cuisines offered globally.

2. **Ratings Overview:**

    o   Average Customer Rating: 2.67.

    o   Breakdown by customer votes:

    ▪   Excellent: 260K votes

    ▪   Very Good: 560K votes

    ▪   Good: 480K votes

    ▪   Average: 180K votes

    ▪   Poor: 20K votes

3. **Restaurant Services:**

    o   **Online Delivery:**

    ▪   Available: 74% of restaurants.

    ▪   Not Available: 26%.

    o   **Table Booking:**

    ▪   Available: 12% of restaurants.

    ▪   Not Available: 88%.

4. **Popular Cuisines:**

    o   North Indian: 936 restaurants.

    o   North Indian & Chinese combination: 511 restaurants.

    o   Other popular cuisines include Fast Food and Mughlai.

5. **Cost Analysis:**

    o   Global Average Cost per Meal: ₹1,200.

    o   Notable trends identified in countries with the highest and lowest average costs.

Report Highlights

1. **Data Distribution:**

   o A detailed map visualization shows restaurant density by continent, country, and city.

   o Interactive filters enable drill-down analysis for specific geographical or service-based data.

2. **Services and Preferences:**

   o Pie charts and bar graphs reveal trends in online delivery and table booking services.

   o Customer preferences in various regions are highlighted.

3. **Ratings and Reviews:**

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

4. **Cuisine Analysis:**

   o Stacked bar charts display cuisine popularity, offering insights into customer preferences across regions.

Business Recommendations

1. **Expand Online Delivery:**

   o Focus on regions with lower adoption rates to capture untapped markets.

2. **Improve Customer Ratings:**

   o Analyze low-performing regions to enhance service quality and customer experience.

3. **Leverage Cuisine Insights:**

   o Promote the most popular cuisines in targeted advertising campaigns.

4. **Optimize Cost Strategy:**

   o Use cost analysis to identify opportunities for pricing adjustments based on regional trends.

Technical Overview

1. **Data Preparation:**

   o   Consolidated data from multiple Excel files into Power BI.

   o   Standardized city names (e.g., correcting "Sí£o Paulo" to "São Paulo").

   o   Removed unnecessary columns and created new fields for restaurant name and address.

2. **Calculated Metrics:**

   o   **Developed measures using DAX for:**

      ▪   Total restaurant count.

      ▪   Average rating and cost.

      ▪   Cuisine count per restaurant.

3. **Visualization Features:**

   o   Multi-page report design with seamless navigation.

   o   Interactive filters for services, ratings, and geographical data.

   o   Compatibility with web browsers and mobile devices for ease of access.

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.

Contact Information

- Name: Bhushan Zade

- Mobile Number: +91-7447334458

- Email: bhushanzade.in@gmail.com