

Zomato Restaurant Sales Analysis

Objective:

Analyze restaurant performance on Zomato to identify top-performing restaurants, understand success drivers, and surface actionable insights for business teams.

Key Findings:

1. Top Cities by Sales:
 - Tirupati leads in total revenue, followed by neighborhoods in Bangalore, Pune, and Raipur.
 - Delhi and Ahmedabad show multiple high-performing localities.
2. Top Cuisines:
 - North Indian and Chinese (both standalone and combined) are the top revenue generating cuisines.
 - Bakery, Pizza, Beverages, and Desserts also show strong consumer demand.
3. Sales by Rating:
 - Restaurants with ratings between 3.8 and 4.2 generate the highest sales.
 - Very high ratings (>4.5) do not necessarily correlate with higher revenue.
 - Low-rated restaurants (<3.0) see significantly lower sales.
4. Sales vs. Rating Count:
 - Positive correlation between the number of ratings and sales volume.
 - Domino's Pizza is a standout, leading in both metrics.
 - Some smaller restaurants perform well despite having fewer ratings.

Recommendations:

- Focus investment and marketing in high-performing cities and neighborhoods.
- Promote top-selling cuisines and explore fusion or bundled offerings.
- Encourage customer reviews through incentives to improve visibility and credibility.
- Support mid-to-high rated restaurants (3.8–4.2) for optimal returns.
- Monitor under-the-radar high performers for strategic growth and brand support.

Next Steps:

- Launch targeted campaigns in top cities.
- Pilot multi-cuisine kitchens in mid-tier markets.
- Reassess performance quarterly to track changes and refine strategy.