Zomato BI Project Plan

Objective:

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

Restaurant Analysis Focus Area:

Goals:

- Identify top restaurants by revenue and order volume
- Explore key success factors (e.g. cuisine, price, rating, location)
- Uncover trends across geography and restaurant attributes

Key Metrics to Investigate:

- Performance: Total Revenue, Number of Orders, Avg. Order Value (AOV), Repeat Orders
- Attributes: Cuisine Type, Price Range, Ratings, Location
- Customer Interactions: Avg. Customer Rating, Order Frequency per Restaurant

Guiding Questions:

- Which restaurants drive the most revenue and why?
- What traits (e.g. cuisine, location) correlate with high performance?
- How do ratings influence order volume?
- Are there geographic or cuisine-based trends among top performers?

Dashboard Plan:

- Overview: Key KPIs + Top 5 Restaurants (Revenue & Orders)
- Drilldown Views:

    o Interactive filters by City, Cuisine, Rating, Price Tier
    o Top Restaurants by Orders & Revenue
    o AOV by Cuisine & Price Range

- Cuisine Analysis: Popular cuisines, Avg. Rating

Expected Outcomes:

- A clear list of high-performing restaurants and key insights
- Visual tools to monitor and compare performance
- Strategic recommendations for campaign focus and future investment