



Restaurant Analysis

Areas of Analysis:

1) Highest Performing

- Cities
- Cuisines
- Individual Restaurants
- Restaurant Chains

2) Correlation of Sales to

- Number of Ratings
- Restaurant's Average Meal Cost
- Month

Big Question:

Focusing on it's restaurants, what are some actionable ideas to increase the overall sales of Zomato?

Analysis was made from joining the **Restaurant and **Orders** data tables.*

Zomato - Restaurant Analysis

Highest Performing Restaurant # by Total Sales

R Id	Restaurant Name	City	Cuisine	Rating	
377150	Janta Snacks	Navrangpura,Ahmedabad	Street Food,Indian	--	\$1,510,944
80384	Domino'S Pizza	Tirupati	Pizzas	3.8	\$1,492,435
474086	Happy Brew Cafe	Tirupati	Pizzas,Continental	3.5	\$1,477,458
387586	Kouzina Kafe - The Food C...	Electronic City,Bangalore	Bakery,Beverages	--	\$1,477,394
123836	Jaysika Ddn Fast Food	Rishikesh	Continental,Indian	3.7	\$1,338,264
566896	Cafe Yummy	Raipur	Cafe,North Indian	--	\$1,316,921
435278	Krishna Food	Ghatlodia,Ahmedabad	North Indian,Punjabi	--	\$1,283,875
213931	Huber & Holly	Navrangpura,Ahmedabad	Pizzas,Pastas	4.5	\$1,283,875
455334	Zaatar Spice	Electronic City,Bangalore	Arabian,Chinese	--	\$1,235,347
378311	Blue Tokai Coffee Roasters	Connaught Place,Delhi	Beverages,Desserts	4.7	\$1,228,148

Highest Performing Restaurant Chains

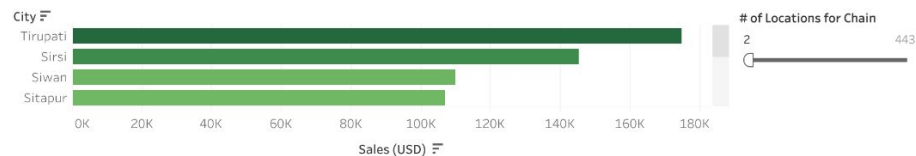
by Average Sales \$
& Number of Locations

Restaurant Name	
Wow China	\$494,966 2
Pizza Toppers	\$414,588 2
Jayhind Sweets	\$374,793 3
Zaitoun Zaika	\$333,722 2
Hotel Sri Lakshmi Bhavan	\$330,046 2
Krishna Food	\$321,529 4
Andhra Military Cafe	\$278,819 3
Radhika'S Authentic South Indian Food	\$266,468 2
Ambersari Kukkad	\$232,310 2

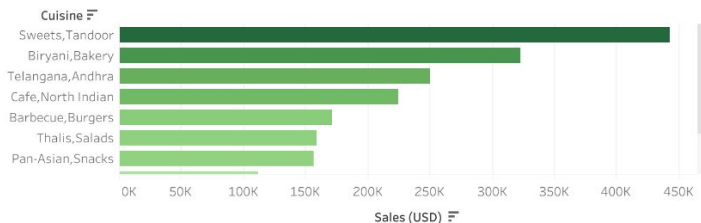
Average Sales \$ by Restaurant's Rating Count



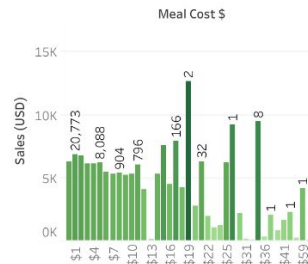
Highest Performing Cities by Average Sales \$



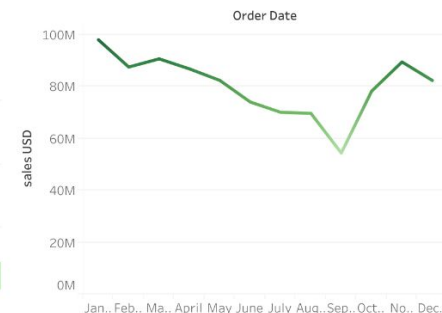
Highest Performing Cuisines by Average Sales \$



Average Sales \$ by Restaurant's Avg. Meal Cost & Number of Restaurants



Total Sales \$ by Month



Zomato - Restaurant Analysis

Highest Performing Restaurant # by Total Sales

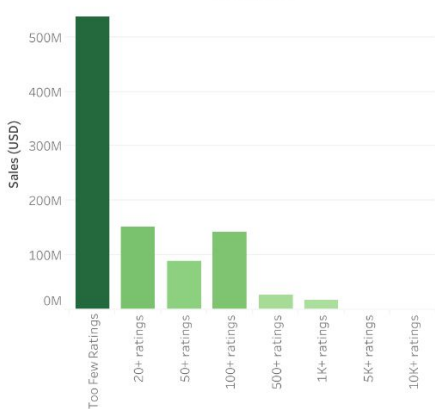
R Id	Restaurant Name	City	Cuisine	Rating	
377150	Janta Snacks	Navrangpura,Ahmedabad	Street Food,Indian	--	\$1,510,944
80384	Domino'S Pizza	Tirupati	Pizzas	3.8	\$1,492,435
474086	Happy Brew Cafe	Tirupati	Pizzas,Continental	3.5	\$1,477,458
387586	Kouzina Kafe - The Food C...	Electronic City,Bangalore	Bakery,Beverages	--	\$1,477,394
123836	Jaysika Ddn Fast Food	Rishikesh	Continental,Indian	3.7	\$1,338,264
566896	Cafe Yummy	Raipur	Cafe,North Indian	--	\$1,316,921
435278	Krishna Food	Ghatlodia,Ahmedabad	North Indian,Punjabi	--	\$1,283,875
213931	Huber & Holly	Navrangpura,Ahmedabad	Pizzas,Pastas	4.5	\$1,283,875
455334	Zaatar Spice	Electronic City,Bangalore	Arabian,Chinese	--	\$1,235,347
378311	Blue Tokai Coffee Roasters	Connaught Place,Delhi	Beverages,Desserts	4.7	\$1,228,148

Highest Performing Restaurant Chains by Total Sales \$

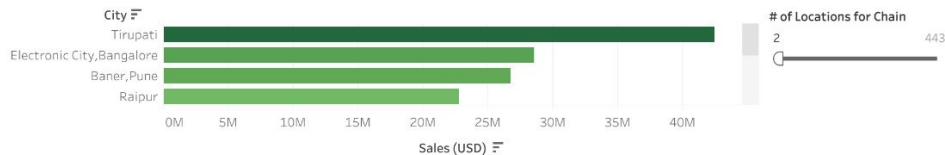
& Number of Locations

Restaurant Name	
Domino'S Pizza	\$5,021,565 443
Kouzina Kafe - The Food Court	\$1,958,408 47
Sweet Truth - Cake And Desserts	\$1,952,881 171
Pizza Hut	\$1,790,031 323
Biryani House	\$1,710,611 51
Huber & Holly	\$1,668,292 13
Baskin Robbins	\$1,627,232 274
Kfc	\$1,605,157 310
Mccafe By Mcdonald'S	\$1,541,849 78

Total Sales \$ by Restaurant's Rating Count



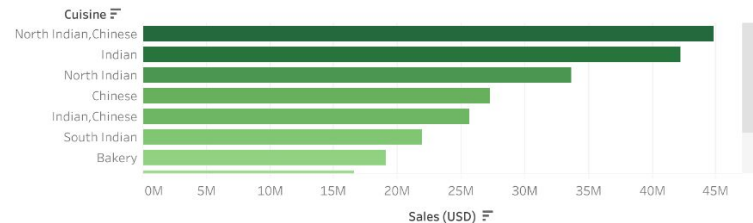
Highest Performing Cities by Total Sales \$



Sales Measure
○ Average Sales \$
● Total Sales \$

of Locations for Chain
2 443

Highest Performing Cuisines by Total Sales \$



Total Sales \$ by Restaurant's Avg. Meal Cost & Number of Restaurants



Total Sales \$ by Month





Observations

Cities - Tirupati had both the highest total sales and the highest average sales per restaurant.

Cuisines - Indian, Chinese and Pizza had the highest total sales (due to the overall amount of restaurants). However, restaurants that specifically served Sweets/Tandoor had the highest average sales per location.

Individual Restaurants - It's really interesting to see that the single highest performing restaurant (Janta Snacks) had no rating, and it served Indian Street Food.

Restaurant Chains - While big, international chains had the most locations and highest total sales, the chains that had the highest average sales only had 2 to 5 locations.

Number of Ratings - Restaurants that had a higher number of ratings actually had a lower average amount of sales. The sweet spot was around 50 ratings.

Restaurant's Average Meal Cost - Most restaurants had an average meal cost of around \$2 USD, and the average sales were very similar of the restaurants that had meal costs between \$1 - \$11. There were some outlier restaurants that had high meal cost and high average sales.

Month - Based on total sales, January had the highest sales but then declines until it sharply drops in September. Then would pick back up again at the end of the year.



Conclusion

Actionable Steps to Increase Sales:

- Add more available restaurants in Tirupali.
- Add more restaurants that offer sweets/tandoor.
- Investigate why Janta Snacks is performing so well. Are they doing anything that can be copied by other restaurants?
- Add more small chain restaurants (2 - 5 locations) to online selection.
- Encourage restaurants with a low number of reviews to at least get 50 reviews, and then track them to see if their average sales increase.
- Investigate why there is a sharp decline in sales in September. Is there any seasonal promotion restaurants can do to bump up sales?