

Project Name:

**“Foodpanda Reviews & Ratings
Analysis
Rawalpindi (Last 12 Months)”**

Author: Sahib Dino, Data Analyst

Date: July 2025

Tools: Google Sheets (Pivot Tables, Charts) and SQL Querying

1. . Executive Summary

Purpose: Analyze top-rated restaurants and food categories in Rawalpindi using both ratings and textual reviews over the past year.

Key Findings:

- Anna Ka Khana leads with a 4.8★ average and 1000+ reviews.
- The Healthy Food category scores highest overall (avg ~4.6★).
- Top restaurants by 5-star review count also include Pinch of Spices, Foodies kitchen, Zaiqedaar by Chef Ayesha, and Haute Cuisine are consistent success across datasets.

Recommendations:


- Feature Anna Ka Khana and healthy food vendors prominently.
- Promote high-performing healthy food cuisine options.
- Consider spotlighting highest rated top 5 vendors in-app and via campaigns.

2. Introduction & Objective

- **Background:** Rawalpindi remains a key city in Foodpanda's operations as it continues to see increasing demand in Food delivery services
- **Objective:** Help stakeholders to identify top-performing vendors to drive improved customer satisfaction and engagement.

3. Data & Methodology

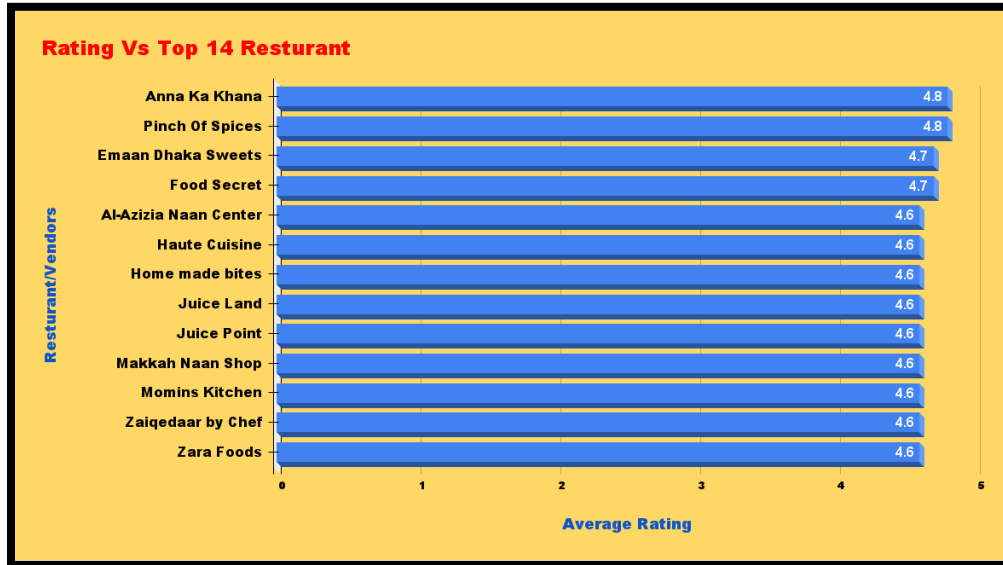
The following steps were aligned with the Google Data Analytics process: Ask, Prepare, Process, Analyze, and Share.

-  **Ask :** The primary goal of this project was to identify the highest-rated restaurants and most popular food categories in Rawalpindi, based on customer reviews and ratings available through Foodpanda. This involved:
 - Categorizing the best-performing vendors
 - Analyzing trends in customer preferences
 - Exploring patterns in high-rated reviews

- 🍷 **Prepare:** I collected a dataset titled "Pakistani Cities Foodpanda Restaurant Reviews", published by BwandoWando on Kaggle. Dataset link: <https://doi.org/10.34740/kaggle/ds/4683556>. The dataset included two key files:
 - pk_rawalpindi_restos.csv – Restaurant names, cuisine types, ratings.
 - pk_rawalpindi_review.csv – Customer comments, review dates, food & rider ratings
- 🧠 **Process:** I performed data cleaning and transformation in both Google Sheets and Google BigQuery:
 - ☐ In pk_rawalpindi_restos.csv:
 - Removed irrelevant columns (e.g., geolocation, payment type).
 - Converted text-based review counts (e.g., "500+") to numeric values.
 - Fixed inconsistent entries using conditional formatting and filters.
 - ☐ In pk_rawalpindi_review.csv:
 - Queried the dataset in BigQuery to extract relevant fields.
 - Filtered for only 5-star reviews.
 - Exported a cleaned, reduced dataset for further processing in Sheets.
- 📊 **Analyze:** I used pivot tables, sorting, and filtering in Google Sheets to:
 - Aggregate 5-star review counts per vendor.
 - Calculate average ratings per food category.
 - Identify top 10 performing restaurants.
 - Match store IDs with restaurant names from the ratings dataset.
 - Visualize the results using bar charts and summary tables.
- 🗣️ **Share:** The final insights were communicated through:
 - A visual report with clear charts and summaries.
 - A presentation deck highlighting top vendors and cuisines.
 - A documented changelog for reproducibility.
 - Actionable recommendations for stakeholders
- ☐ ✅ **Key Tools Used:**
 - Google Sheets: Cleaning, pivot tables, filtering, charting.
 - Google BigQuery: SQL querying for large dataset filtering.
 - Kaggle: Dataset sourcing.
 - Google Slides & Docs: Presentation and report creation.

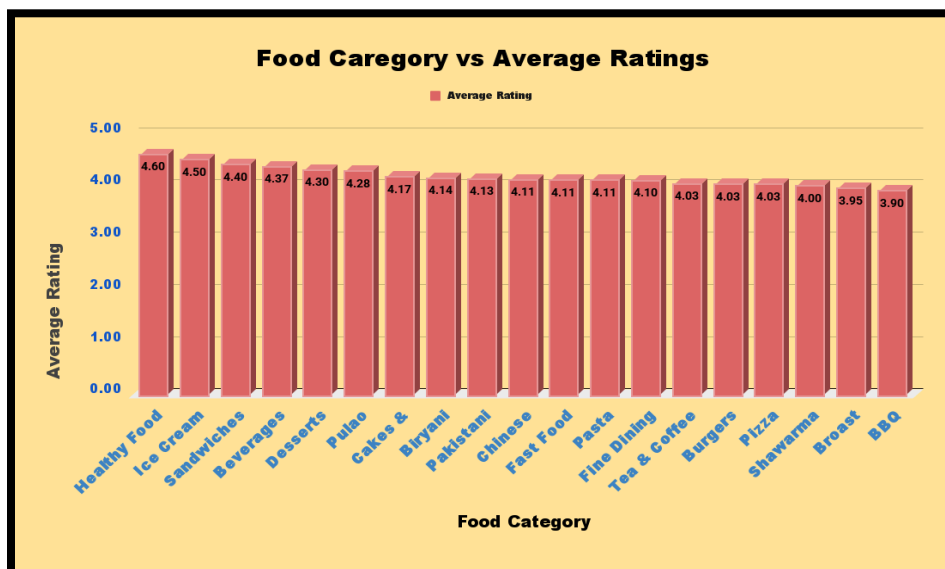
4. Quantitative Results

- A) Top Restaurant/Vendor by Average Rating,



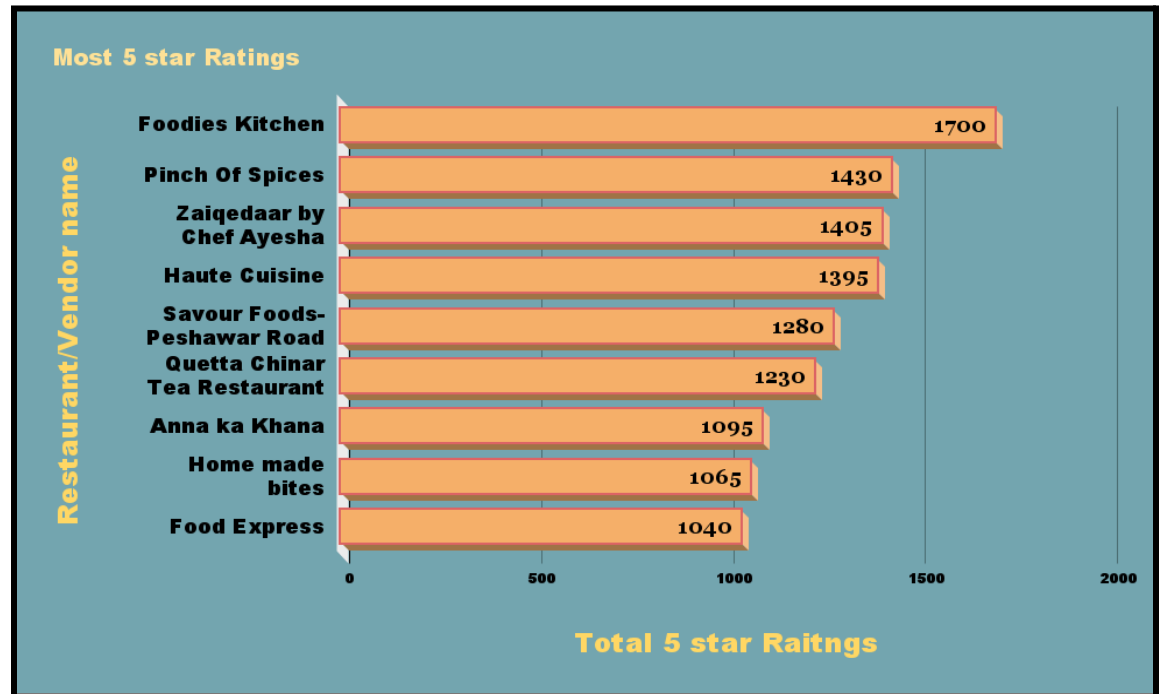
Bar chart: Top 14 restaurants by average rating (≥ 300 reviews)

- B) Top 10 Rated Food Categories.



Bar chart: Avg ratings by food category

- C) 5-Star Review Volume by orders directly connected to Comments.
 - 5 rated were always resulted in good comments



Bar chart for top 10 Restaurant/vendors Total 5 ratings for 2023-2024 year

5. Qualitative Insights

- Some comments of top rated Restaurant/ Vendors on foodpanda
 - **Anna ka Khana** “wonderful serving and best taste ❤️”
 - **Foodies kitchen** “received order Hot 🔥 fresh and delicious as always”
 - **Pinch of spices** “Tasty dahi Chaat , gonna try it again 😊, I Will try out your other food items too “

6. Recommendations

- Feature top-tier performers in app banners.
- Promote the “Healthy Food” section.
- Consider loyalty offers for high-performing restaurants.
- Periodic tracking (monthly charts) to spot new trends.

7. Limitations & Future Work

- Text reviews limited to 5-star filtering.
- No automated sentiment analysis (can be added later).
- Future: No dashboard in Looker Studio, regular monthly refreshm.

Appendices (cleaned tables, and datasets)

Attached sample cleaned data (Excel) included in links hosted on Google Sheets.

Link 1 (Cleaned pk_rawalpindi_restos.csv)

https://docs.google.com/spreadsheets/d/1tDY4JrOgR-mPWeA_66cz-Cna5s7EisUUH_xrpMuaxw/edit?usp=drivesdk

Link 2 (Cleaned pk_rawalpindi_review.csv)

https://docs.google.com/spreadsheets/d/1CGRHWjJ1yHmK_2yf2ZJpY1_EbMPtSE-UlfnawVgShr4/edit?usp=drivesdk