

ZOMATO: ANALYZING RESTAURANT SUCCESS

ERIC PRANIEWICZ | TRIPLETEN BIA |
FINAL PROJECT

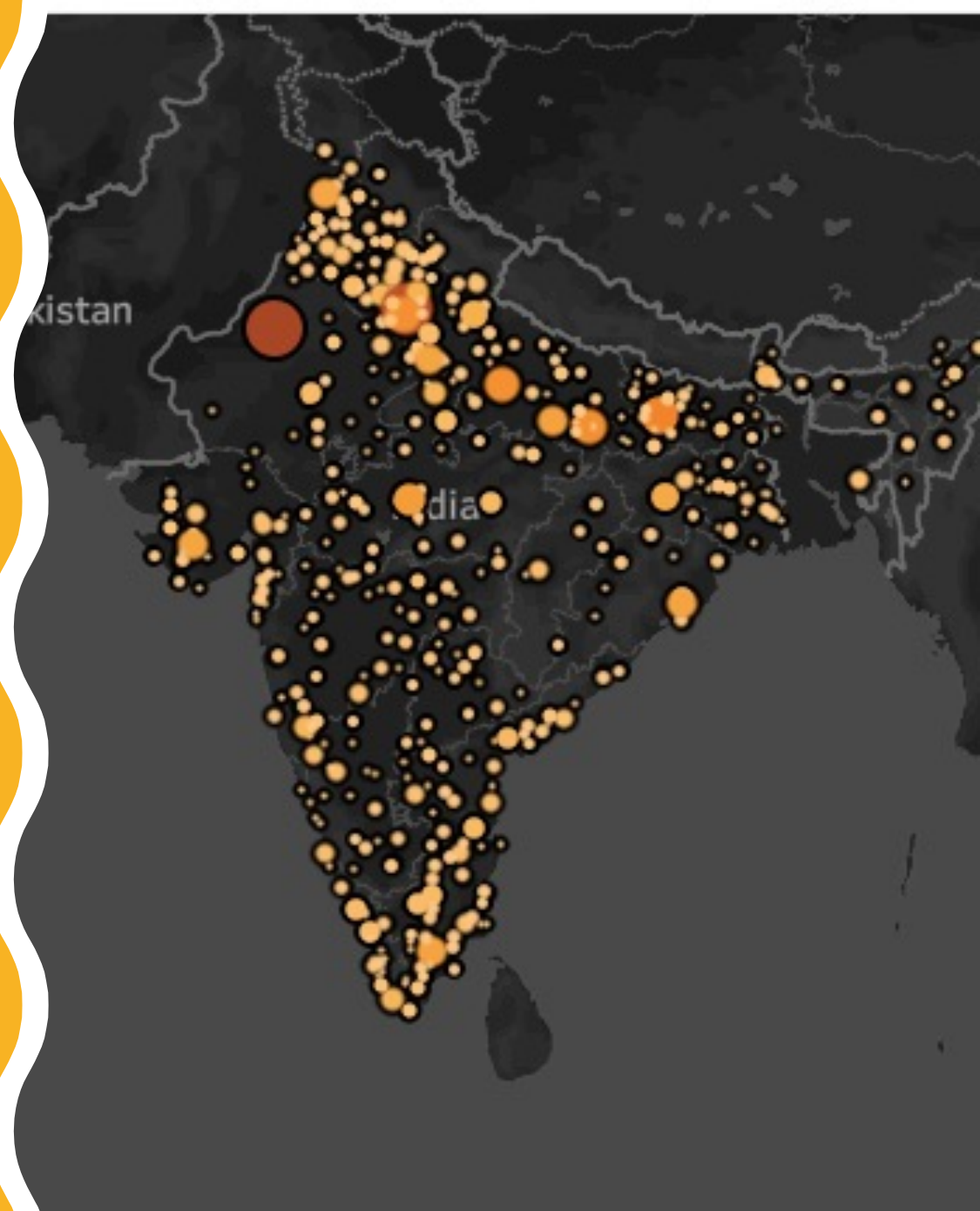


ANALYSIS + REPORT

PLEASE USE THIS REPORT AS A TOOL TO
FOLLOW ALONG AS YOU WORK YOUR WAY
THROUGH THE DASHBOARDS IN TABLEAU

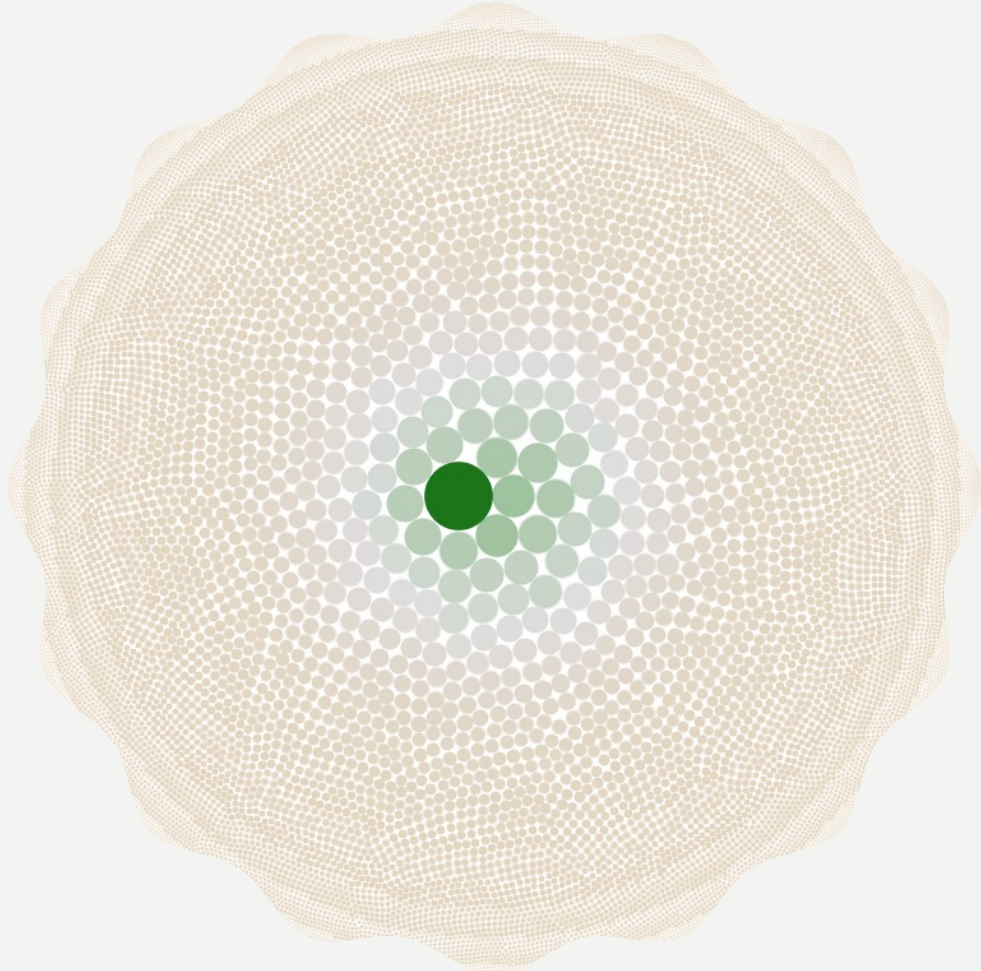
THIS REPORT WILL PROVIDE KEY
INSIGHTS DISCOVERED USING THE
TABLEAU DASHBOARDS

[USE THIS LINK TO OPEN TABLEAU
WOORBOOK](#)



ZOMATO BY THE NUMBERS

- ZOMATO CURRENTLY HOSTS NEARLY 150,000 RESTAURANTS ACROSS INDIA, ACCORDING TO DATASETS PROVIDED
- THIS REPORT IS A STUDY IN POPULARITY OF RESTAURANTS ON THE ZOMATO PLATFORM
- WHICH RESTAURANTS ARE POPULAR?
- ARE THERE ANY SPECIFIC FACTORS THAT DRIVE POPULARITY ON ZOMATO?



Circle graph depicting each individual restaurant listed on Zomato; circle size depicting revenue amounts

ANALYSIS OUTLINE

- Identifying Popular Restaurants
 - Popularity measured by total count of orders per restaurants, count of orders over time, quantity of items ordered, count of users ordering from top restaurants
- Revenue Analysis
 - Are restaurants with highest order counts also top revenue earners?
 - Popularity of Menu Items per Price Point
- Analyzing the “Why” behind restaurant popularity
 - Location analysis by city
 - Analysis of Menu Offerings
 - Cuisine Types
 - Veg v. Non-Veg options
 - Popularity of menu items across the app
- Study of Restaurant Ratings v. Order Counts

Zomato Restaurant Analysis

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Top Restaurants + Locations

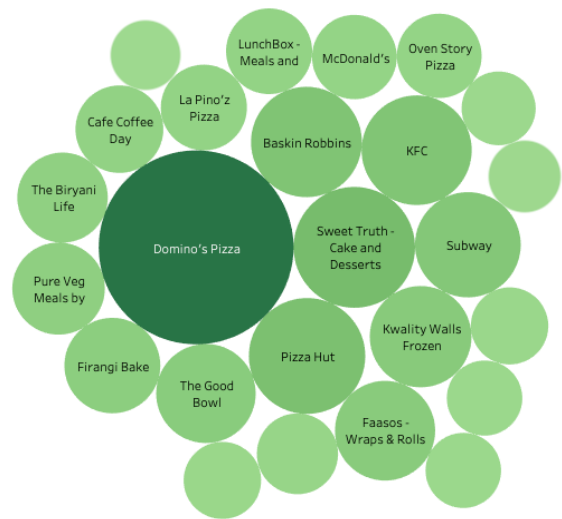
Cuisine Types + Veg Analysis

Price + Revenue Analysis

How Much Do Ratings Matter?

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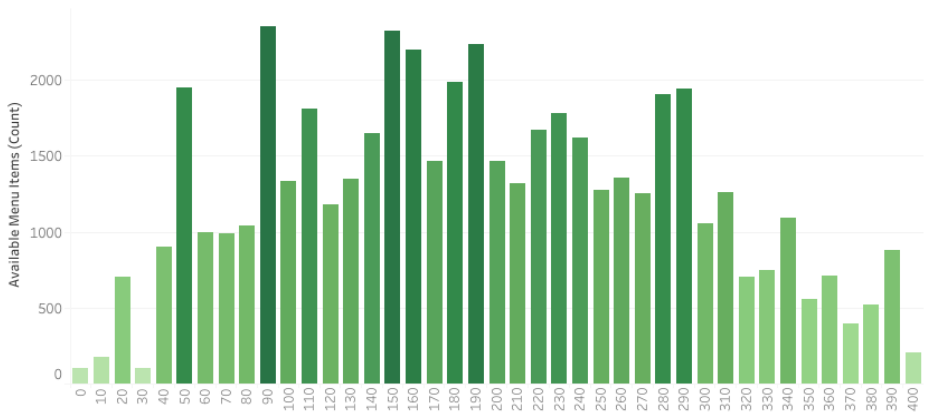
Top 25 Restaurants by Revenue



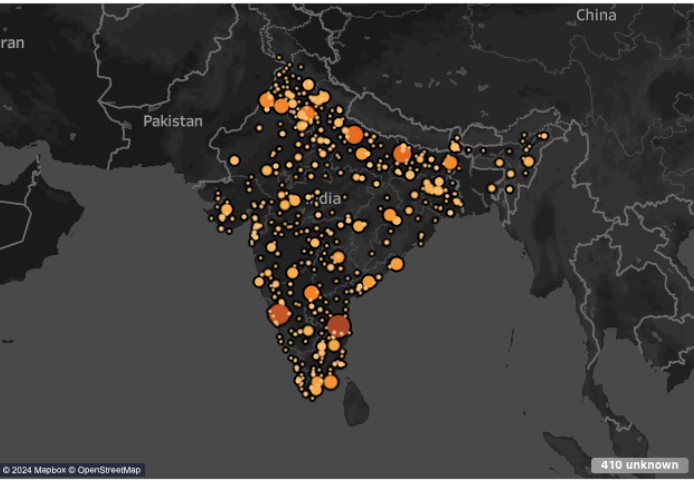
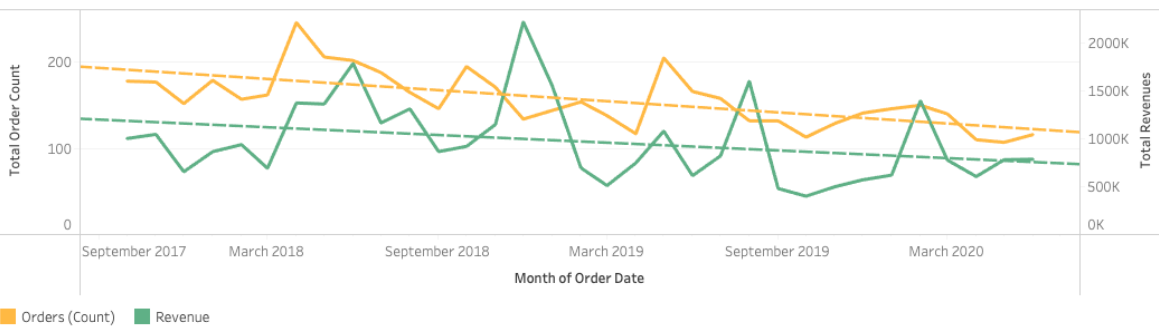
Top 25 Restaurants by Order Quantity



Count of Available Menu Items per Price Point

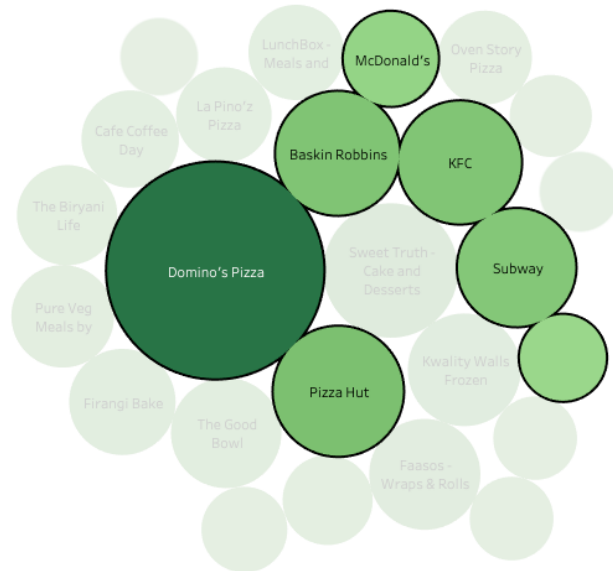


Total Order Counts + Total Revenues

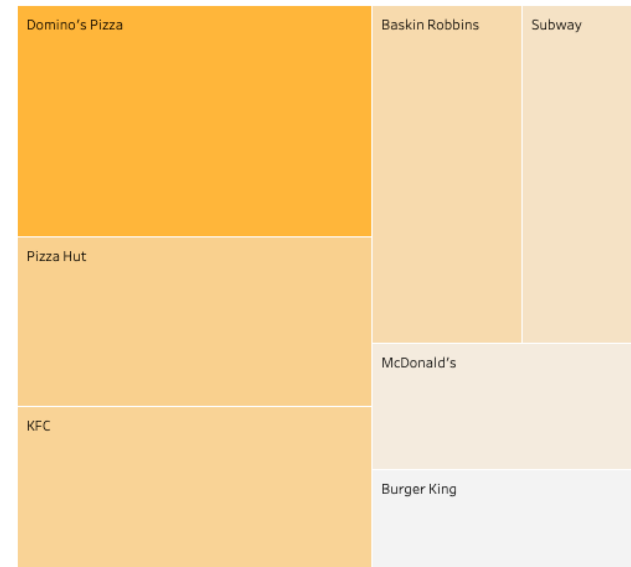


- THE FIRST DASHBOARD DEPICTS THE TOP 50 RESTAURANTS BY REVENUE AS WELL AS THE TOP 50 RESTAURANTS BY ORDER COUNT (TOP LEFT, TOP MIDDLE)
- THIS DASHBOARD ALSO DEPICTS TOTAL REVENUES AND ORDER COUNTS THROUGH TIME ACCORDING TO COLLECTED DATA AS WELL AS A BREAKDOWN OF POPULARITY OF ITEMS PER PRICE POINT (BOTTOM LEFT, TOP RIGHT)
- LOCATION DATA CAN BE SHOWN FOR REVENUE, ORDER COUNT, AVERAGE ORDER AMOUNT AND LOCATION OF USERS(BOTTOM RIGHT)

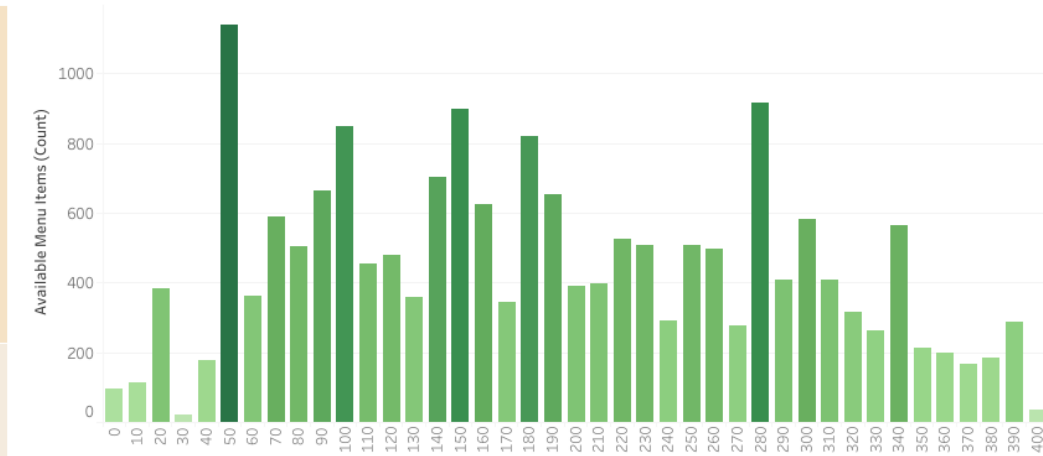
Top 25 Restaurants by Revenue



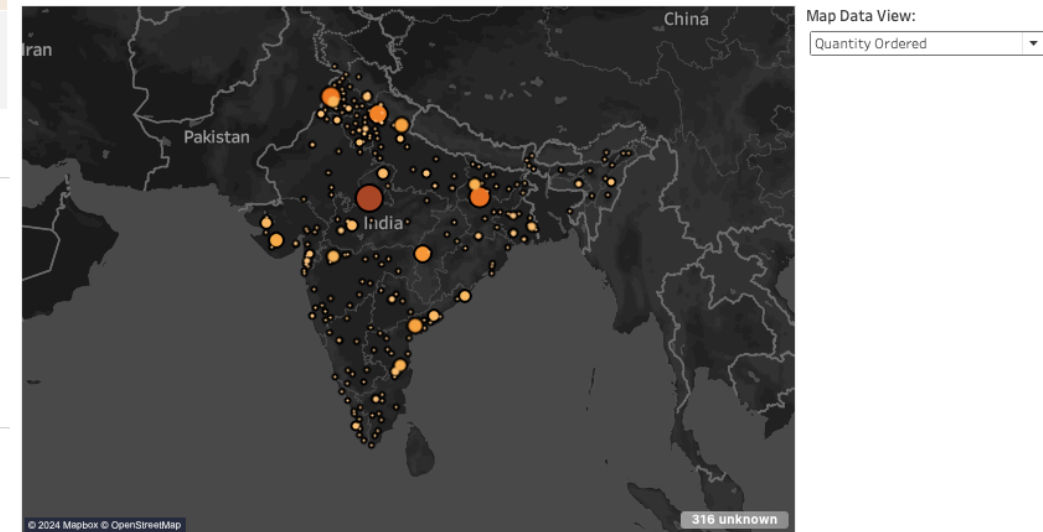
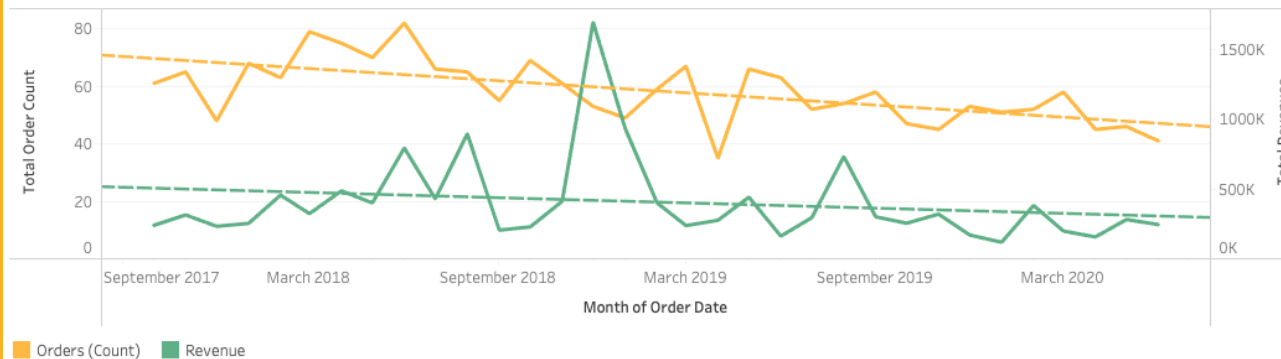
Top 25 Restaurants by Order Quantity



Count of Available Menu Items per Price Point

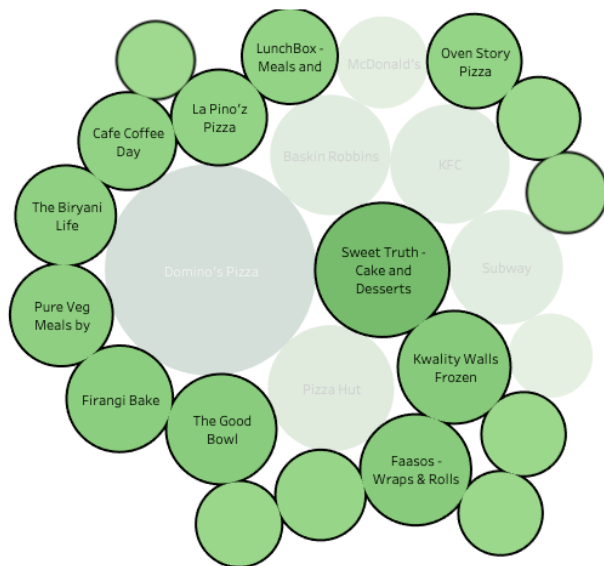


Total Order Counts + Total Revenues

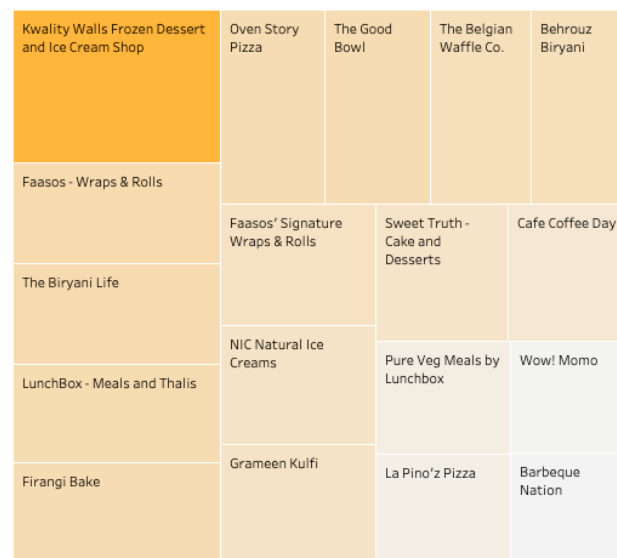


- AMERICAN CUISINE CHAINS DOMINATE TOP REVENUES AND ORDER QUANTITIES.
- HIGH VARIETY OF PRICE POINTS FOR MENU ITEMS, HOWEVER A SIGNIFICANT PORTION ARE PRICED AT OR BELOW 280, PARTICULARLY HIGH NUMBER OF OPTIONS PRICED AT 50 - 60.
- CONCENTRATED IN FEW CITY CENTERS IN COMPARISON TO USER BASE

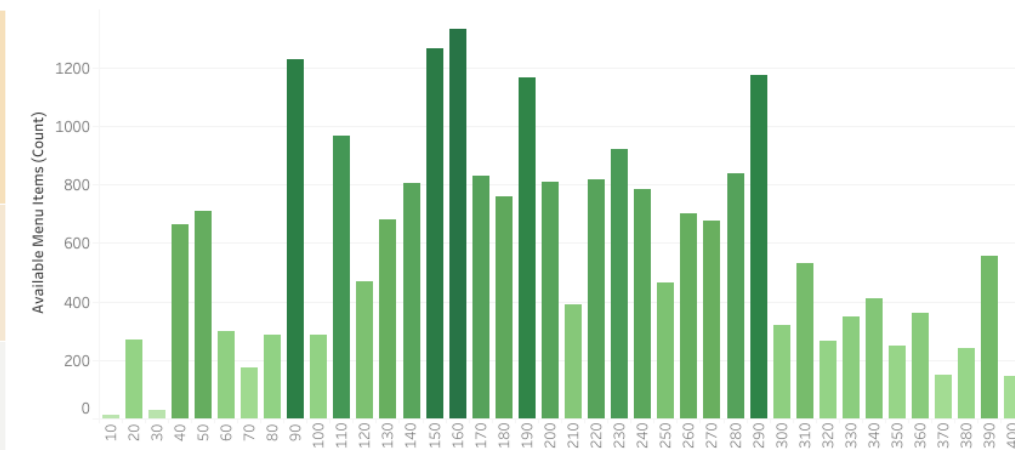
Top 25 Restaurants by Revenue



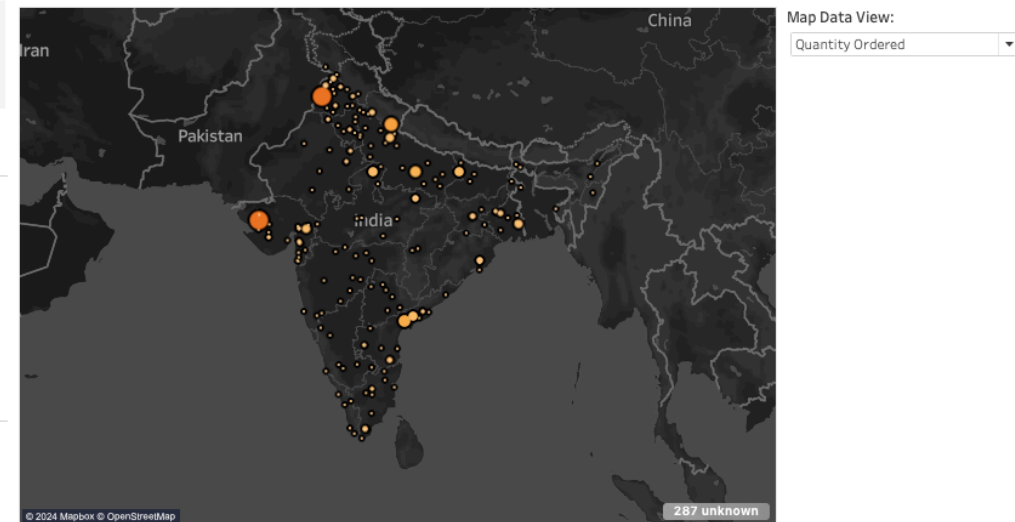
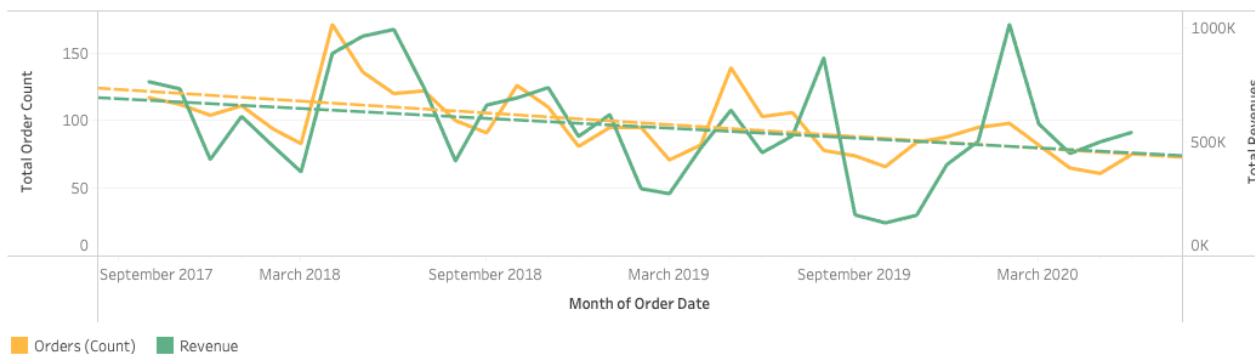
Top 25 Restaurants by Order Quantity



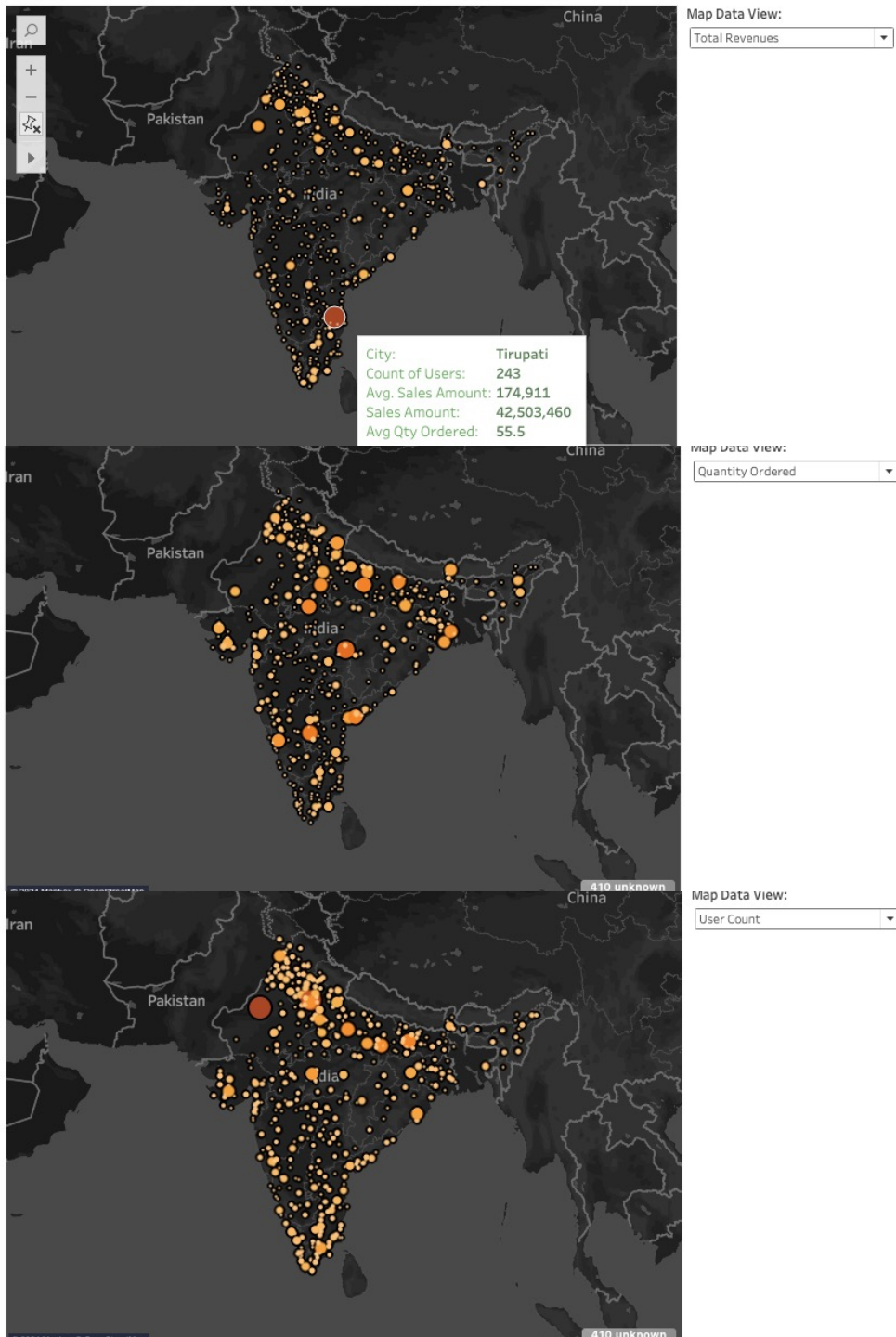
Count of Available Menu Items per Price Point



Total Order Counts + Total Revenues



- EXCLUDING AMERICAN CHAIN ESTABLISHMENTS, TOP EARNING RESTAURANTS OFFER LOCAL INDIAN FAVORITES IN ADDITION TO SIMILAR CUISINE OFFERED BY AMERICAN CHAINS (PIZZA, SANDWICHES, FRIED CHICKEN, ICE CREAM & DESSERTS)
- TOP RESTAURANTS RECEIVE ORDERS IN SIMILAR LOCALITIES, THOUGH IN LESSER QUANTITIES



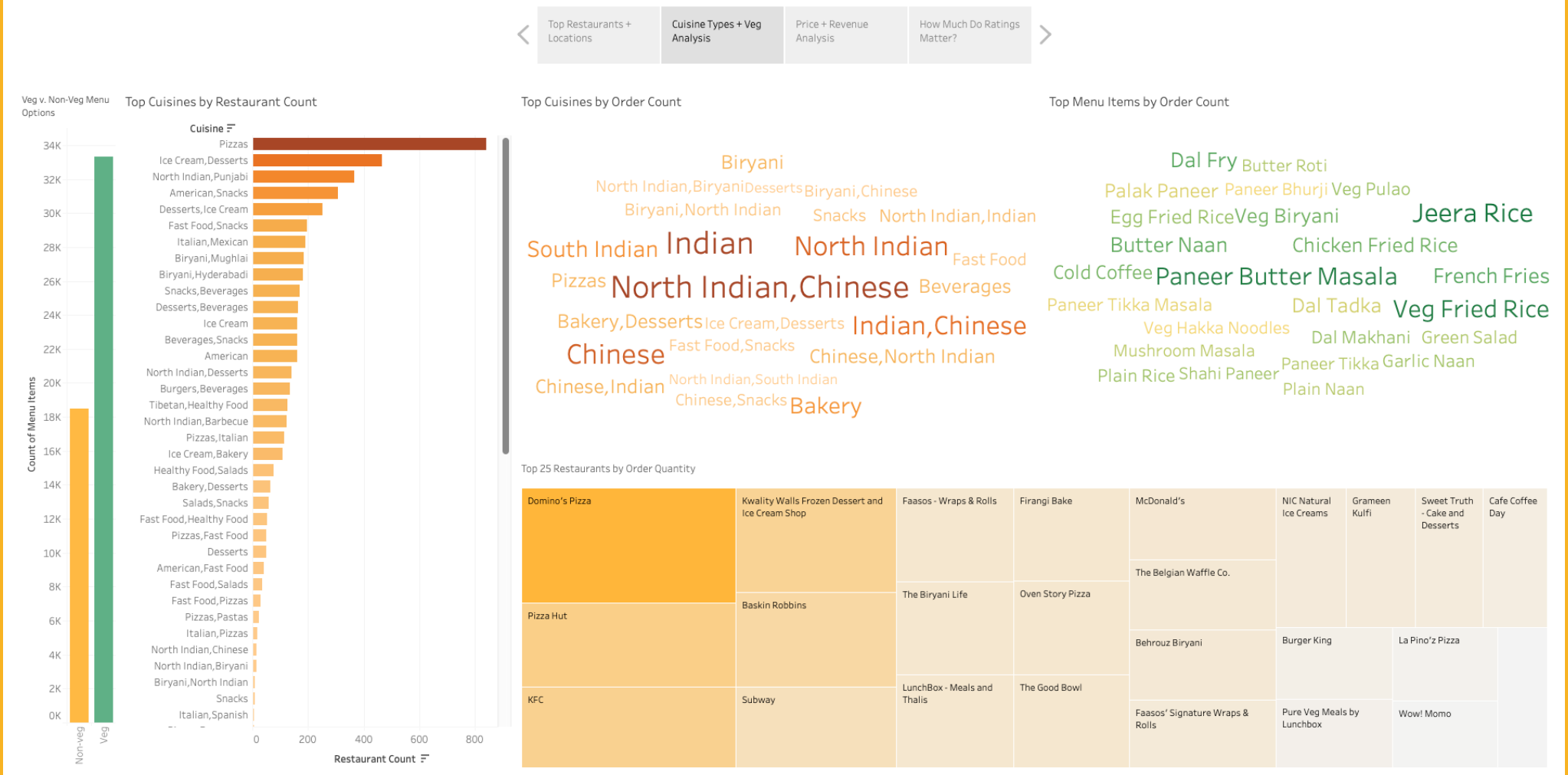
Mild correlation between user counts, quantity ordered, and revenues earned per city

Similar patterns emerge for cities in terms of quantities ordered and users

One city depicts disproportionately high revenues despite not showing high order quantities or a large number of users, due to few unusually large orders placed.

Users are more evenly distributed vs. order quantities and revenues.

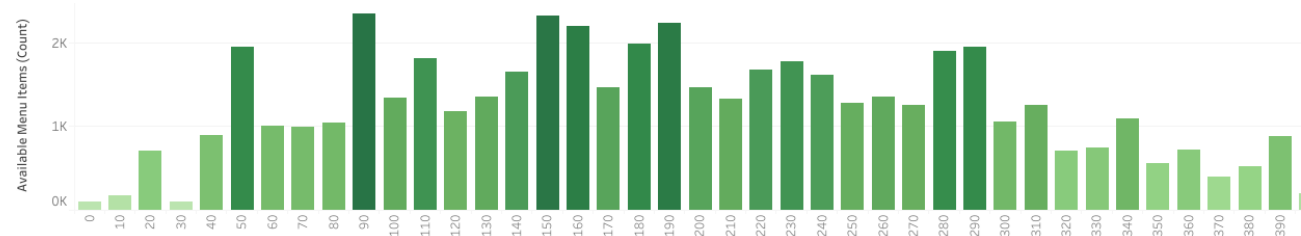
Zomato Restaurant Analysis



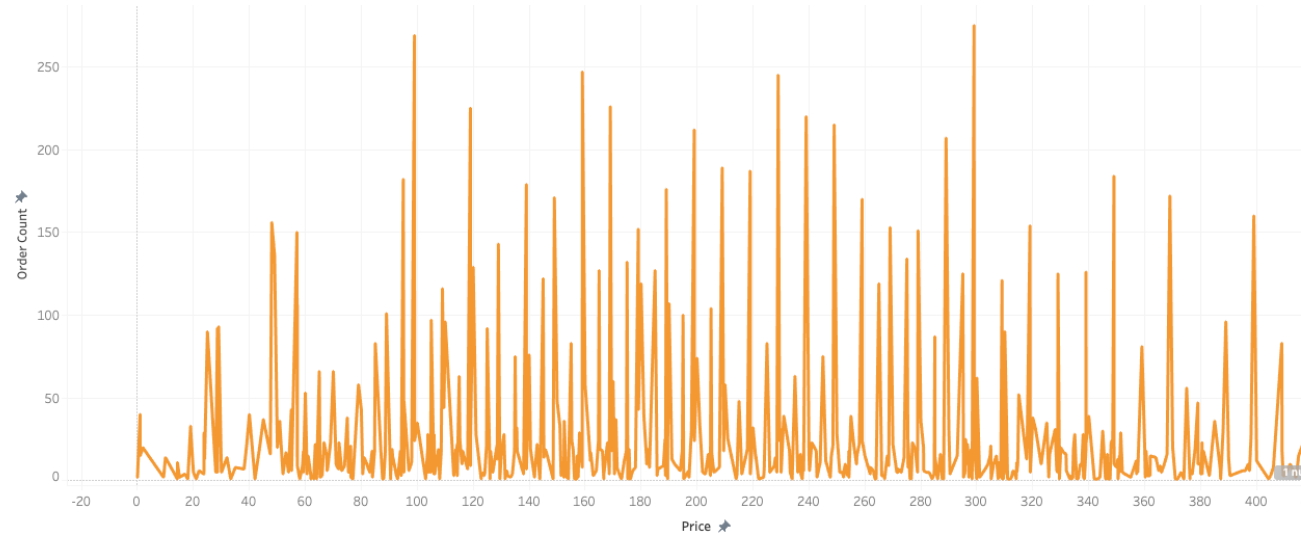
- MORE RESTAURANTS OFFER PIZZA THAN ANYTHING ELSE BY FAR, HOWEVER ONLY A FEW INTERNATIONAL PIZZA CHAINS SIT IN THE TOP 50 RESTAURANTS.
- VEG OPTIONS OUTNUMBER NON-VEG OPTIONS NEARLY 2:1 AS WELL - HAVING VEG OPTIONS ON A MENU IS MOST LIKELY IMPERATIVE FOR RESTAURANT SUCCESS.

Zomato Restaurant Analysis

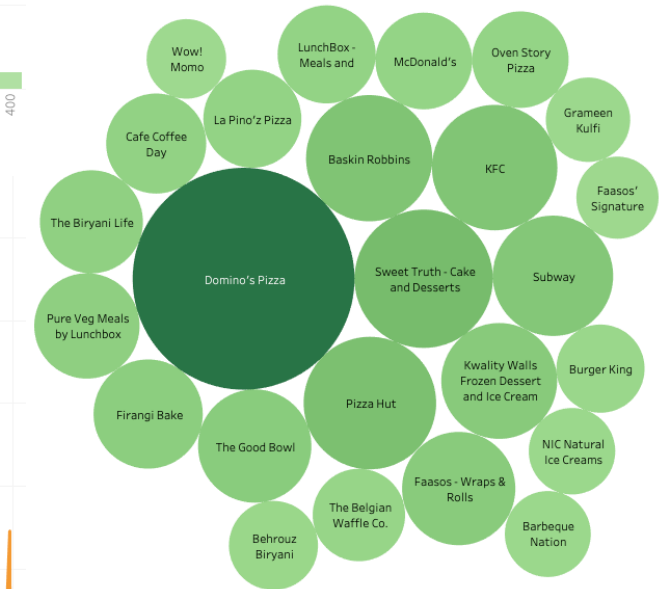
Count of Available Menu Items per Price Point



Frequency of Items Ordered by Price Point

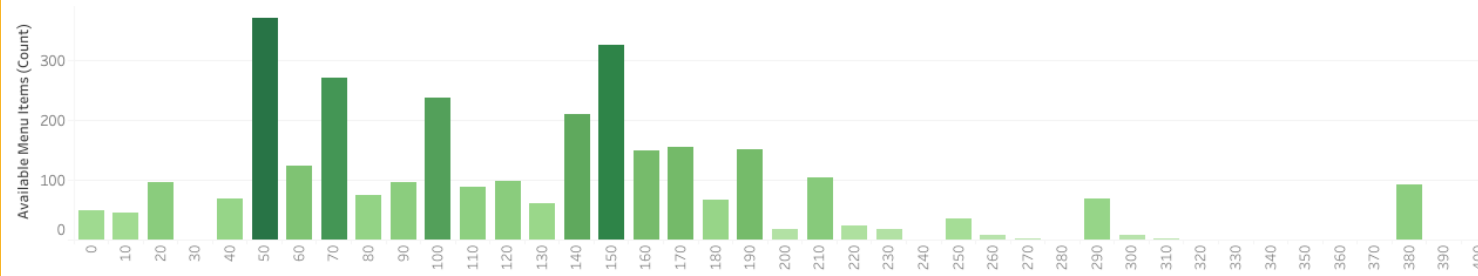


Top 25 Restaurants by Revenue

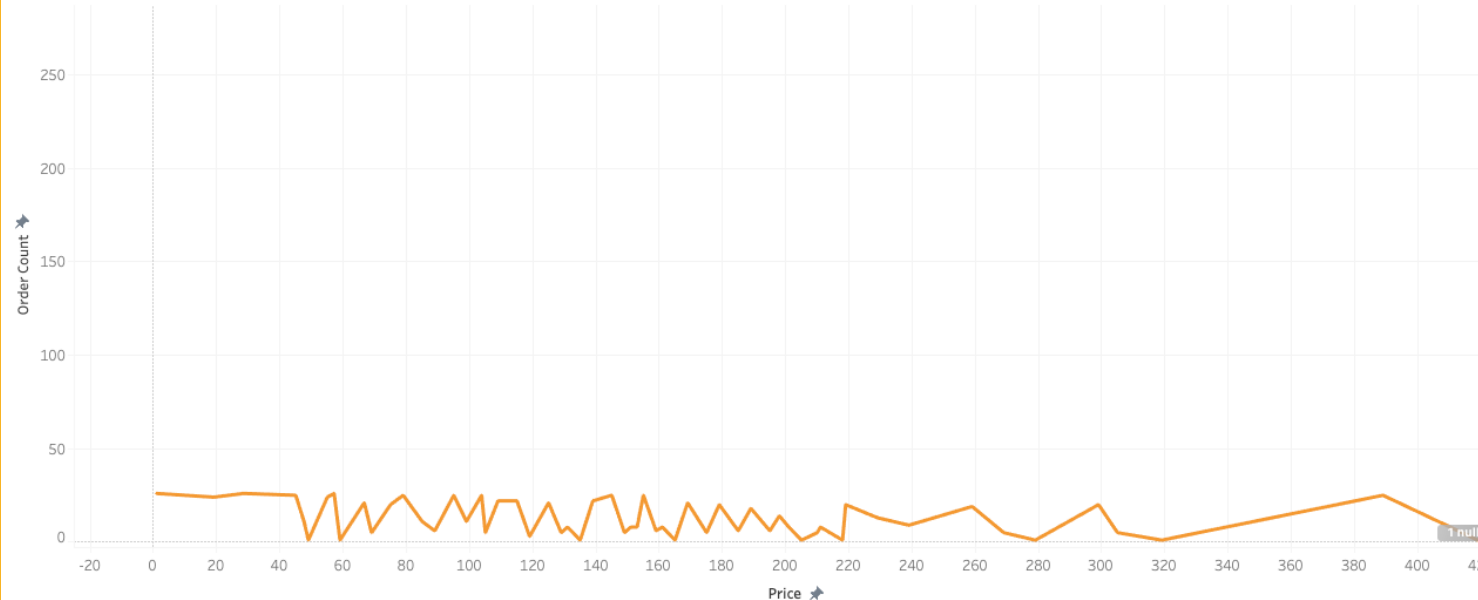


- MOST MENU ITEMS OFFERED ARE PRICED BETWEEN 50-300.
- VISUAL SHOWN CUTS OFF PRICING AT 400, THOUGH ITEMS DO EXIST ABOVE THAT PRICE POINT, THEY APPEAR TO BE STATISTICAL OUTLIERS FROM THE MAJORITY.
- MOST ITEMS ORDERED ARE PRICED BETWEEN 99 – 299.

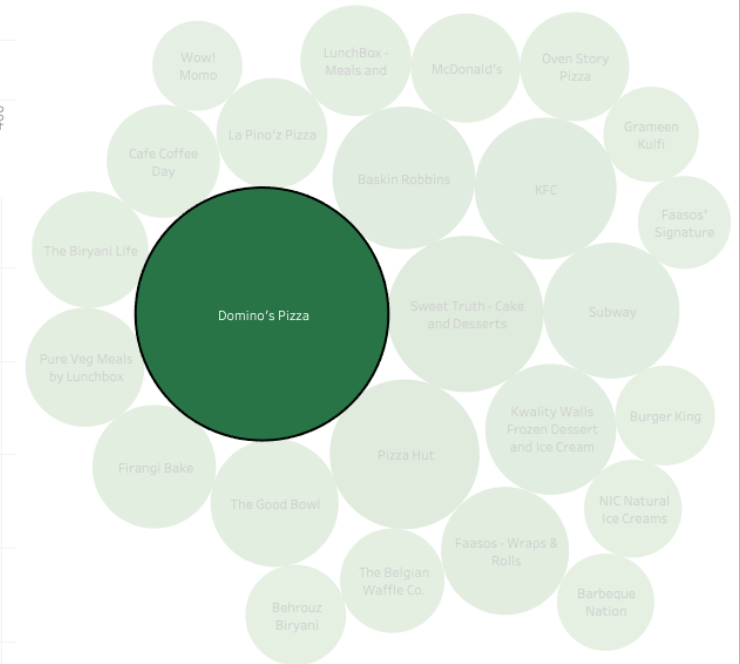
Count of Available Menu Items per Price Point



Frequency of Items Ordered by Price Point



Top 25 Restaurants by Revenue

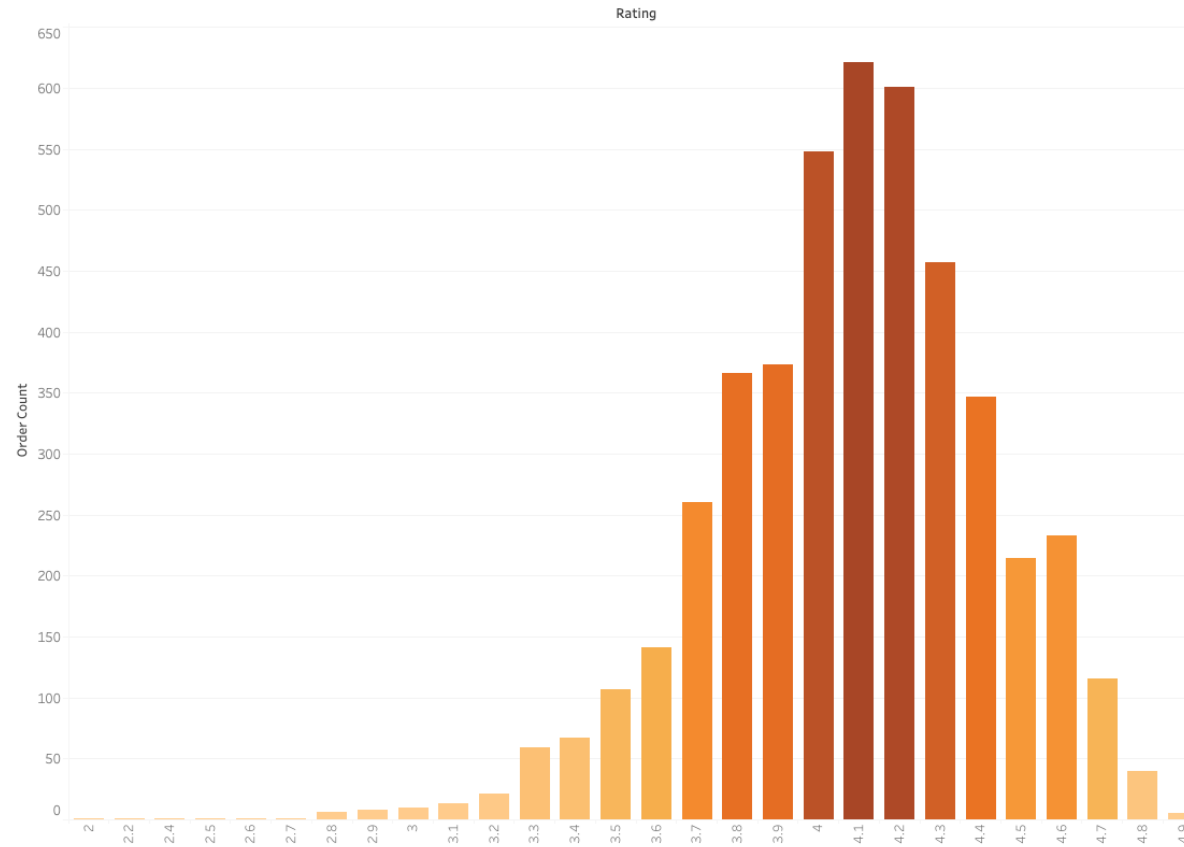


- TOP EARNING RESTAURANT DOMINOS PIZZA OFFERS A VAST MAJORITY OF ITS MENU ITEMS AT A PRICE OF 50-150
- COMPETITIVE PRICING WILL BE KEY FOR ANY RESTAURANT AIMING FOR HIGHER REVENUES

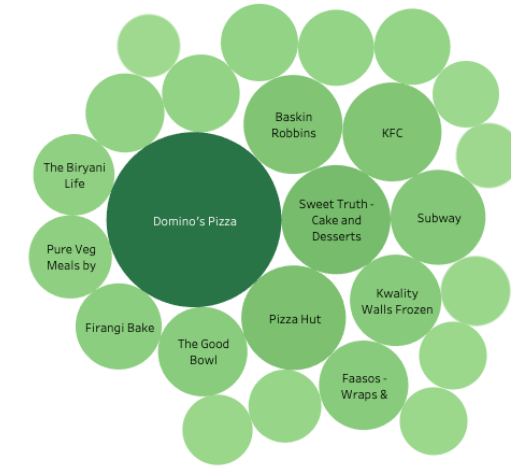
Zomato Restaurant Analysis

- < Top Restaurants + Locations
- Cuisine Types + Veg Analysis
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- How Much Do Ratings Matter? >

Distribution of Restaurant Ratings



Top 25 Restaurants by Revenue

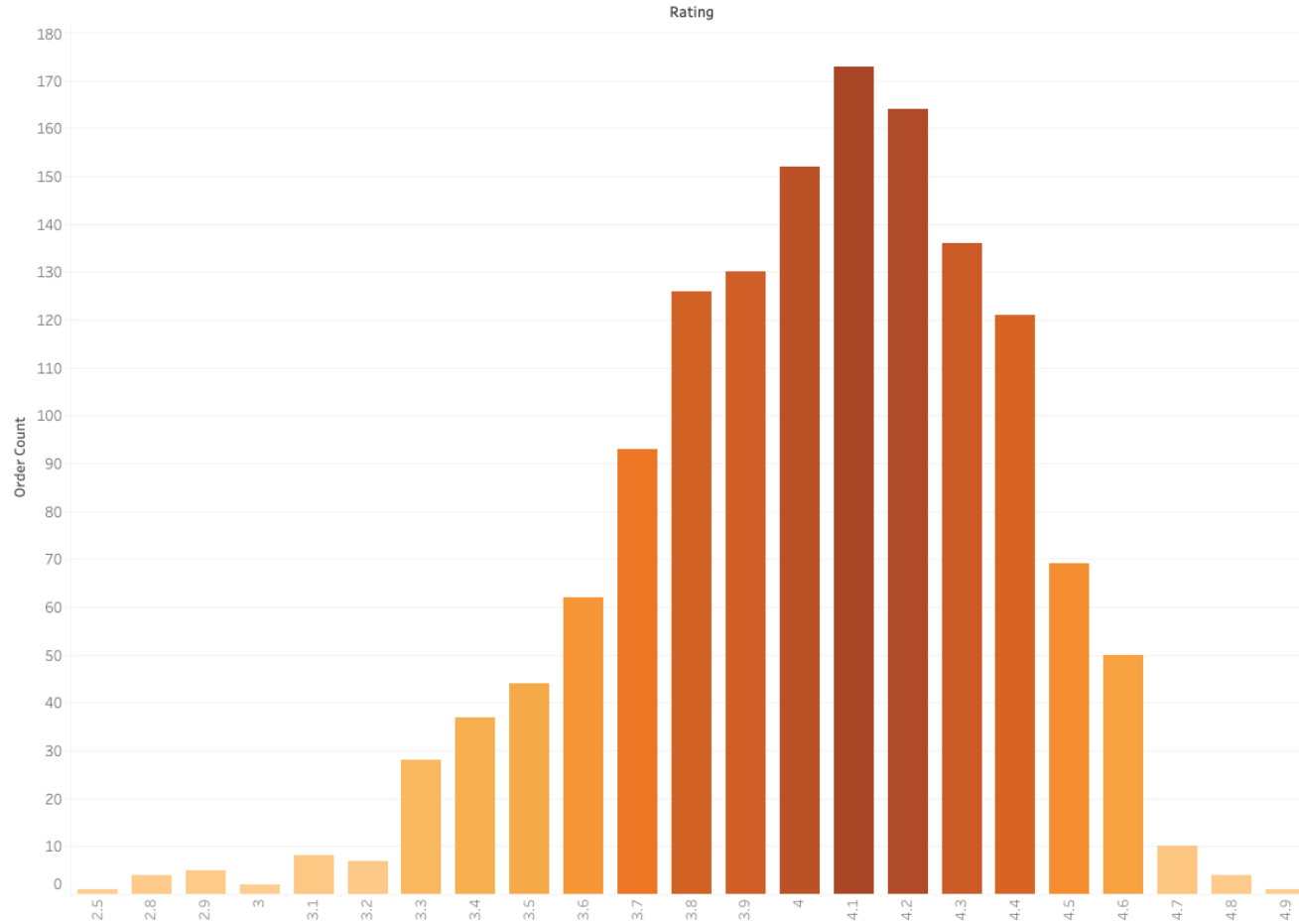


Top 25 Restaurants by Order Quantity

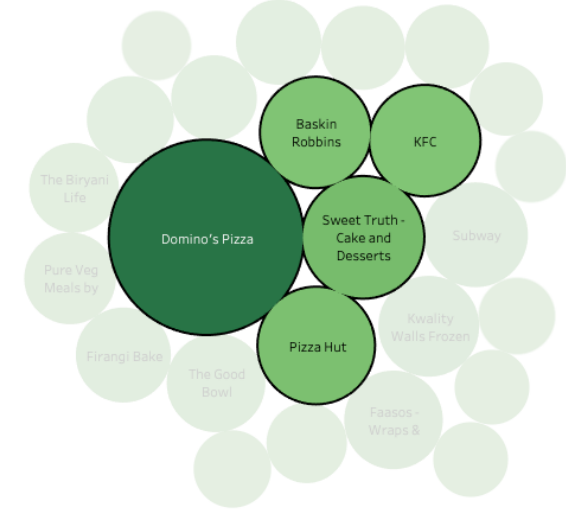
Domino's Pizza	Kwality Walls Frozen Dessert and Ice Cream Shop	The Biryani Life	The Good Bowl	Faasos' Signature Wraps & Rolls	NIC Natural Ice Creams	Grameen Kulfi
Pizza Hut	Baskin Robbins	LunchBox - Meals and Thalys	McDonald's	Sweet Truth - Cake and Desserts	Pure Veg Meals by	La Pino'z Pizza
KFC	Subway	Firangi Bake	The Belgian Waffle Co.	Cafe Coffee Day	Wow! Momo	Barbeque Nation
	Faasos - Wraps & Rolls	Oven Story Pizza	Behrouz Biryani	Burger King		

- RESTAURANTS MOST FREQUENTLY ORDERED FROM HAVE AN AVERAGE RATING OF 4 - 4.2 STARS.
- RATINGS ABOVE 4.2 STILL RECEIVE A SIGNIFICANT NUMBER OF ORDERS, THOUGH NOT NEARLY AS MANY.
- RATINGS BELOW 4 STARS DROP OFF VERY QUICKLY- RESTAURANTS SHOULD NOT ALLOW THEIR RATINGS TO DIP BELOW 4 STARS.

Distribution of Restaurant Ratings



Top 25 Restaurants by Revenue



Top 25 Restaurants by Order Quantity



- TOP 5 EARNING RESTAURANTS REFLECT THIS TREND WITH RATINGS FALLING BETWEEN 4 – 4.2.

Name	Count of restaurant	Revenue	Avg. Sales Amount	Avg. Sales Qty	Sales Qty
Domino's Pizza	443	5,025,266	11,344	19	8,350
Kouzina Kafe - The Food C..	47	1,958,408	41,668	33	1,560
Sweet Truth - Cake and De..	171	1,952,881	11,420	17	2,909
Pizza Hut	323	1,792,693	5,550	12	3,810
Biryani house	51	1,711,064	33,550	51	2,621
Huber & Holly	13	1,668,292	128,330	92	1,200
Baskin Robbins	274	1,627,731	5,941	16	4,389
KFC	310	1,605,569	5,179	10	3,159
McCafe by McDonald's	78	1,541,849	19,767	13	1,014
Janta Snacks	1	1,510,944	1,510,944	725	725
Subway	233	1,479,139	6,348	14	3,290
Happy Brew Cafe	1	1,477,458	1,477,458	360	360
Ibaco	118	1,395,085	11,823	15	1,767
Kwality Walls Frozen Des..	301	1,370,091	4,552	18	5,423
Jaysika DDN Fast Food	1	1,338,264	1,338,264	1,798	1,798
Faasos - Wraps & Rolls	197	1,327,852	6,740	11	2,233
Cafe Yummy	1	1,316,921	1,316,921	640	640
The Good Bowl	194	1,310,781	6,757	12	2,231
Krishna Food	4	1,286,116	321,529	152	609
Blue Tokai Coffee Roasters	28	1,274,784	45,528	62	1,724
ZAATAR SPICE	1	1,235,347	1,235,347	587	587
NBK Food Home	1	1,224,088	1,224,088	1,120	1,120
Burger It Up	54	1,220,849	22,608	25	1,371
Firangi Bake	194	1,216,986	6,273	13	2,613
McDonald's Gourmet Bur..	112	1,134,492	10,129	18	1,975
Pure Veg Meals by Lunchb..	144	1,133,371	7,871	12	1,710
Jayhind Sweets	3	1,124,380	374,793	284	852
Mirch Masala	20	1,121,307	56,065	93	1,856
Wack Waffles & Brownies	22	1,119,384	50,881	40	869
SRI LAKSHMI BAR AND R..	1	1,089,685	1,089,685	640	640
The Biryani Life	196	1,084,514	5,533	11	2,144
SLAY Coffee	90	1,047,600	11,640	15	1,343
FIVE STAR CHICKEN	103	1,043,929	10,135	16	1,620
Cafe Coffee Day	161	1,022,606	6,352	19	3,001
UBQ by Barbeque Nation	124	1,008,177	8,130	15	1,895
Meals & More by The Asia..	1	1,007,972	1,007,972	490	490
REDDY VISHNU FAST FOO..	1	994,954	994,954	240	240
La Pino'z Pizza	138	991,113	7,182	15	2,121
WoW China	2	989,931	494,966	398	795
Sujay Krishna Cool Cafe	1	984,977	984,977	240	240
LunchBox - Meals and Thal..	195	981,894	5,035	16	3,093
McDonald's	189	954,556	5,051	14	2,734
Oven Story Pizza	194	950,366	4,899	12	2,287
Manju Mamta Restaurant	1	878,935	878,935	480	480
Man Pasand Family Resta..	1	873,528	873,528	276	276
The Belgian Waffle Co.	186	872,012	4,688	8	1,559
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CONCLUSIONS + NOTES

Restaurants serving local Indian and Chinese favorites win out in addition to chains, so long as their location and price point meet the customer where they are at.

Further studies as to why user base is much less active in certain cities could provide insight and potential opportunities for Zomato.

Further study into percentage of veg options offered and ordered could provide potential opportunities as well- errors incurred with tables calculating these percentages that were unable to be solved.

A decorative graphic on the left side of the slide consisting of two parallel, wavy lines. The inner line is yellow and the outer line is white, creating a stylized, organic shape that resembles a splash or a ribbon.

THANK YOU

ERIC PRANIEWICZ | TRIPLETEN | BIA