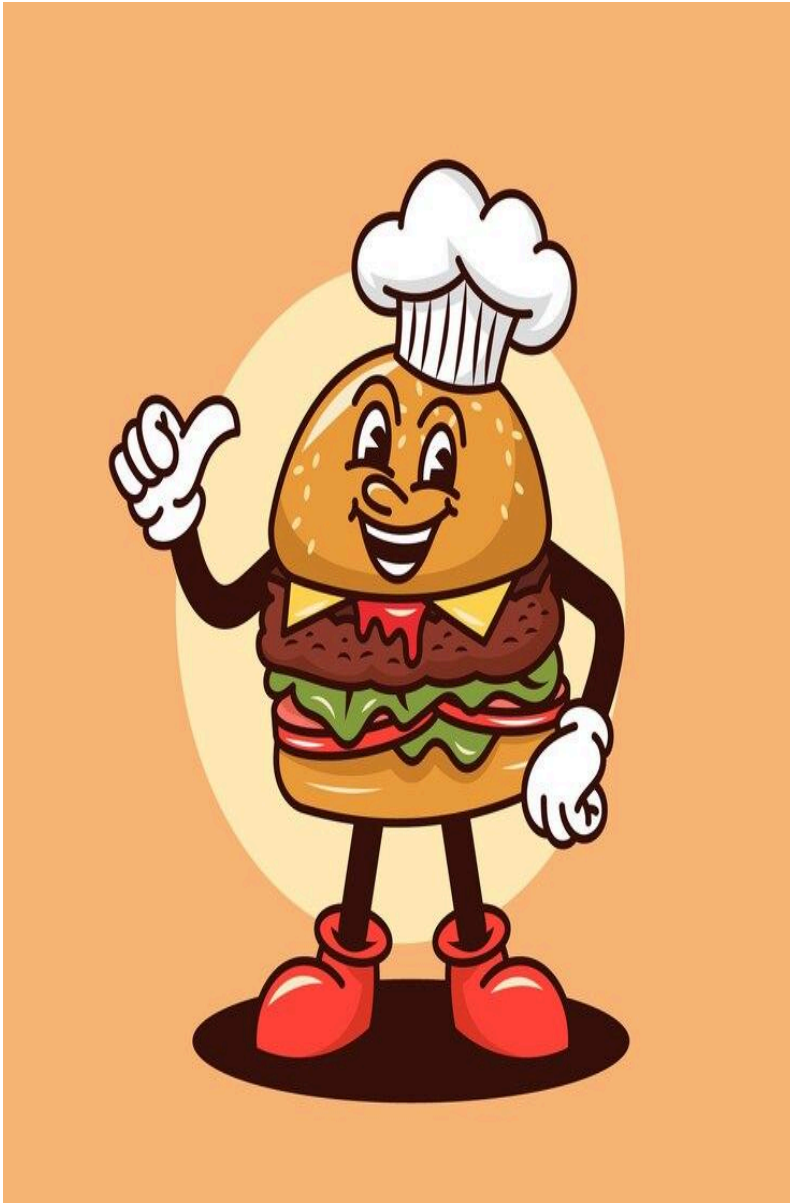




zomato



Problem Statement

You are hired as a consultant data analyst by zomato where the team is looking for expansion and opening more restaurants. Your task is to come up with strategies/suggestions about opening newer restaurants.

- This document provides how to expand the **ZOMATO RESTAURANTS** all over the World. I have analysed the keys and I have to share some strategic moves for the company's future success.
- Understanding the competitor strategies, Customer satisfactions, market trends and expenditures . It will help Zomato's growth.

KEY POINTS

- 1. TOTAL COUNTRY - 15**
- 2. TOTAL RESTAURANT -9551**
- 3. TOTAL CUISINES - 1825**
- 4. TOTAL VOTES - 1498645**
- 5. TOTAL CITIES - 376**

OBJECTIVE QUESTION

1. The data consists of some inconsistent and missing values so ensure that the data used for further analysis is cleaned.

After this I have extracted I more column from the datekey opening column.The new column is YEAR.

- **EXTRACT YEAR**

For YEAR formula used is : =LEFT(V2,4)

- **WRAP TEXT -**

The text in the data was overlapping and due to this it was not understandable. And for overcoming this, wrap text was applied to the data.

- **HANDLING MISSING VALUES OR INCORRECT WORD**

The word Brazil was changed to brazilia. So it was changed to brazil. Also it has some white space . So the trim function was used to trim the white space.

2. Then we have to use the V lookup function to fetch the Countries in the Country code Sheet and we fill in the Raw data sheet.

Function used for extracting country from the country code:

- **Vlookup Function** - As the common value in raw data sheet and country description sheet is country code. Therefore I have used Vlookup (as it lookup the value in a vertical column).

Formula used is :

=VLOOKUP(C2,'country description'!\$A\$2:\$B\$16,2,FALSE)

C2 - It is the country code selected for searching.

country description'!\$A\$2:\$B\$16 - This is the range where the code will be searched.

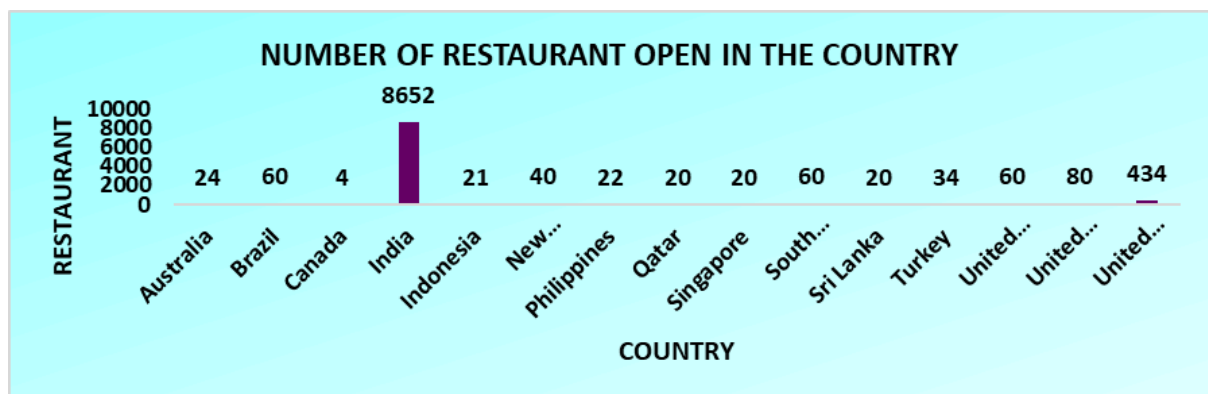
2 - This is the column number where the country will be searched.

False - This is used to denote the match type. And false means exact match.

Q1. Create a table to represent the number of restaurants opened in each country.

- Pivot table is used to show the restaurant opened in each country.
- We create a pivot table using the raw data set and we enter the country into the row and apply the value field as the count of restaurant id.
- The highest number of restaurants located in India.

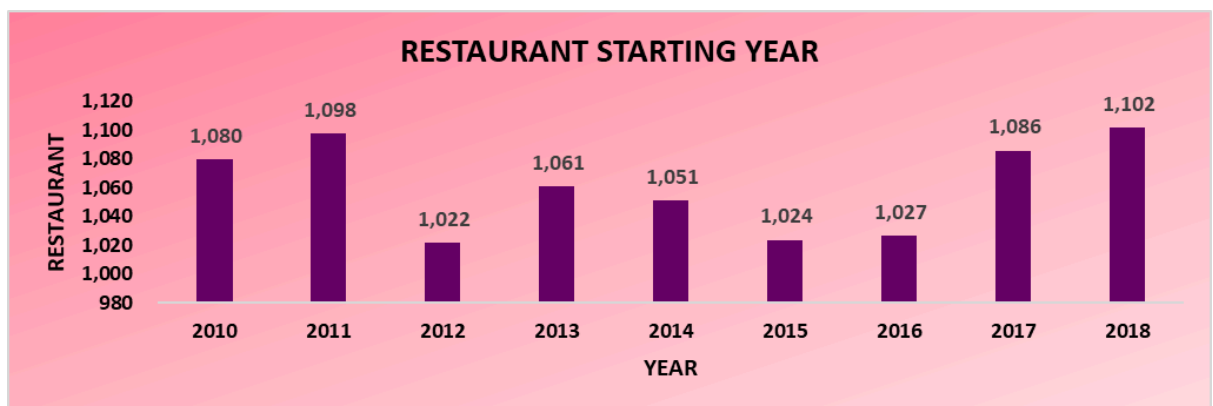
Visualisation method used ; Clustered Column Chart



Q2. Also, the management wants to look at the number of restaurants opened each year, so provide them with something here.

- Pivot Table Is Used to show the Restaurants opened in each Year.
- Then we separate the year in the date key using the Right function, and we create the pivot table the row has years, and we apply the Value Fields as the count of restaurant id.

Visualisation method used ; Clustered Column Chart



Q3. What is the total number of restaurants in India in the price range of 4?

- We find the answer using the Countifs formula. The formula is =COUNTIFS('RAW_DATA'!\$C\$2:\$C\$9552,"India",'RAW_DATA'!\$Q\$2:\$Q\$9552,4)

!\$C\$2:\$C\$9552,"India" is the range of a country.

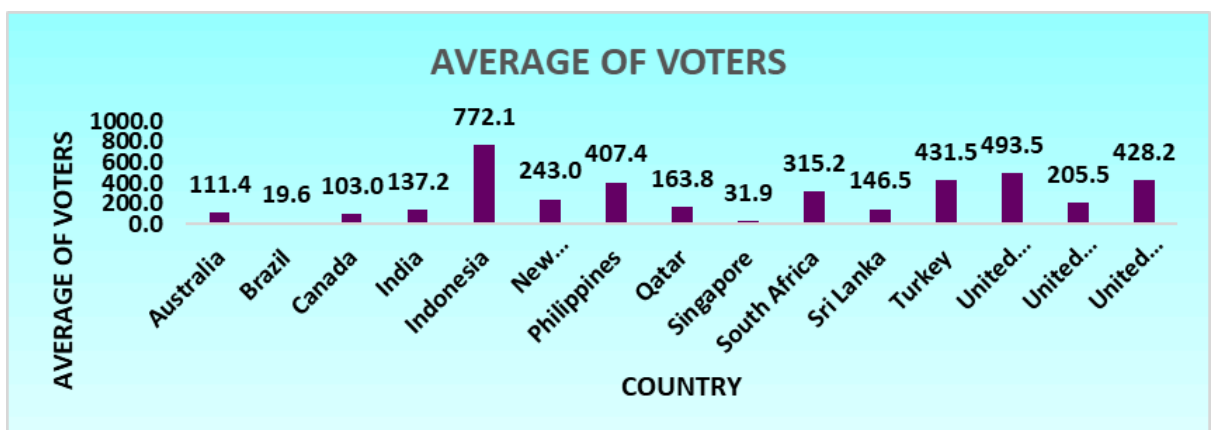
\$Q\$2:\$Q\$9552,4 is the range of price range.

- Total number of restaurants in India in the price range 4 is 388.

Q4. According to the data, what is the average number of voters for the restaurants in each country?

- Pivot Table Is Used to show the average voters for the Restaurant in each country.
- We create a pivot table and we enter the country into a row and we apply the Value fields as the average number of voters.

Visualisation method used ; Clustered Column Chart



SUBJECTIVE QUESTION

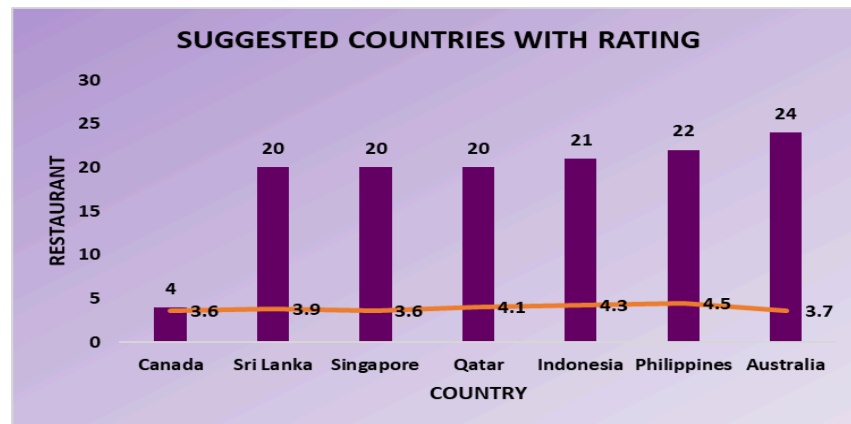
Q1. Suggest a few countries where the team can open newer restaurants with lesser competition. Which visualisation/technique will you use here to justify the suggestions?

- **Method used** : I have used a Pivot table, in which rows are country and value field is count of restaurant id and average rating.. The reason is I want to select countries with less competition and ratings above 3 to 4. And also there are some restaurants with ratings of 4 and above because the restaurants count less in the country.
- **Analysis** : After observation, I would suggest countries which come under the condition of less competition with average rating. The reason for choosing average rating is that, if the people in that country are not satisfied with the restaurants and hence the ratings are less. And this thing can be an advantage, we can do a market survey and analyse the reasons why people are less satisfied and we can focus on those things while opening the restaurant.
- The countries are
 1. Canada
 2. Sri lanka
 3. Singapore
 4. Australia
 5. Qatar

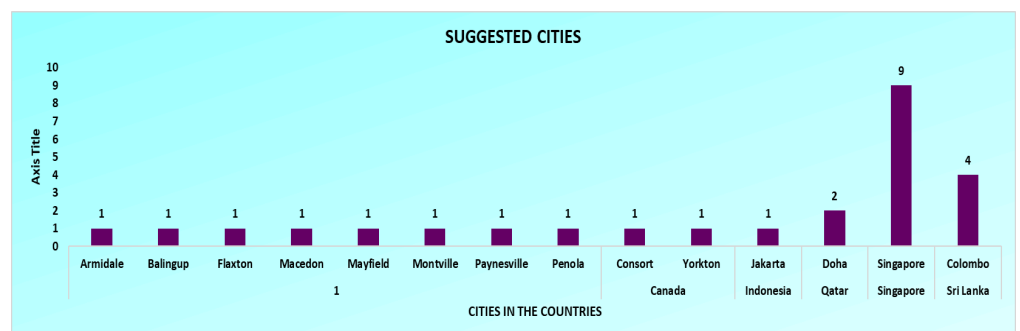
6. Philippines

7. indonesia

- **Visualisation method used** ; combo chart/Column line Chart



Q2. Come up with the names of States and cities in the Suggested countries suitable for opening restaurants.



- **Method used** : I have used a Pivot table, in which rows are country and City and value field column is count of restaurant id and average of rating.

- **Cities selected** :

AUSTRALIA - Armidale , Balingup, Flaxton, Macedon,

Penola, Montville, Paynesville, Mayfield.

CANADA - Consort , Yorkton

SINGAPORE - Singapore

SRI LANKA - Colombo

QATAR - Doha

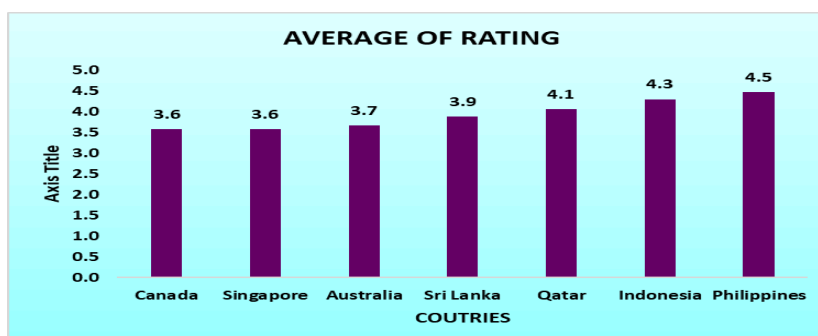
INDONESIA - Jakarta

- **Visualisation method used** ; Clustered Column Chart.

Q3. According to the countries you suggested, what is the current quality regarding ratings for restaurants that are open there?

- **Method used** : I have used a Pivot table, in which rows are country and value field column is average of rating
- Ratings in the selected countries are in the range 2.9 to 4.3. The ratings are average giving insights that people are not fully satisfied with the restaurants
- And hence its an opportunity for us to attract the people by providing the best of food and services.

Visualisation method used ; Clustered Column Chart.

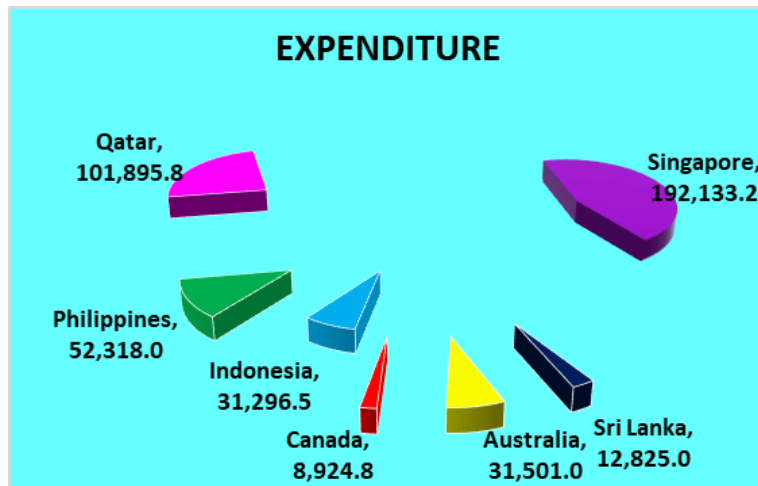


Q4. Also, what is the current expenditure on food in the suggested countries, so we can keep our financial expenditure in control?

- Method used : I have used a Pivot table, in which rows are country and value field column is sum of average cost for Two multiplied by Indian INR rupees to find the average expenditure in the suggested country.

Visualisation method used: pie chart

Country	Expenditure
Canada	8,920.40
Australia	31,489.44
Singapore	192,133.20
Qatar	101,895.75
Philippines	52,318.0
Sri Lanka	12,825.0
Indonesia	31,296.50

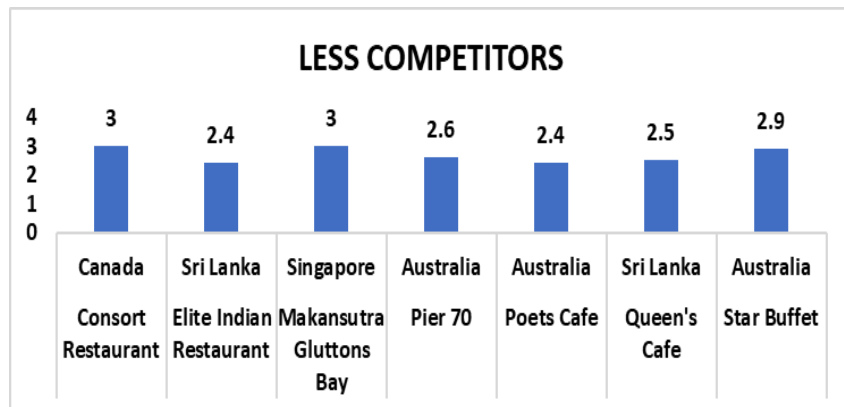
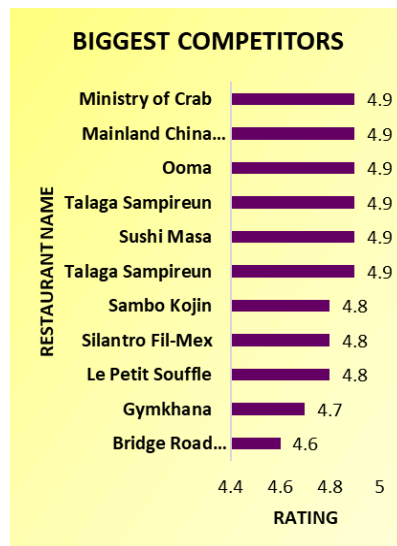


Q5. Come up with the names of restaurants from the recommended states that are our biggest competitors and also those that are rated in the lower brackets, i.e. 1-2 or 2-3.

Method used : I have used tables for all the seven countries. First we fetch the city with the restaurant name and highest rating.

Restaurants who are biggest competitors : The bar chart used to show the biggest competitors. These biggest competitors have the highest ratings.

- **Restaurants which are rated low** : the lower bracket competitors have the lowest rating. It was shown in the Clustered Column Chart.



Q6. Which cuisines should we focus on in the newer restaurants to get better feedback? Does the choice of cuisines affect the restaurant ratings?

CUISINES TO FOCUS - Pizza, Italian, Dessert , American Asian, Indian, Brazilian.

The choice of cuisines - affect the ratings of every country as their own local food choices and preferences. For example if you are selling food in another country it would not sell as much as it would sell in australia.

Basis for suggestion - The basis I have taken the ratings. The restaurants with cuisines which are local to that country are high in rating and other than this other food preferences which are famous in all countries are like desserts , italian.

- **Decision** - As by observing the pivot table, I analyse that some cuisines like italian are having very high ratings due to its popularity in that country. The decision that cuisine affects the rating is based on the observation. These analyses provide a starting point for understanding trends and patterns in the data, allowing to make informed decisions and improvements in the restaurant business based on customer feedback and preferences.

Indian - 4.4

Italian - 4.3

Brazilian - 4.5

Pizza - 4.3

Desserts - 4.3

Asian - 4.3

American - 4.3

Q7. According to our current data, should we go for online delivery and table booking? Does that affect the customer's ratings?

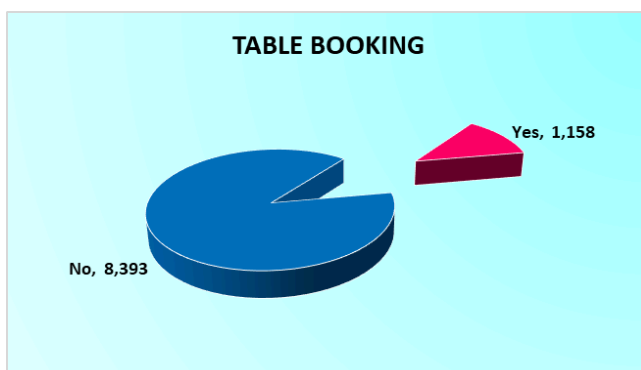
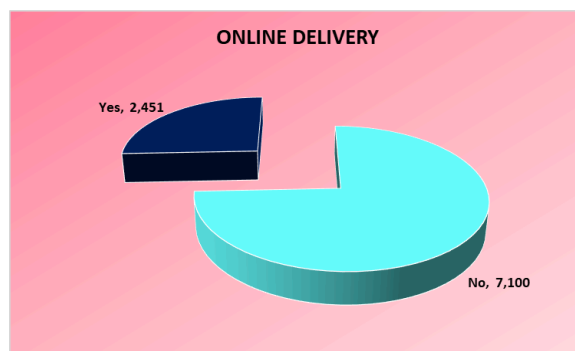
Decision - We should go for table booking and online delivery. As none of the restaurants are providing this facility. This can be an edge over our competitors. But for doing this we can go for a survey to know if

people in that country are willing to go for online delivery and table booking or not.

Cost vs. Services: Explore if there is a relationship between the cost for two and the availability of table booking or delivery services. Analyse whether customers are willing to pay more for the convenience of these services.

Geographical Trends: Consider exploring if the prevalence of table booking and delivery services varies by country or region.

Visualisation method used; Pie chart.



Q8. Should the team keep the rate of cuisines higher? Will that affect the feedback? According to our data are the rates of cuisines and ratings, correlated?

Method used : I have used CORREL Function to find the correlation between rate of cuisines and ratings

- **Sign (-)**: The negative sign indicates a slight negative correlation. This means that as restaurant ratings increase, there is a very small tendency for the cost for two to decrease slightly, and vice versa. However, the correlation is so close to zero that it's essentially negligible.
- **Magnitude (Absolute Value)**: The absolute value (ignoring the negative sign) is very close to zero (0.0057), indicating an extremely weak correlation. In practical terms, the correlation is so minimal that it's unlikely to be practically significant or meaningful

Decision: We can keep the rate of cuisines higher, as the correlation is very negligible between rating and rate of cuisines..

CORRELATION BETWEEN RATE OF CUISINES AND RATING

CORRELATION
0.058957

Q9. What is the distribution of the number of restaurants of different price ranges in all the countries?



- **Method used** : I have used a Pivot table, in which rows are price range and value field is count of restaurant ids.
- **Distribution of restaurant in different price range :**
1-2 : 4444
2-3 : 3113
3-4 : 1408
4-5 : 586
- **Visualisation method** :bar Chart

DASHBOARD

