

ZOMATO ANALYTICS



PRESENTED BY
GROUP 2

Group Members

1. Dr. Fozia Mehtab
2. Mr. Rohit Sanjay Patil
3. Mrs. Minku Raj
4. Mr. Sadanand Narendra Dwivedi
5. Mr. Bhavya Joshi
6. Mr. R.Harsha Sagar
7. Shubham
8. Ms Nancy Varsani

INDEX

- ❑ Introduction
- ❑ Data Overview
- ❑ Objectives: KPIs
- ❑ Analysis
- ❑ Recommendations and Insights
- ❑ Conclusion

Introduction

- The present project has analyzed the data of the restaurants using Zomato services in 15 countries.
- Zomato was founded in 2008 with the name “Foodiebay” by Deepak Goyal and Pankaj Chaddha, headquartered in Gurgaon, Haryana, India and renamed as “Zomato” in 2010.
- Zomato connects customers, restaurant partners and delivery partners, serving their multiple needs.
- Customers use Zomato to search and discover restaurants, read and write customer generated reviews and view and upload photos, order food delivery, book a table and make payments while dining-out at restaurants.
- On the other hand, Zomato also provide restaurant partners with industry-specific marketing tools which enable them to engage and acquire customers to grow their business while also providing a reliable and efficient last mile delivery service.

Data Overview

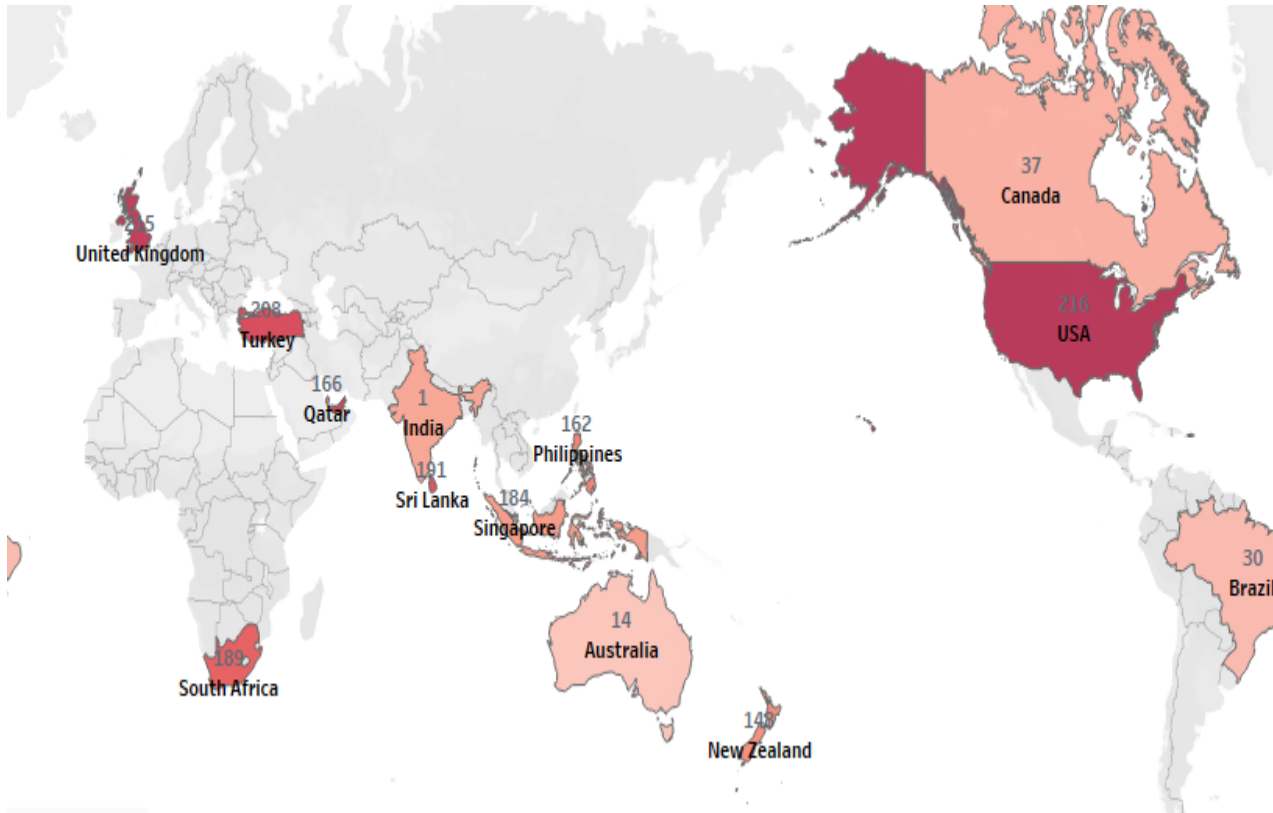
- The dataset contains 20 columns and 9552 rows, out of which 15 columns data have been used for the present analysis using Microsoft Excel, Power Bi, Tableau and MySQL Workbench.
- The present data includes information of 9552 restaurants located across the world in 15 countries and 119 cities from the year 2010 to 2018.
- The different columns provide data regarding the opening dates of the restaurants, locations of restaurants in countries and cities, delivery services, ratings, votes, average cost of the restaurants using Zomato.
- Before starting the analysis ,the data has been cleaned to check, correct and remove any duplicate, missing, incorrect or dubious records, using power query editor.

Objectives: KPIs

1. To build a country map table for checking the market presence of Zomato across countries.
2. To build a calendar table using the column date-key for adding all date level columns including year, month no, month full name, quarter, year month, weekday no, weekday name, financial month and financial quarter.
3. To find the number of restaurants based on city and country.
4. To find the number of restaurants opening based on year, quarter and months.
5. To check count of restaurants based on average ratings.
6. To find out number of restaurants fall under different price buckets.
7. To check the percentage of restaurants based on "table_booking" and "online_delivery".
8. To develop charts based on cuisines, city and ratings for analysing their correlations.
9. To provide some significant insights and recommendations to all the concerned stakeholders of Zomato based on the present data analysis.

Analysis

1. Country Map



Insights:

- In the present survey data, Zomato is found to operate in 15 countries, across the world.

Recommendation:

- Zomato should try to approach more restaurants at some more countries to increase its business, all over the world.

2. Calendar

Date	Year	Month_No.	Month_Name	Quarter	Year_Month	Weekday_No.	Weekday_Name	Financial_Month	Financial_Quarter
October 01, 2010	2010	10	October	Qtr-4	2010 October	6	Friday	FM-7	Q-3
October 02, 2010	2010	10	October	Qtr-4	2010 October	7	Saturday	FM-7	Q-3
October 03, 2010	2010	10	October	Qtr-4	2010 October	1	Sunday	FM-7	Q-3
October 04, 2010	2010	10	October	Qtr-4	2010 October	2	Monday	FM-7	Q-3
October 05, 2010	2010	10	October	Qtr-4	2010 October	3	Tuesday	FM-7	Q-3
October 06, 2010	2010	10	October	Qtr-4	2010 October	4	Wednesday	FM-7	Q-3
October 07, 2010	2010	10	October	Qtr-4	2010 October	5	Thursday	FM-7	Q-3
October 08, 2010	2010	10	October	Qtr-4	2010 October	6	Friday	FM-7	Q-3
October 09, 2010	2010	10	October	Qtr-4	2010 October	7	Saturday	FM-7	Q-3
October 10, 2010	2010	10	October	Qtr-4	2010 October	1	Sunday	FM-7	Q-3
October 11, 2010	2010	10	October	Qtr-4	2010 October	2	Monday	FM-7	Q-3
October 12, 2010	2010	10	October	Qtr-4	2010 October	3	Tuesday	FM-7	Q-3
October 13, 2010	2010	10	October	Qtr-4	2010 October	4	Wednesday	FM-7	Q-3
October 14, 2010	2010	10	October	Qtr-4	2010 October	5	Thursday	FM-7	Q-3
October 15, 2010	2010	10	October	Qtr-4	2010 October	6	Friday	FM-7	Q-3
October 16, 2010	2010	10	October	Qtr-4	2010 October	7	Saturday	FM-7	Q-3
October 17, 2010	2010	10	October	Qtr-4	2010 October	1	Sunday	FM-7	Q-3
October 18, 2010	2010	10	October	Qtr-4	2010 October	2	Monday	FM-7	Q-3
October 19, 2010	2010	10	October	Qtr-4	2010 October	3	Tuesday	FM-7	Q-3

Insights:

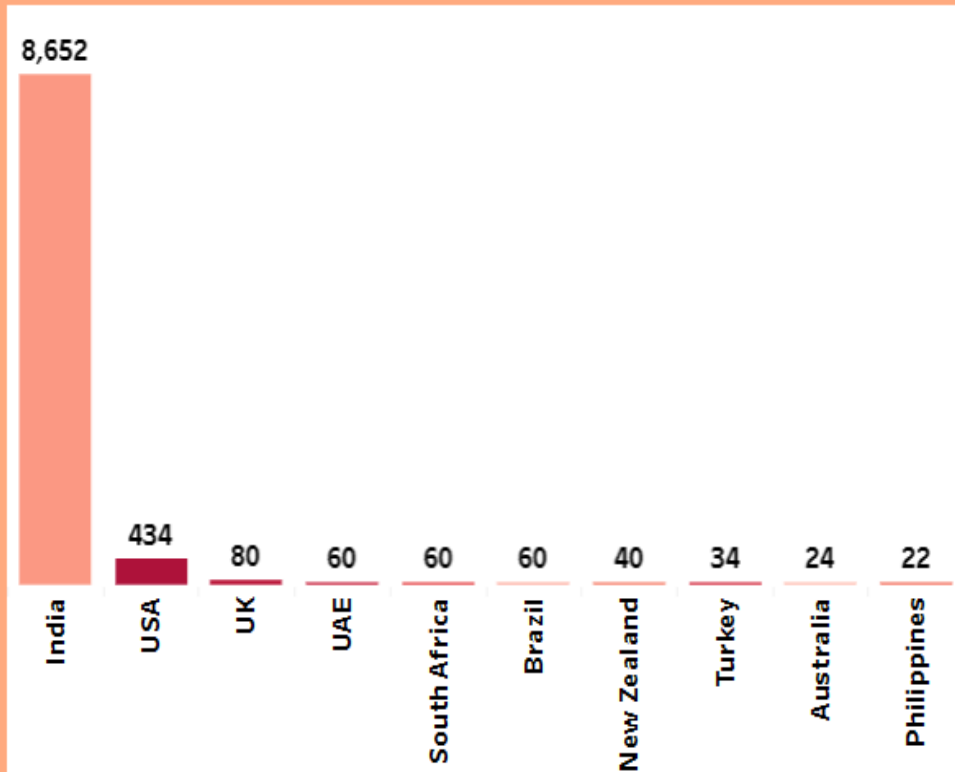
- Through the prepared calendar, any user can check easily the data of all the given 9552 records at various date levels including date, year, quarter, month no and name, weekday no and name and financial month and name.

Recommendation:

- Zomato can use this information to check various factors like what was the status of restaurants, orders, ratings etc. at different periods.
- This information further can track the particular periods wherein the no of restaurants connected to Zomato declined and subsequently the reasons associated with them could be analysed.

3.1. Top 10 Countries based on No. of Restaurants

Top 10 Countries Vs. No. of Restaurants



Insights:

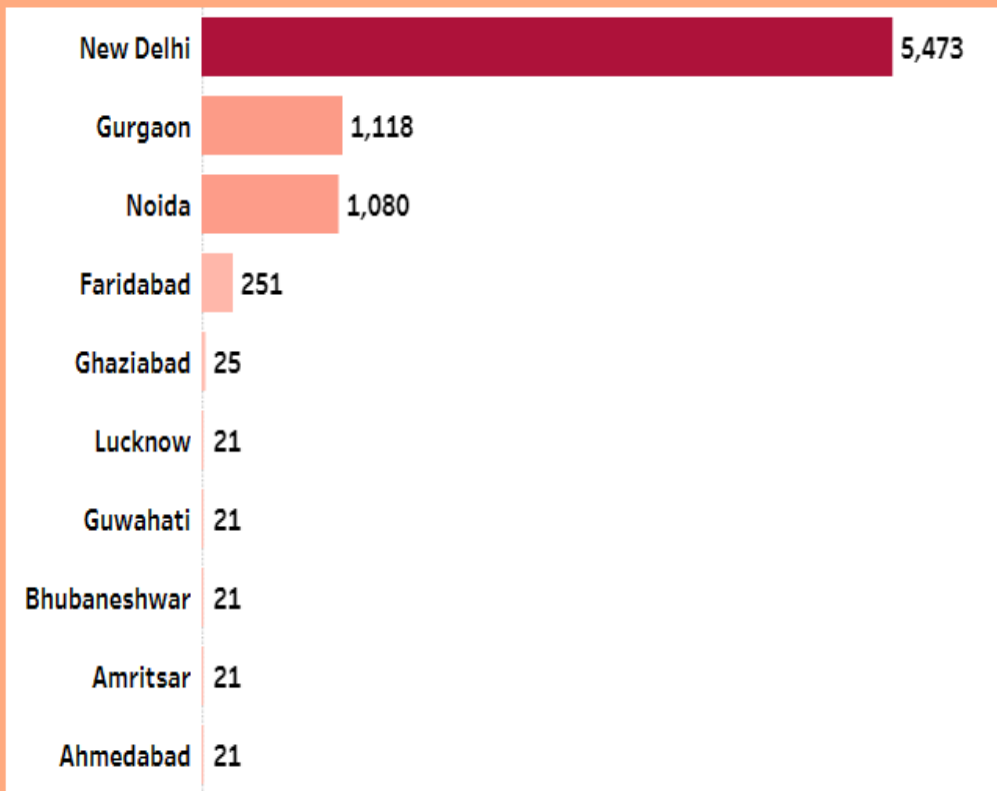
- Across the world, India is found to have the highest number of restaurants with 8,652 using Zomato services and Philippines can be seen to get the 10th place in this regard with 22 restaurants only.
- The number of restaurants in India is much higher than other countries.

Recommendation:

- Zomato is India's start up company that might have been the reason, India is found to have the highest and far better number of restaurants connected to it than the other countries.
- Zomato must try to connect to more number of restaurants in all countries where it is providing its services to increase its global presence and business.

3.2. Top 10 Cities based on No. of Restaurants

Top 10 Cities Vs. No. of Restaurants



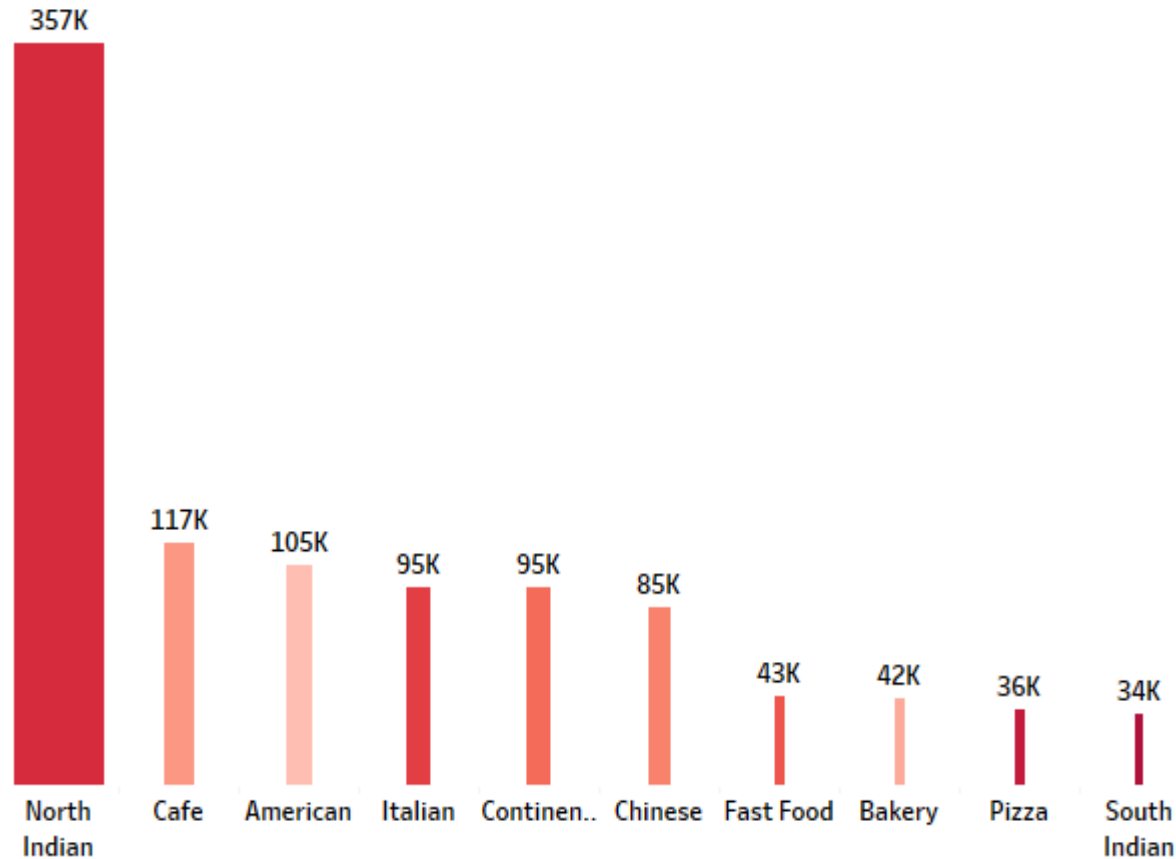
Insights:

- New Delhi is found to have the highest number of restaurants with 5,473 under “Zomato”, in terms of cities and Ahmedabad is found on the 10th number in the top 10.

Recommendation:

- Zomato must try to connect to more number of restaurants in all the cities where it is providing its services.

3.3. Top 10 Cuisines based on Votes and Ratings



Insights:

- “North Indian” food is found to have the highest number of votes and rating(162k), followed by café and American under Zomato and “South Indian” is found on 10th number in Top 10 cuisines.

Recommendation:

- Zomato must try to check the feedback of customers in terms of cuisines in all the countries where it operates and should try to get increased the most preferred cuisines in its restaurants’ menus.

4. Top 10 Restaurants based on Ratings

Farzi Cafe 4.367	Hard Rock Cafe 4.200	Chili's Grill & Bar 3.950	Tipu Sultan 3.850
Barbeque Nation 4.354	Ichiban 4.100		
The Cafe 4.350	The Breakfast Club 4.000	Nando's 3.340	
		Taste of India 2.600	

Insights:

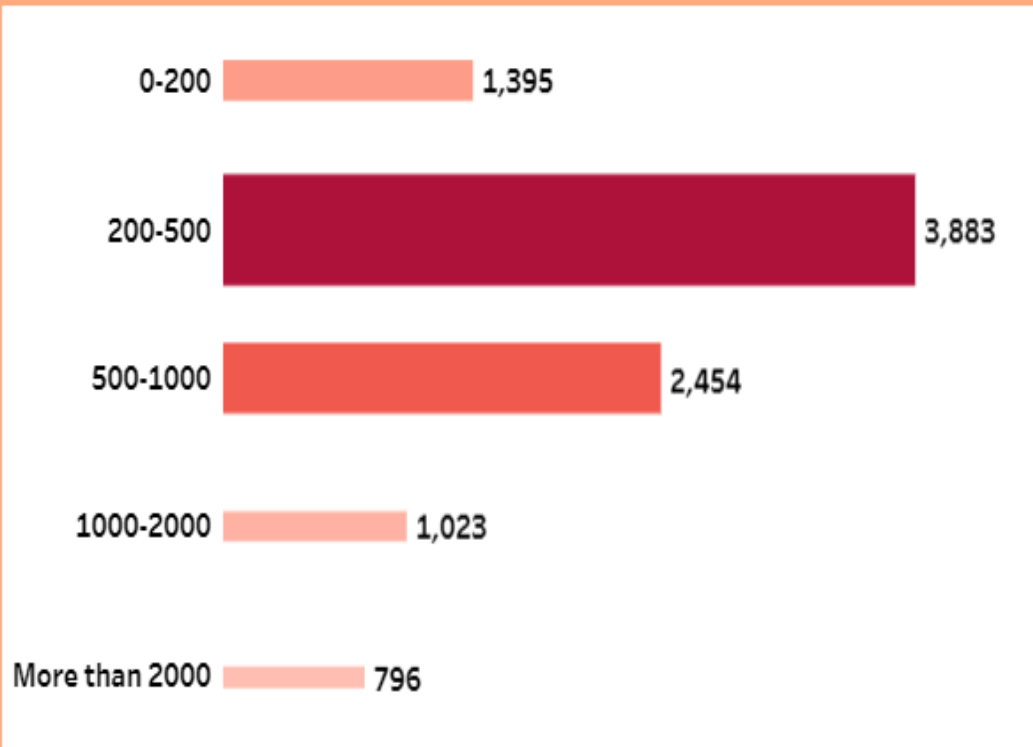
- “Farzi Café” is found to have the highest average rating (4.367) followed by “BBQ Nation” and “Taste of India” has got the minimum rating in Top 10 under “Zomato”.

Recommendation:

- Zomato can take the feedback of customers which influences their rating regarding restaurants in all the countries where it operates and should try to get introduce the preferred factors in all its restaurants to the possible extent.

5. No. of Restaurants under different Price Buckets

Price Vs. No. of Restaurants



Insights:

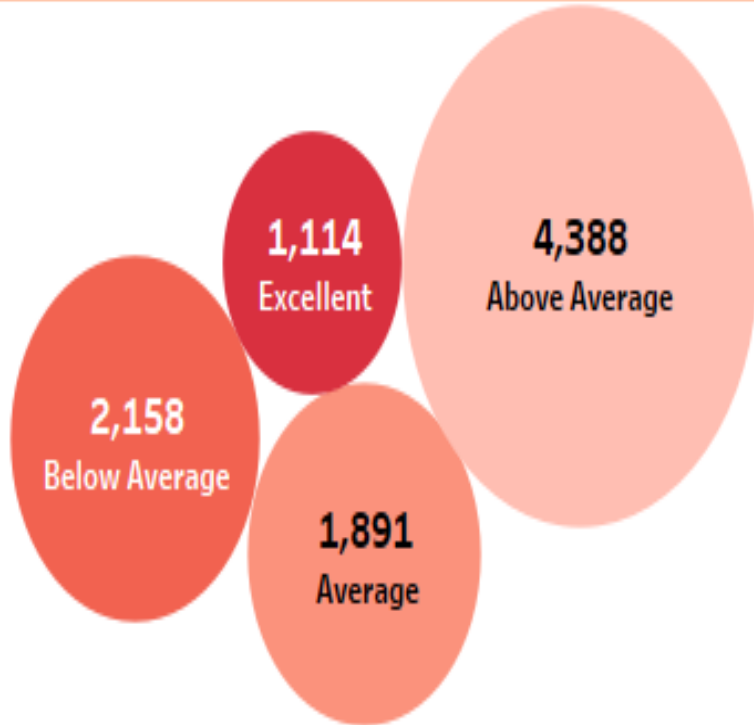
- Under the price bucket of “Rs.200-Rs.500”, the highest number of restaurants with 3,883, are found, followed by Rs.500-Rs.1000 using Zomato services.
- The minimum number(796) of restaurants are found under the price bucket of “more than Rs.2000”.
- It can be interpreted here that people don’t want to spend a lot in food and they select mostly the restaurants which provide moderate pricing.

Recommendation:

- Zomato can convey this insight with its restaurants so that they can work on making their cost reasonable for their customers to increase their customer base.

6. No. of Restaurants Based on Rating

Rating Vs. No. of Restaurants



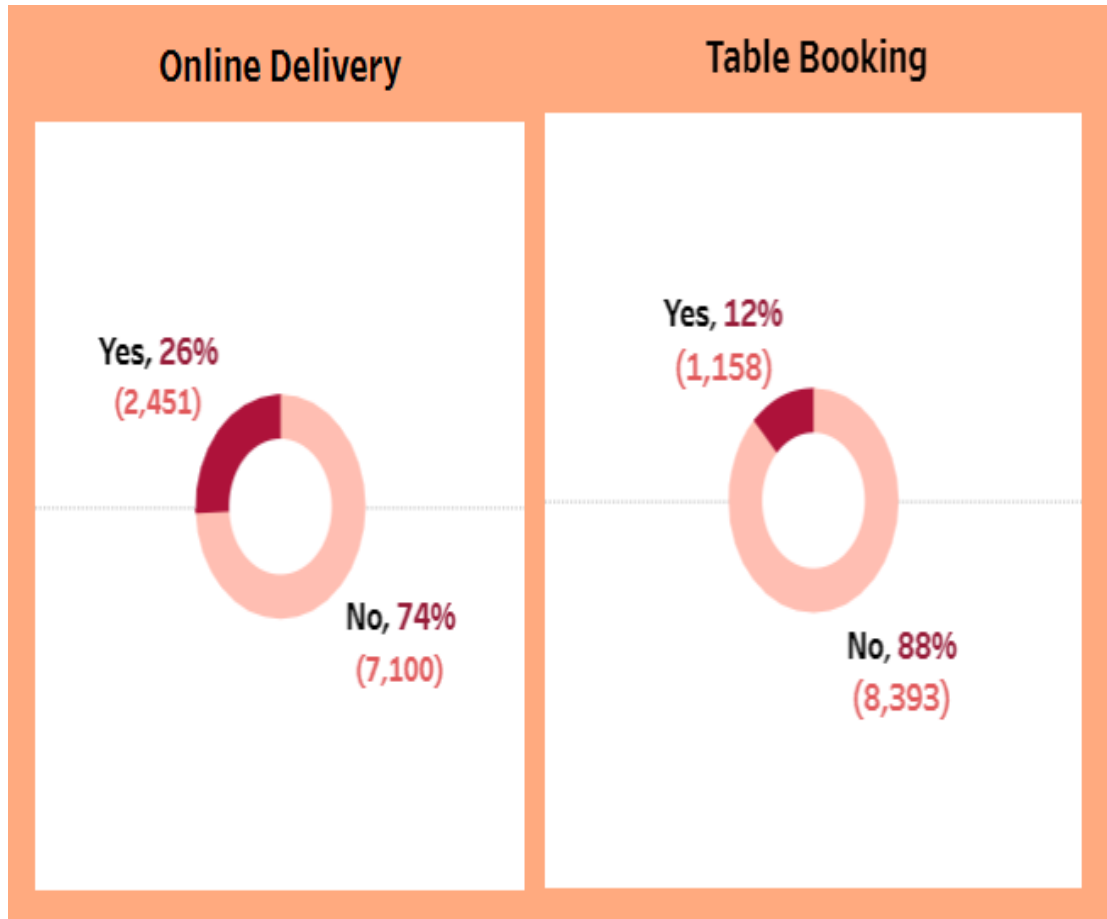
Insights:

- Most number of restaurants, using Zomato services, have got “above average” rating with the number of 4,388.

Recommendation:

- Zomato can check the customers’ feedback in this regard and should try to work out the main factors which affects the rating of restaurants.
- According to the customers’ feedback, services could be improved and rating could be improved which would contribute to a great extent in increasing the business of restaurants and Zomato.

7. No. of Restaurants Providing Online Delivery and Table booking



Insights:

- Only 26% restaurants are found to have online delivery, and 12% are found to have table booking service available at their restaurants.

Recommendation:

- Zomato can suggest its restaurants to start providing the services of Online food delivery and Table booking as these services may increase their sell because in the present scenario, most of the people prefer these services due to their busy life styles.

8. Countries Based on Average Rating

Avg Rating Vs. Countries



Insights:

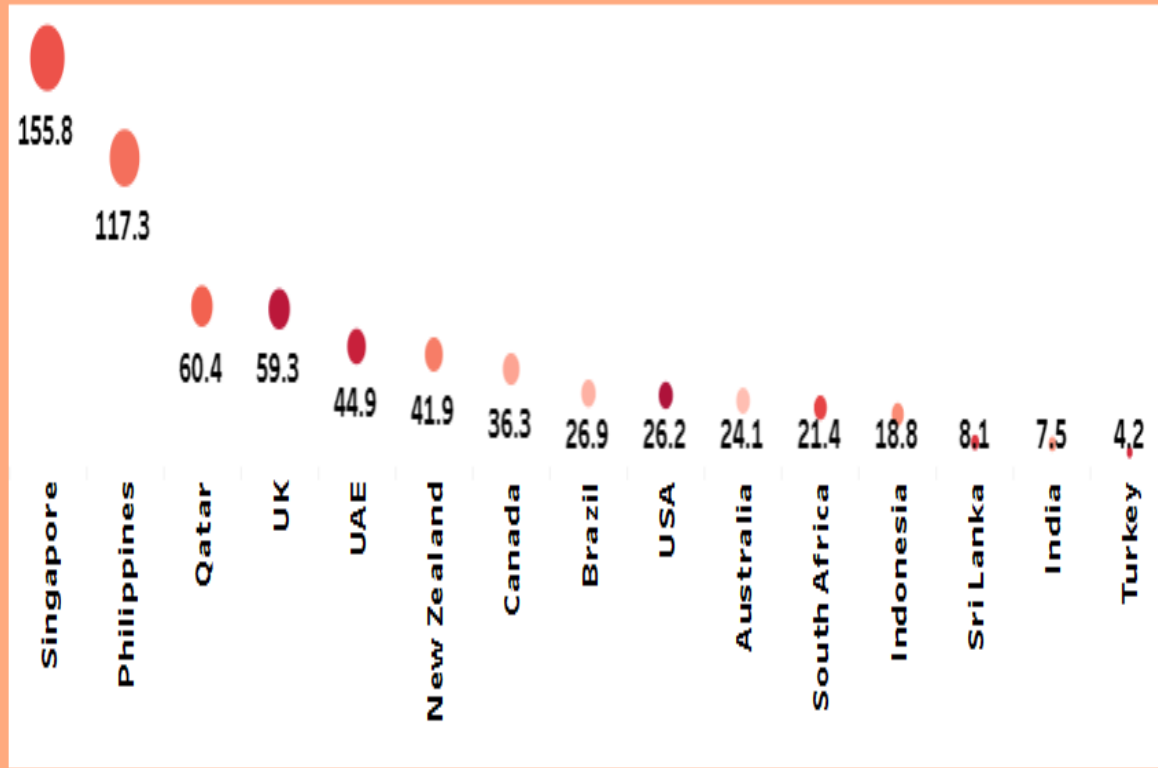
- Philippines can be seen as to have the highest rating(4.47) across the given 15 countries using Zomato services, though it was found to have minimum no of restaurants in the top 10.
- 9 countries are found to get rating within 4-5 and India has got the minimum rating (2.77).

Recommendation:

- Zomato should convey these findings to the countries as the countries which received higher rating , must increase the number of restaurants to encash their ratings.
- And the countries which could not receive a very good rating in spite of having more number of restaurants like India, must try to find out the reasons, where they are lagging.

9. Countries Based on Average Cost

Avg Cost Vs.Country



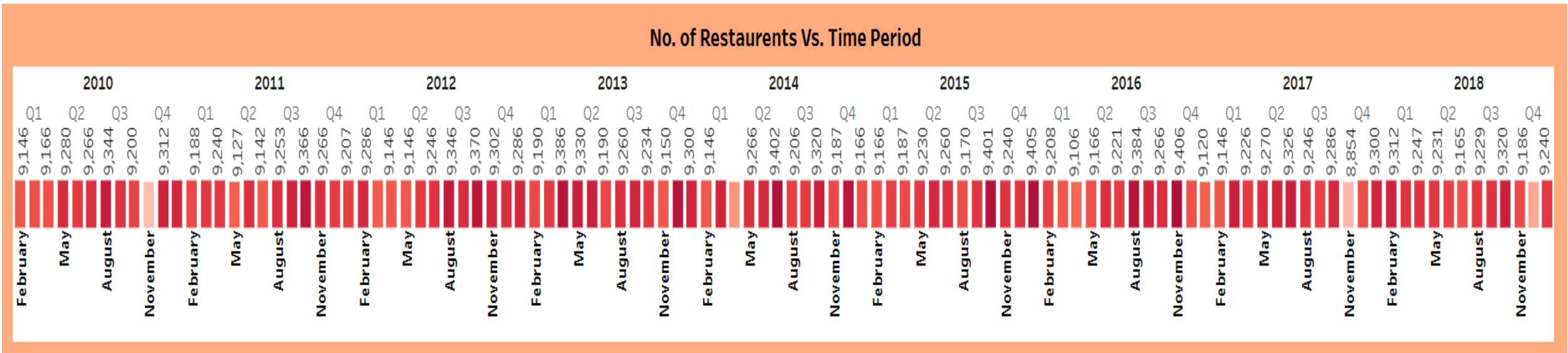
Insights:

- Singapore is found to have the highest average cost(155.8) and Turkey is found to have minimum average cost(4.2) in the 15 given countries, using Zomato services.
- There is a great variation in terms of cost across countries, which might be associated with the different countries' currencies value.

Recommendation:

- Restaurants should try to minimize their cost as it has already been seen in the previous analysis that the customers using Zomato, do not prefer very high pricing restaurants.

10. No. of Restaurants Based on Time Period



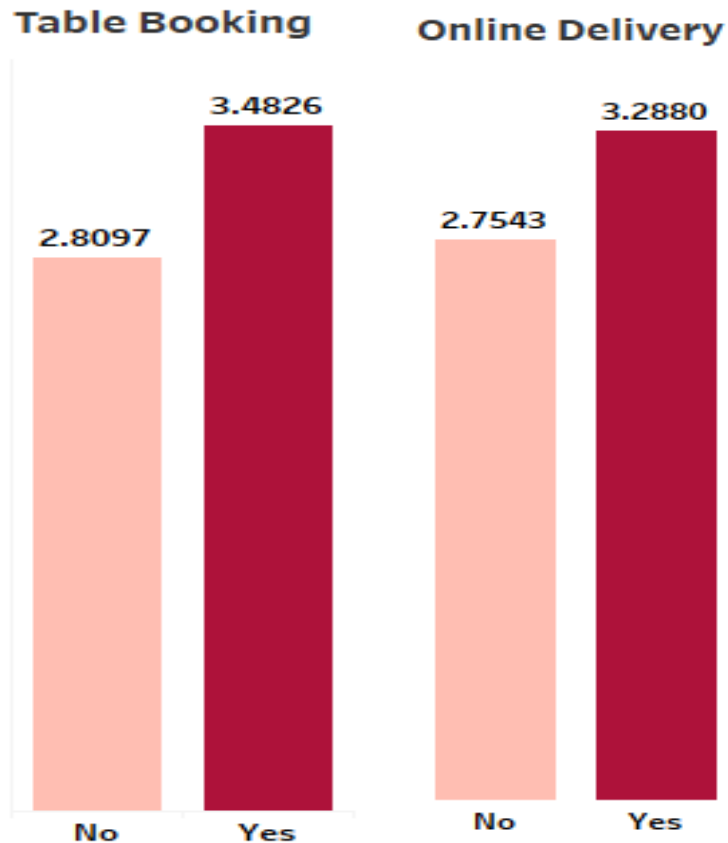
Insights:

- The number of restaurants does not vary a lot from the year 2010 to 2018.
- There can be noticed minor increase and decrease in the number of restaurants over the years 2010 to 2018.

Recommendation:

- Zomato must try to increase its client base at all the places, to increase the no of restaurants and subsequently its business.

11. Ratings based on Online Delivery & Table Booking



Insights:

- Online Delivery and Table booking services contribute very much in increasing the rating of restaurants.
- Overall, it's found that the restaurants providing Online and Table booking facilities got higher rating than the one who don't provide any of the two facilities.
- Restaurants providing Table booking facility got higher rating than those who provide Online Booking.
- The deeper analysis shows that restaurants providing both the facilities table booking and Online delivery got the highest rating.

Recommendations:

- All the restaurants must try providing both the services of Table booking and Online Delivery to their customers for increasing their rating which will consequently contribute in increasing their business.

Dashboard(Tableau-1)



ZOMATO ANATYTICS

[Go to Detailed Report](#)

Country

(All)

Rating

(All)

Year & Month

(All)

Total Restaurants

9,551

Total Countries

15

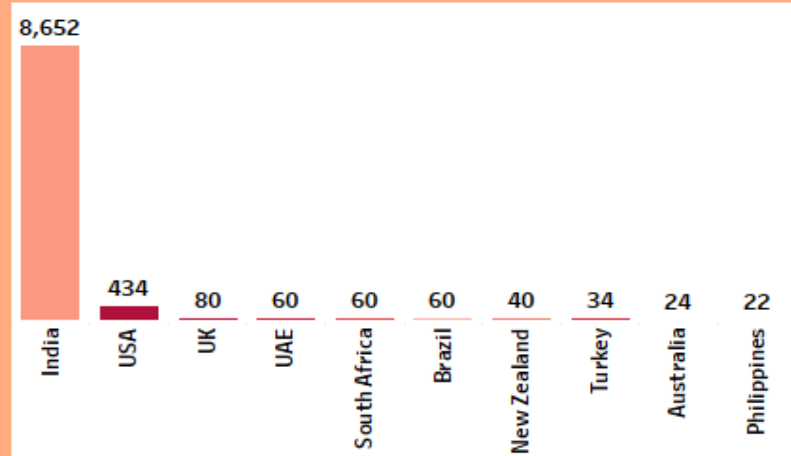
Total Cuisines

119

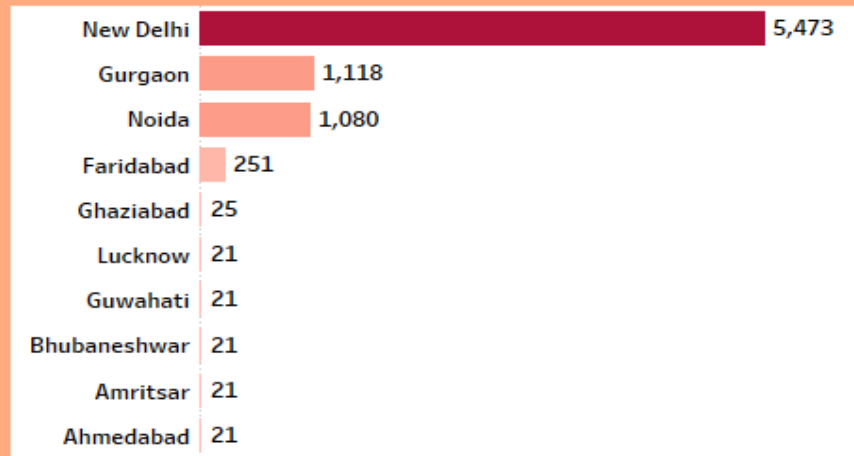
Total Avg Rating

3

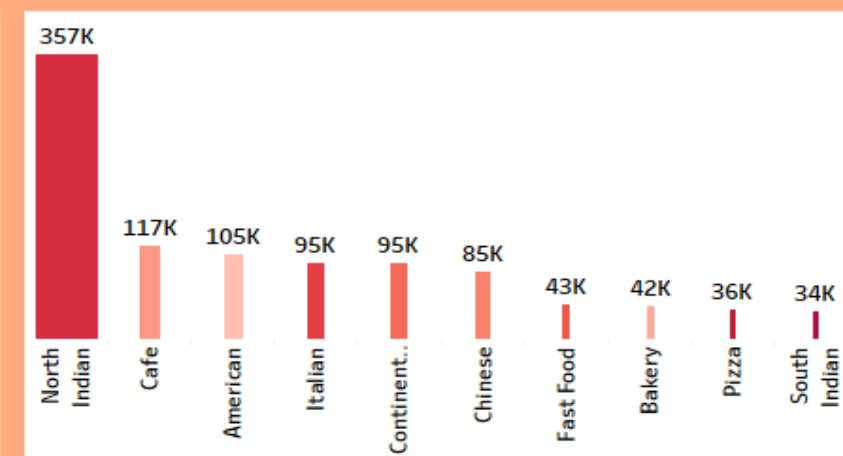
Top 10 Countries Vs. No. of Restaurants



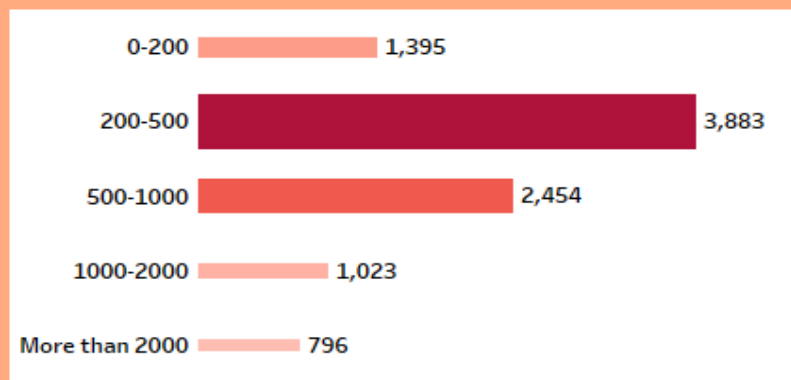
Top 10 Cities Vs. No. of Restaurants



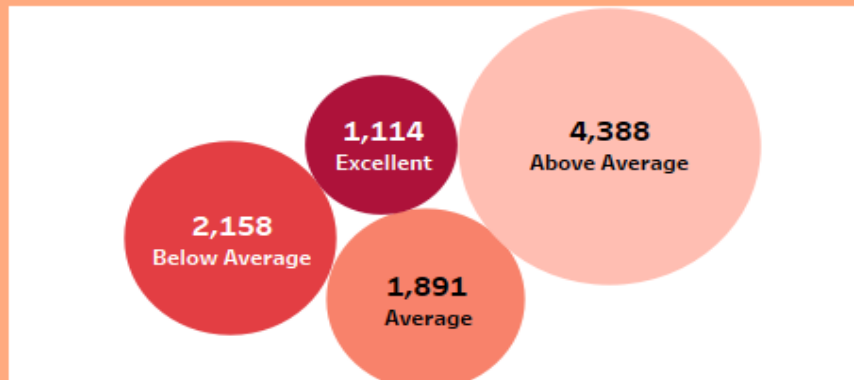
Top 10 Cuisines Based on Votes & Rating



Price Vs. No. of Restaurants



Rating Vs. No. of Restaurants



Online Delivery

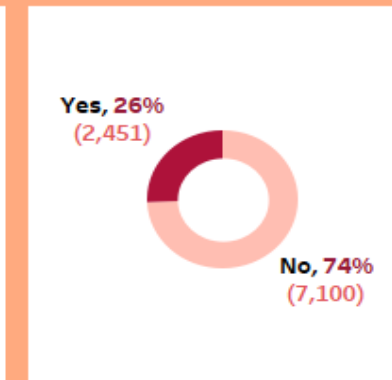
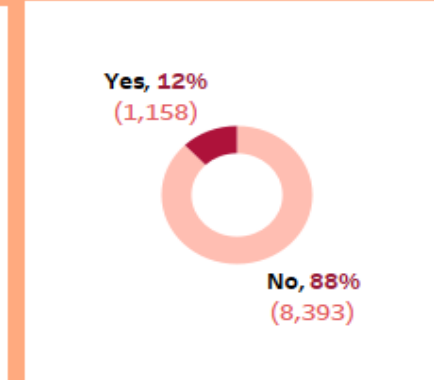


Table Booking



Dashboard(Tableau-2)



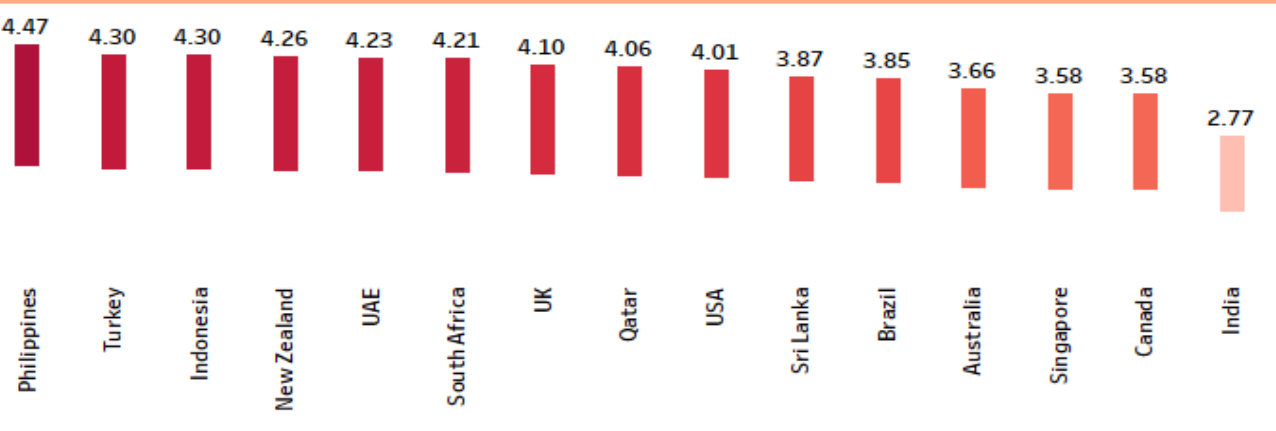
ZOMATO
ANATYTICS

[Go to Summary Report](#)

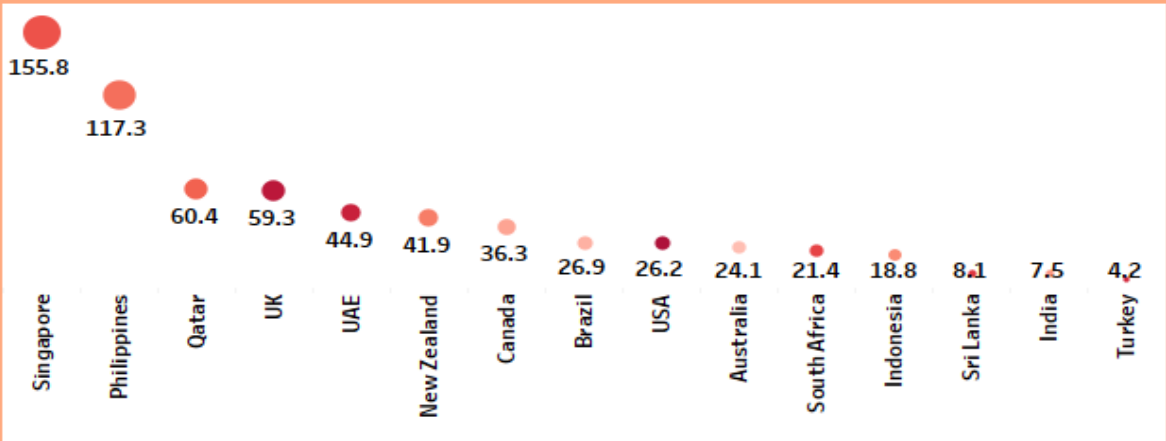
Total Restaurents	Total Countries	Total Cuisines	Total Avg Rating
9,551	15	119	3

Country	Rating	Year & Month
(All)	(All)	(All)

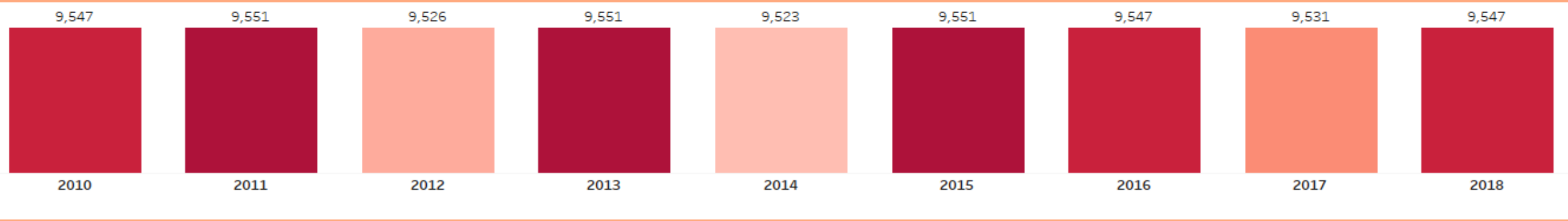
Avg Rating Vs. Countries



Avg Cost Vs. Country



No. of Restaurents Vs. Time Period



Dashboard(Power-BI)

Zomato Analysis Dashboard



Rating

All

15

Countries

141

City

1826

Cuisines

7433

Restaurants

2.89

Average of Rating

Country_Name

All

% Restaurants by Table_booking

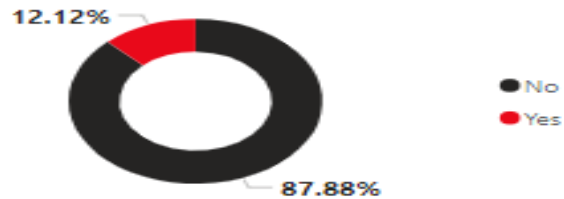
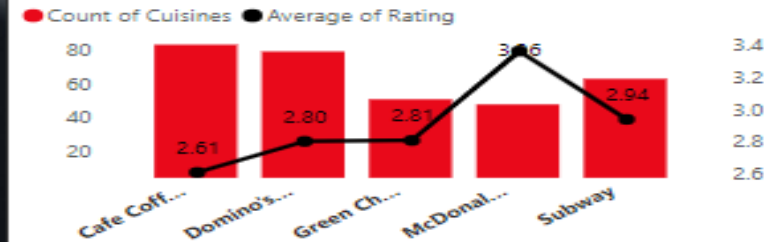


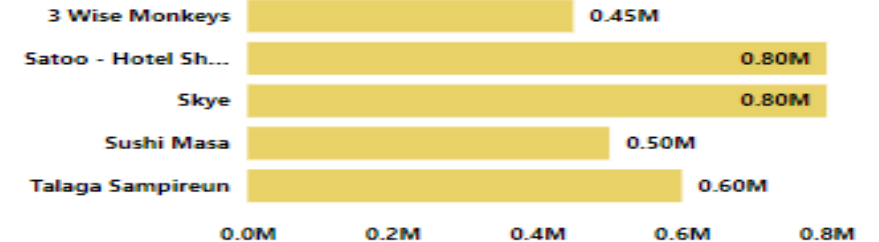
Table Booking

Online delivery

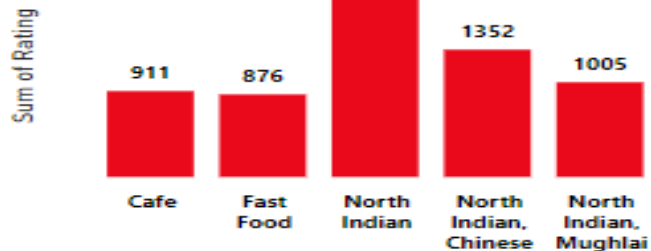
Count of Cuisines and Average Rating by Restaurant



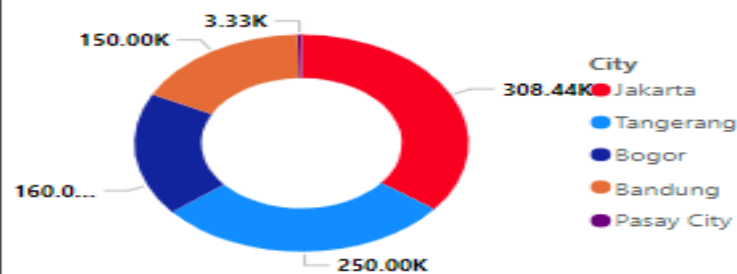
Top 5 Expensive Restaurants for 2 person



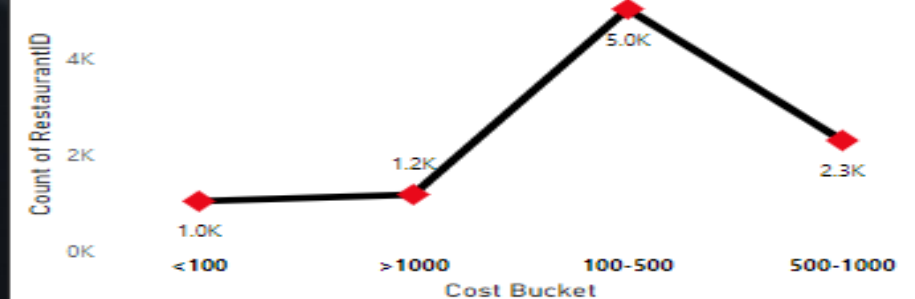
Top 5 Rated Cuisines



Top 5 city by Average of Average_Cost_for_two



Count of RestaurantID by Cost Bucket



Dashboard(Microsoft Excel)



ZOMATO ANALYTICS

Total Restaurants
9551

Total Cuisines
1826

Total Countries
15

Total Cities
142

Total Average Rating
3

Country

Australia

Brazil

Canada

India

Indonesia

New Zealand

Philippines

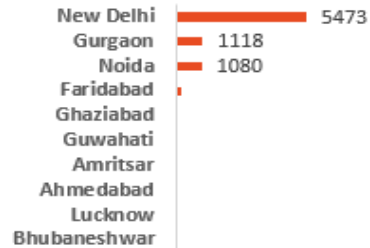
Qatar

Singapore

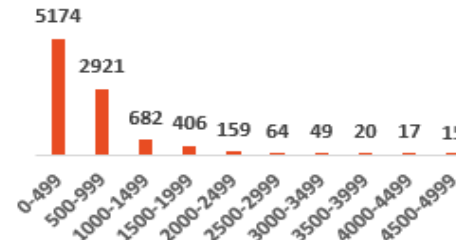
Top 10 Countries Based on No of Restaurants



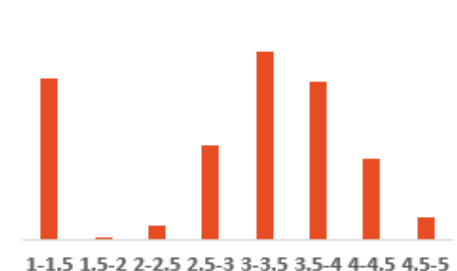
Top 10 City Vs. No of Restaurants



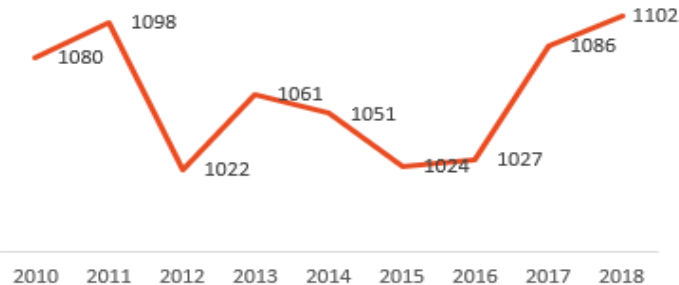
Price Range Vs. No of Restaurants



Avg Ratings Vs. Restaurants



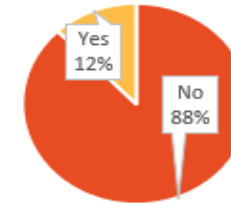
Restaurants based on Years



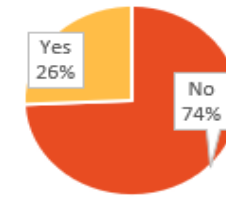
Cuisines Vs. Votes



Table Booking



Online Booking



Year

2010

2011

2012

2013

2014

2015

2016

SQL Queries for the KPIs (page-1)

```
SELECT * FROM country;
select * from data_1;
-- Q3 --
select country.Country, data_1.City, count(restaurantid) as Total_Restaurants
from data_1 join country
on data_1.CountryCode = Country.country_Code group by country.country,data_1.city
order by Country.country, data_1.city;
-- Q4 --
select year(Datekey_Opening) as Year, month(Datekey_Opening) as Month,
day(datekey_opening) as Day, count(RestaurantID) as Total_Restaurants from data_1
group by year(Datekey_Opening),month(Datekey_Opening),day(datekey_opening)
order by year(Datekey_Opening),month(Datekey_Opening),day(datekey_opening);
-- Q5 --
select Rating, count(restaurantid) as Total_Restaurant from data_1 group by Rating order by ratings;
-- Q6 --
select case when
Average_Cost_for_two <=1000 then "0-1000"
when Average_Cost_for_two <=10000 then "1001-10000"
when Average_Cost_for_two <=100000 then "10001-100000"
else "100001-1000000"
end as Buckets, count(RestaurantID) as Total_Restaurants
from data_1 group by Buckets;
```


SQL Queries for the KPIs(page-2)

-- Q7 --

```
select Has_Table_Booking,  
concat(round(Count(restaurantid)/(select count(restaurantid) from data_1)*100,0),"%")  
as Total_Restaurants from Data_1 group by Has_table_booking;
```

-- Q8 --

```
select Has_Online_Delivery,  
concat(round(Count(restaurantid)/(select count(restaurantid) from data_1)*100,0),"%")  
as Total_Restaurants from Data_1 group by Has_online_delivery;
```

-- Q9 -- (Based on Cuisines)

```
select Cuisines,round(avg(Average_Cost_for_two),0) as Average_cost_for_Two  
from data_1 where cuisines = "South Indian";
```

Significant Insights & Recommendations

- Zomato must encourage more restaurants to join the platform by offering incentives such as reduced commission fees for new partners or promotional campaigns, provide support and training to restaurants to optimize their profiles, menu listings, and online presence.
- Zomato may suggest its restaurants to include the most preferred cuisines in their menu for attracting more customers with the increase in their ratings.
- Zomato should try to find out the factors which attracts its customers towards their most preferred restaurants by adding some relevant question in its feedback forms.
- As its found that customers prefer most, the moderate pricing restaurants under the categories from Rs. 200-Rs.1000 so the restaurants may try to include the type of dishes more, in their menus which come under this pricing.
- Zomato must suggest all its restaurants to provide online delivery and table booking services as these services may be a significant factor in influencing the rating of many restaurants as people prefer these services a lot in the present scenario because of their busy life styles.

Conclusion

- By implementing the provided recommendations and leveraging the insights gained from the present data analysis, Zomato can enhance its platform's functionality, improve user satisfaction, and strengthen its position in the competitive food delivery market.
- Additionally, these initiatives can help restaurants to optimize their operations and attract more customers, ultimately benefiting all stakeholders involved in the food ecosystem.

Limitations

- The present data, used for this analysis, is quite old and provides information only from 2010 to 2018 so we could not provide the present status and scenario of Zomato services and restaurants.
- We perhaps could have had a better comparison if we would have information of all the countries wherein Zomato presently operates. The data provided information only related to 15 countries, though Zomato operates presently in 24 countries.
- Due to the non availability of data regarding the orders, sales and revenue, we could not get any insights regarding the same, which might have been some very significant findings in the present analysis.

Thank-You