

'Zomato Analysis'

Group 6



zomato

Discover great places to eat around you

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INTRODUCTION

The Zomato Sales Report assesses key performance indicators (KPIs) to help discover and manage business difficulties. It uses dashboards from Excel, Power BI, and Tableau to deliver clear visual insights into sales patterns, customer behavior, and revenue performance. SQL was used for exact data extraction and processing, resulting in accurate analysis. This study is a significant resource for Zomato's operations, since it addresses challenges and provides actionable insights to help data-driven decision-making and growth.



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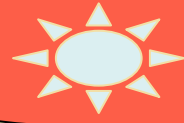
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Key Performance Indicator



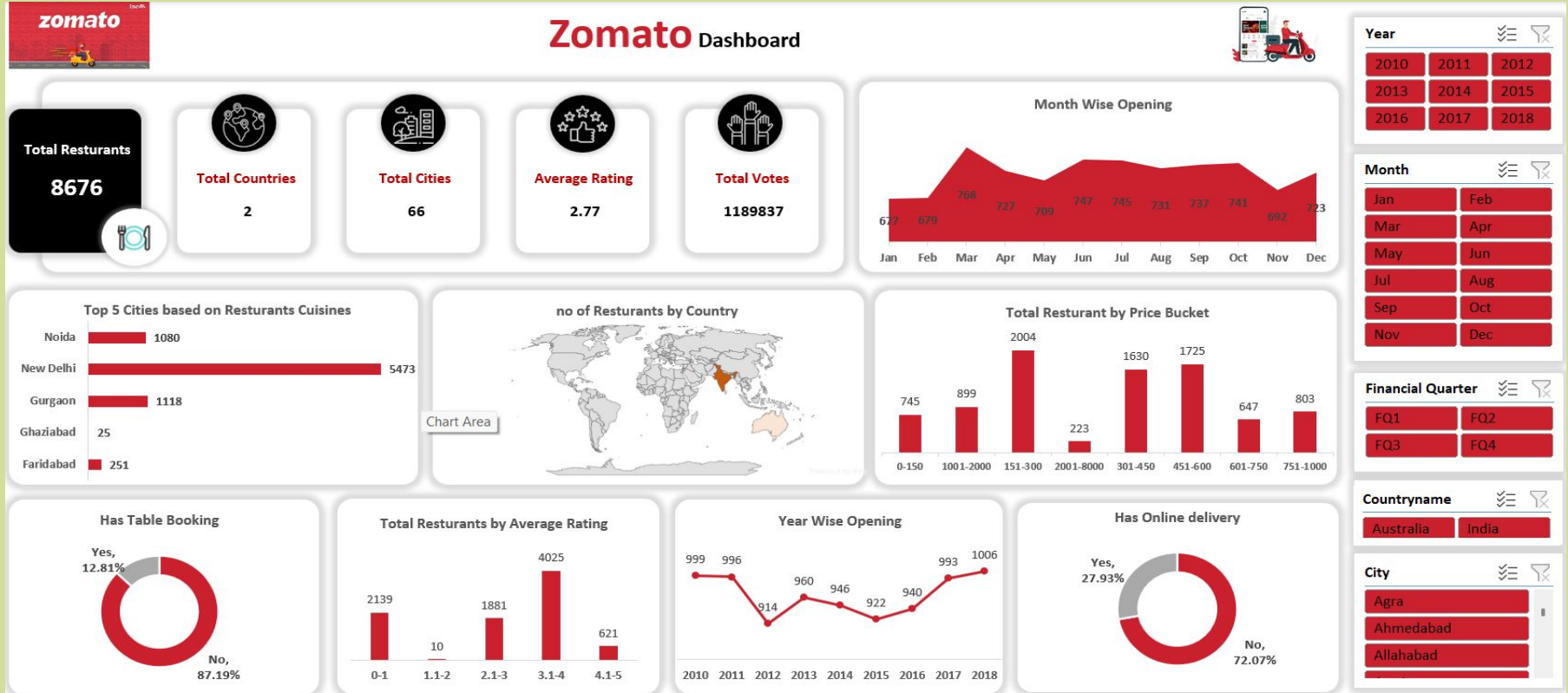
- 1. Data Model:** Build a relational data model connecting all relevant tables from the Excel file.
- 2. Calendar Table:** Create a table using Datekey_Opening with these columns: Year, MonthNo, Month Full Name, Quarter, Year-Month, Weekday No, Weekday Name, Financial Month (FM1–FM12), Financial Quarter (FQ1–FQ4).
- 3. Currency Conversion:** Convert Average Cost for 2 into USD.
- 4. Restaurant Analysis:** Count restaurants by city and country.
- 5. Openings Analysis:** Analyze restaurant openings by year, quarter, and month.

Key Performance Indicator

6. **Ratings:** Count restaurants by average rating categories.
7. **Price Buckets:** Group restaurants into price buckets and count them.
8. **Percentage Metrics:** Percentage of restaurants with:
Table booking, Online delivery.
9. **Visualizations:** Create charts for cuisines, cities, and ratings. Add a new KPI (e.g., sales estimation).
10. **Dashboard:** Build an interactive dashboard showcasing all KPIs with filters for year, quarter, country, and city.



Excel Dashboard



PowerBI Dashboard

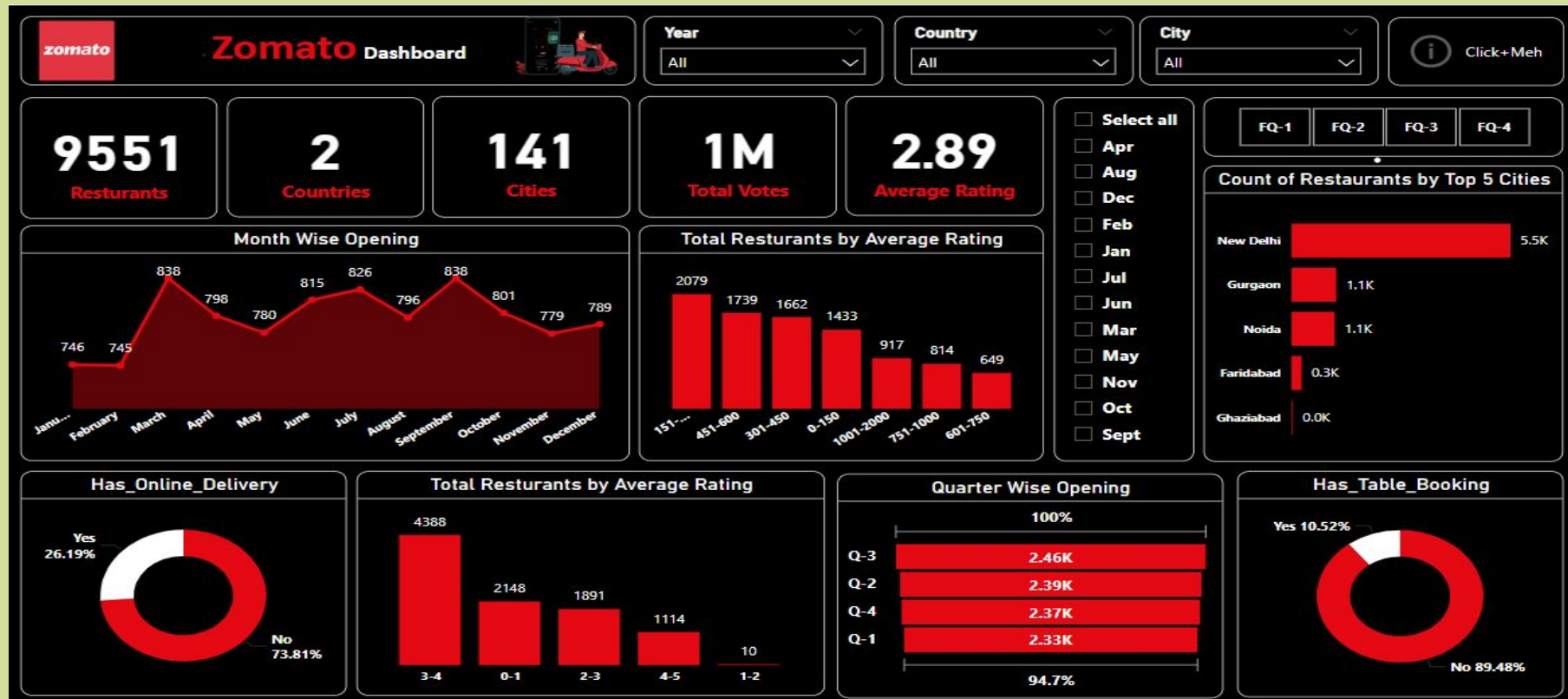
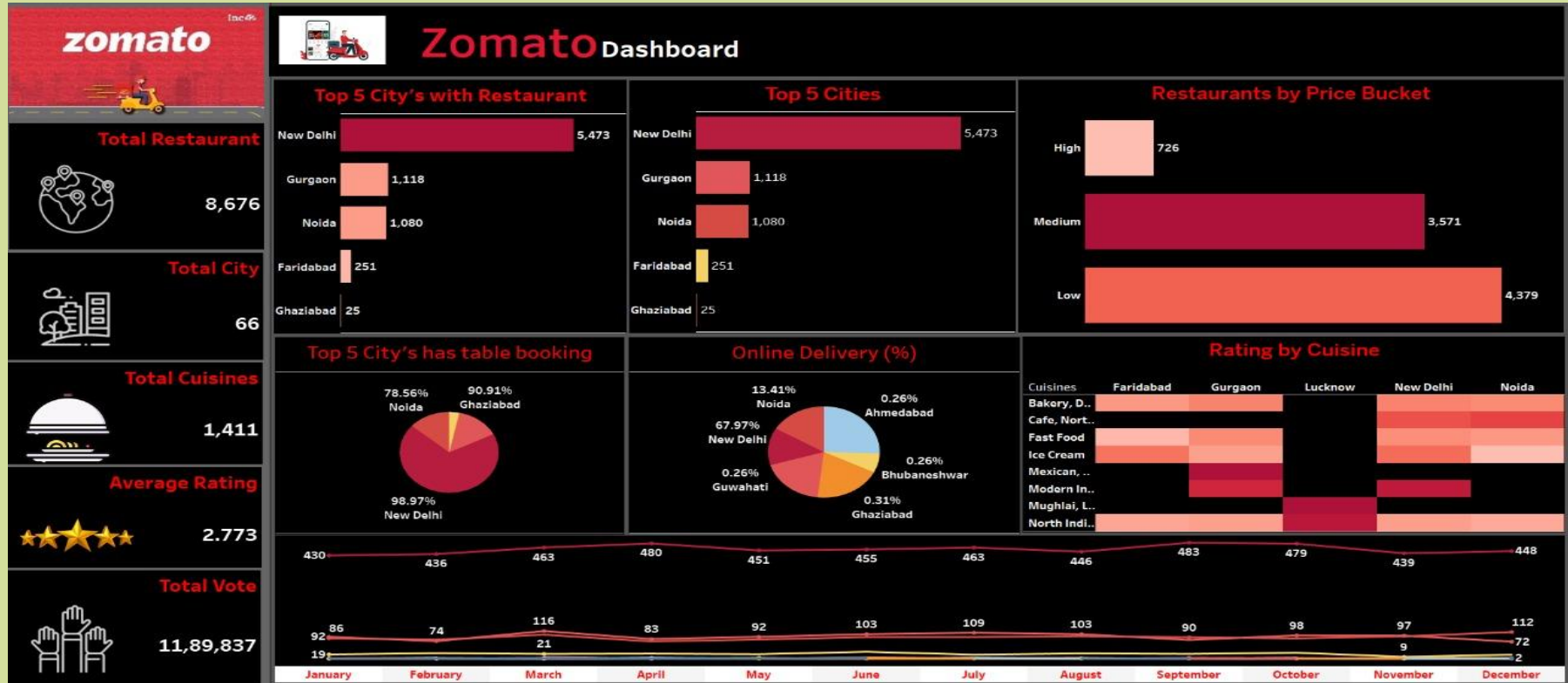


Tableau Dashboard



SQL Queries

ers of Restaurants opening based on Year, Quarter, Month/

```

=PIVOTTABLE(
  YEAR(DATEKEY_OPENING), YEAR, quarter(DATEKEY_OPENING) QUARTER,
  (DATEKEY_OPENING) MONTHNAME, COUNT(RESTAURANTID) NO_OF_RESTAURANTS
)

```

matos1

```

=PIVOTTABLE(
  YEAR(DATEKEY_OPENING), quarter(DATEKEY_OPENING), MONTHNAME(DATEKEY_OPENING)
  YEAR(DATEKEY_OPENING), quarter(DATEKEY_OPENING), MONTHNAME(DATEKEY_OPENING)
)

```

Filter Rows: [] Export: [] Wrap Cell Contents: [x]

| MONTHNAME | NO_OF_RESTAURANT |
|-----------|------------------|
| February | 77 |
| January | 83 |
| March | 90 |
| April | 91 |
| June | 89 |
| May | 77 |
| August | 97 |
| July | 96 |
| September | 90 |
| December | 91 |
| November | 103 |
| October | 96 |

[illegible][illegible][illegible]

The screenshot shows a Jupyter Notebook with the following content:

```

In [26]: select city, count(restaurants) as no_of_restaurants from main city and country
1)
2)
3) select city, count(restaurants) as no_of_restaurants from main city group by city
4)
5) select countries, count(restaurants) as no_of_restaurants from main
6)
7) left join city, c = countryGroup = c.country group by countryGroup

In [27]:

```

Below the code cells, there is a table titled "Country Group" with columns "Country Group" and "No. of Restaurants".

| Country Group | No. of Restaurants |
|----------------------|--------------------|
| India | 852 |
| United States | 429 |
| United Kingdom | 20 |
| Singapore | 20 |
| Canada | 4 |
| Hong Kong | 40 |
| United Arab Emirates | 40 |
| Israel | 20 |
| Australia | 20 |
| Malaysia | 20 |
| Thailand | 20 |
| South Africa | 20 |
| Spain | 20 |
| Germany | 20 |

Below the table, there is a section titled "Select" with a table showing the results of the SQL queries.

| id | City | no_of_restaurants |
|----|----------------------|-------------------|
| 0 | India | 852 |
| 1 | United States | 429 |
| 2 | United Kingdom | 20 |
| 3 | Singapore | 20 |
| 4 | Canada | 4 |
| 5 | Hong Kong | 40 |
| 6 | United Arab Emirates | 40 |
| 7 | Israel | 20 |
| 8 | Australia | 20 |
| 9 | Malaysia | 20 |
| 10 | Thailand | 20 |
| 11 | South Africa | 20 |
| 12 | Spain | 20 |
| 13 | Germany | 20 |

The screenshot displays the MySQL Workbench environment. At the top, the 'SQL Editor' tab is active, showing a SQL query that counts restaurants by city and cuisine type. The query is as follows:

```

73
74 select cityname, count(Restaurant) as No_of_Restaurant from main m
75 left join cuisine c on c.CuisineCode = c.CountryID group by cityname;
76
77 select city, count(Restaurant) as city_no_of_restaurant, c.cityname from main m
78 left join c on m.CuisineCode = c.CountryID group by m.city, c.cityname;

```

Below the query editor, the 'Results Grid' tab shows the output of the first query. It lists 20 cities and their corresponding number of restaurants. The cities are: New Delhi, Chennai, Edinburgh, Singapore, Jacksonville, Sioux City, Tampa Bay, Yakima, Portland, West of Hawaii, Honolulu, Chicago, Albany, and Princeton. The number of restaurants for each city is: 5473, 2, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1.

At the bottom, the 'Action Output' tab shows the execution of the second query. It displays the following SQL statement and its result:

```

6 19.55.52 SELECT * FROM Average_Count_for_joins ...
6 19.56.26 SELECT * FROM Average_Count_for_joins ...
6 19.56.57 Select city, count(Restaurant) as No_of_Restaurant from main group by city
6 19.57.17 select count(cityname, count(Restaurant) as No_of_Restaurant from main m
6 19.57.39 select city, count(Restaurant) as city_no_of_restaurant, c.cityname from main m left join cuisine c on

```

The results of the second query are shown in the 'Message' column, indicating that the queries were executed successfully and returned the expected number of rows.

The screenshot shows the Databricks SQL interface. At the top, there's a navigation bar with 'Tools', 'Support', and 'Help'. Below it, a toolbar contains icons for 'Query Editor', 'Dont Run', and 'Visualize'. The main area is the 'Query Editor' with a SQL query:

```

-- Total Restaurants Open Yearwise
select distinct year(DateKey) as Year, count(*) as No_of_Restaurants from main_group by year(DateKey)

```

Below the query editor, there's a 'Filter Rows' section with a table of results:

| Year | No. of Restaurants |
|------|--------------------|
| 0.1 | 1061 |
| 0.1 | 1057 |
| 0.1 | 1102 |
| 0.1 | 1098 |
| 0.4 | 1051 |
| 0.1 | 1052 |
| 0.0 | 1080 |
| 0.1 | 1086 |
| 0.1 | 1079 |
| 0.1 | 1024 |

At the bottom, there's an 'Action Output' section with a table of results:

| Year | Action | Message |
|----------|--|-------------------|
| 15:58:52 | Select 'from Calendar' | 9581 records read |
| 15:58:52 | select avg(CountryRestaurant as Average_Cost_In_USD) as Average_Cost_In_USD, dollar FROM main_group JO | 9581 records read |
| 15:58:56 | Select city, count(restaurant) as No_of_Restaurants from main_group by city | 141 records read |
| 15:59:12 | select country, count(restaurant) as No_of_Restaurants from main_group by country c on a Cartesian | 15 records read |
| 15:59:13 | Select in city, count(restaurant) as No_of_Restaurants, c.countryname from main_group by city c on a | 141 records read |
| 15:59:15 | select distinct year(DateKey) as Year, count(*) as No_of_Restaurants from main_group by year(DateKey) | 5 records read |

[illegible]

INSIGHTS

1. Global Operations: 9,551 restaurants across 15 countries and 141 cities.
2. Sales Performance: Highest sales in 2018 (900.22K), showcasing consistent growth.
3. Restaurant Openings: Most openings recorded in 2018 (1,102).
4. Customer Preferences: 87.88% prefer non-table bookings, favoring delivery or takeaway.
5. Cost Bucket Ratings: The 301-600 cost range received the highest customer ratings (9.3K).
6. Popular Cuisines: Indian, Chinese, and fast food are the most sought-after.
7. Regional Diversity: Operations are prominent across Asia, Europe, and North America.
8. Economic Insights: Cost-affordable restaurants (301-600 range) attract the highest satisfaction.
9. Opportunities: Improve customer experience in higher cost brackets to boost ratings further.

This report highlights Zomato's strong global presence and the importance of adapting to customer preferences for sustained growth.



SUMMARY

1

The Zomato Sales Report examines the platform's broad reach and effect in the worldwide dining industry. With 9,551 restaurants scattered over 15 countries and 141 locations, Zomato demonstrates its capacity to cater to a wide range of tastes and preferences. The findings show a considerable shift toward convenience, with 74% of consumers preferring online delivery and only 12% choosing table reservations.

2

Financially speaking, Zomato's ecosystem is significant, as seen by the average restaurant cost of \$96,412. An examination of USD transactions by year shows steady growth, with a notable recovery following 2015, indicating the platform's adaptability and resistance to market fluctuations. Geographically, the survey identifies the Philippines, Brazil, South Africa, Singapore, and Qatar as the top donors by average price, showing a range of consumer preferences.

3

New Delhi's prominence in Zomato's offerings is further supported by its gastronomic supremacy.



THANK YOU