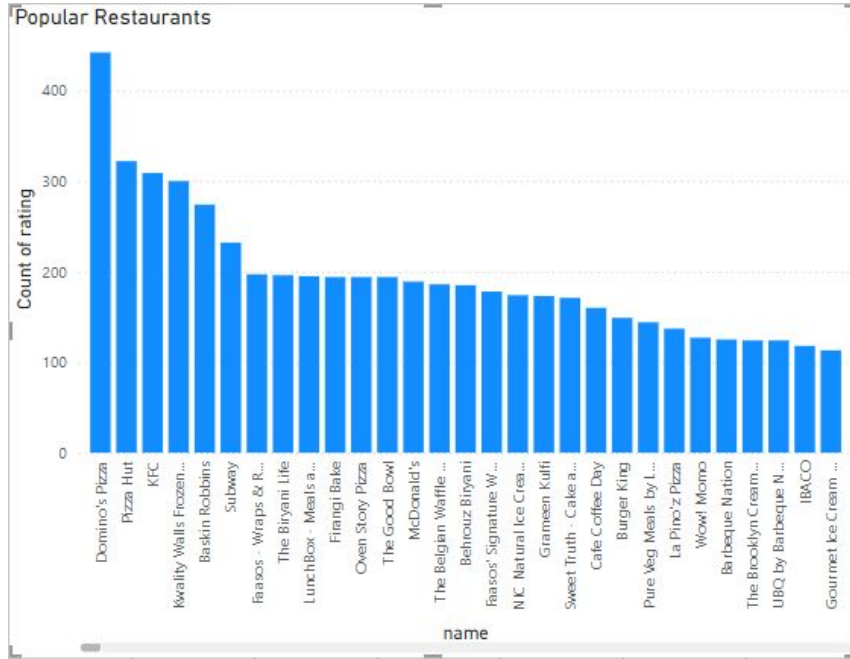

Restaurant Analysis For Zomato

By Jeth Nacino

Introduction

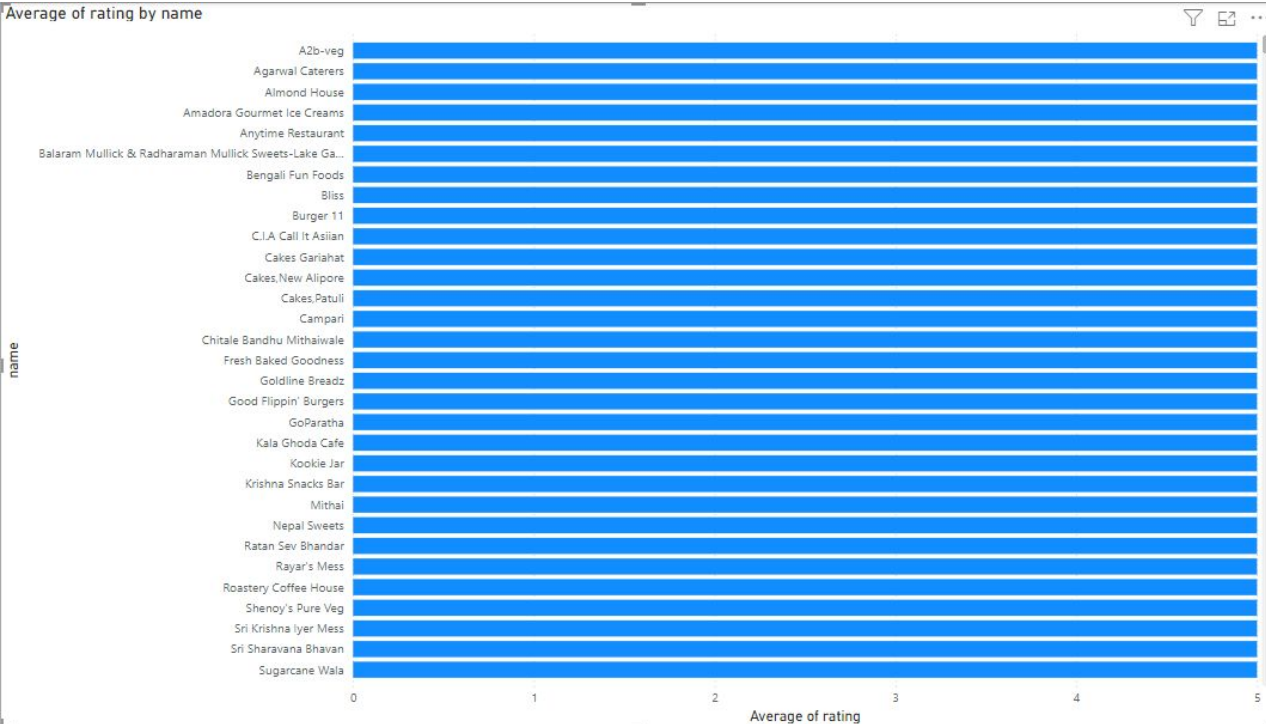
- Zomato is a multinational restaurant aggregator and food delivery company
 - Established in 2008
 - Their goal is to end world hunger and make delivering food faster and safer
 - We will be looking at the restaurants and orders table from Zomato
 - Goal of Analysis:
 1. Understand why certain restaurants perform well
 2. Recommend marketing strategies for target restaurants
-

Popularity Metrics - Rating Count

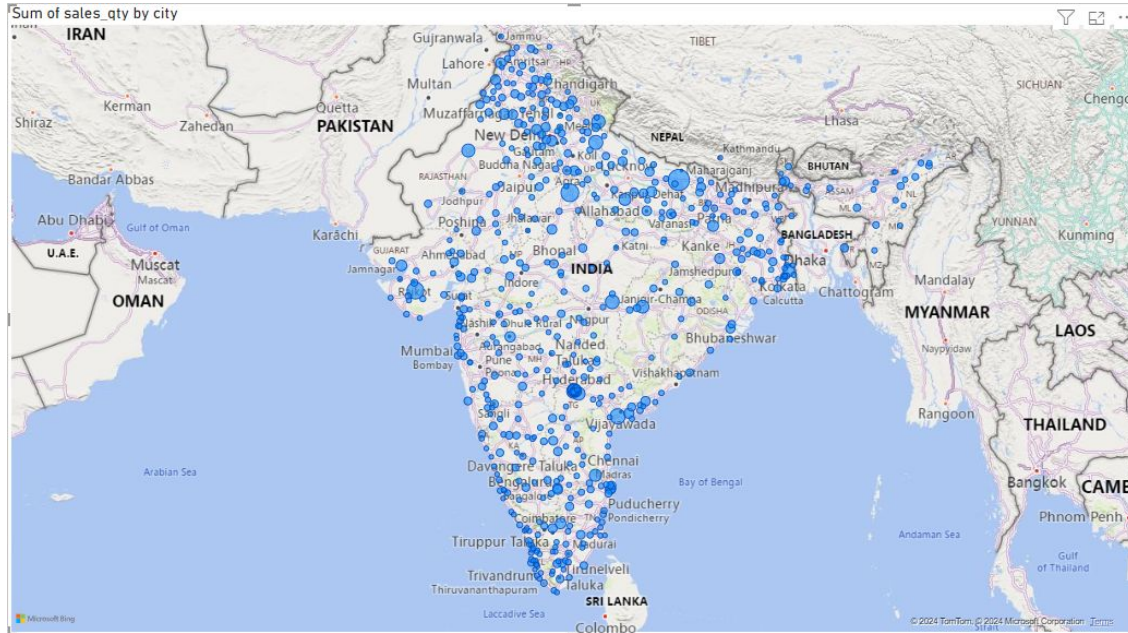


- Restaurants with higher rating counts are considered popular.
- The bar chart on the left displays restaurants with the most ratings.
- Fast food generally receives the highest number of ratings.

Popularity Metrics - Average Rating

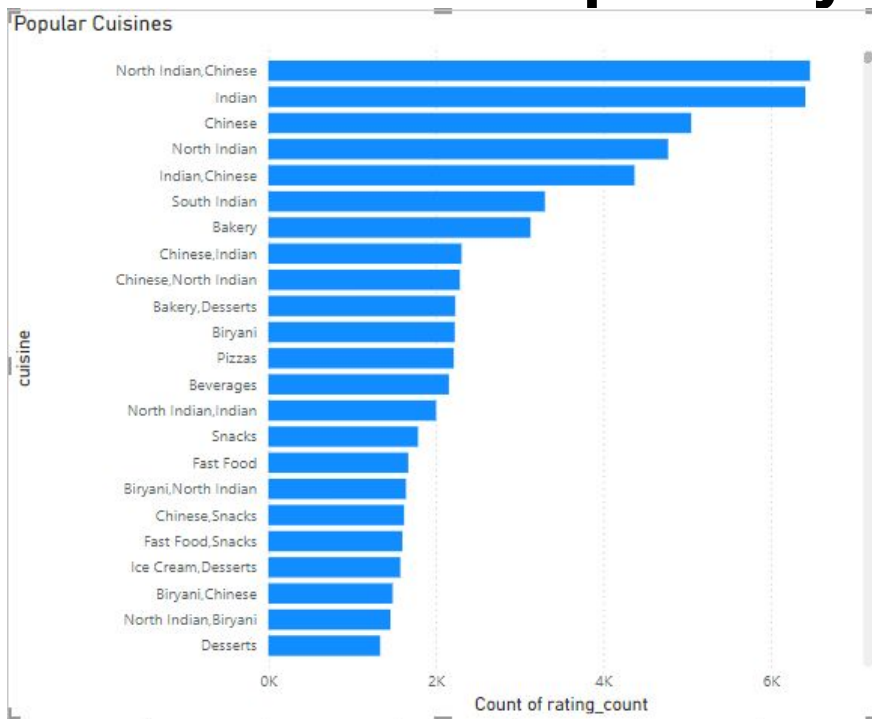


- Restaurants with high ratings indicate popularity, with a rating of 4.5 considered high.
- The horizontal bar chart displays restaurants rated 4.5 and above.
- We will focus on restaurants with a rating higher than 4.5 and at least 500 ratings.



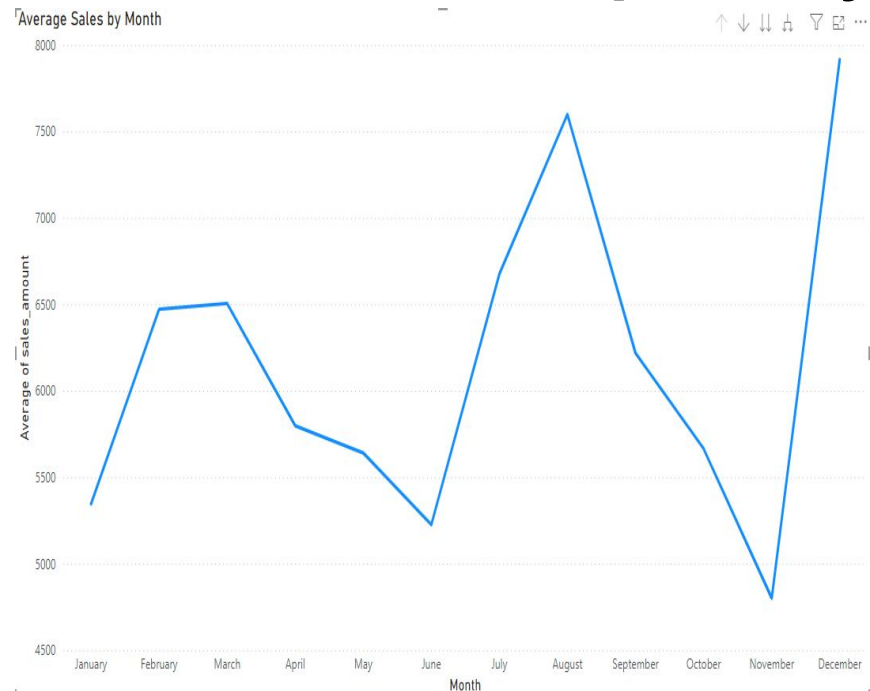
- Restaurants in densely populated cities attract more customers
- This is a map that displays which cities contain the most sales
- The darker circles indicate higher sales

Popularity Metrics - Cuisine



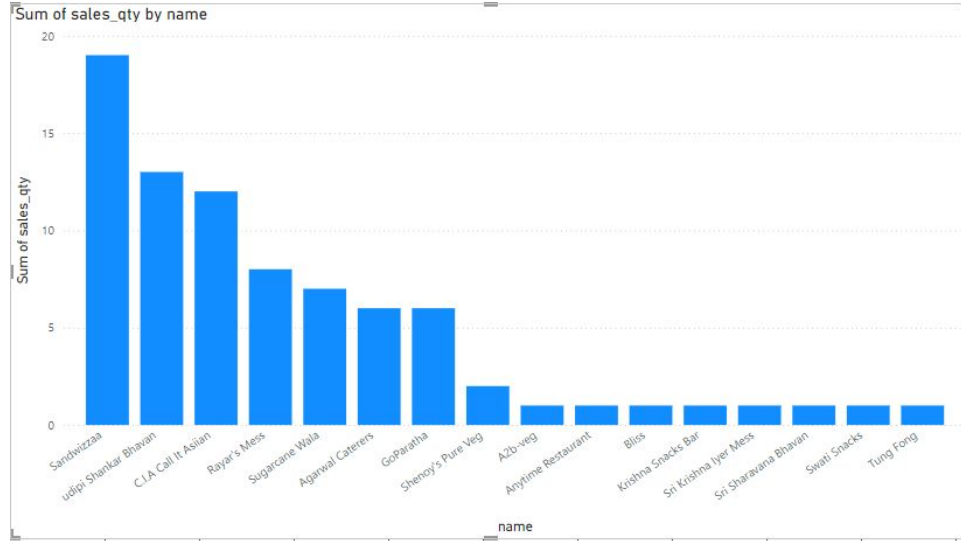
- To the left is a pie chart that shows which cuisines are the most popular by amount of ratings
- Finding: Asian foods (Chinese and Indian) are the most popular cuisines
- This is due to Asian cities being more densely populated

Popularity Metrics - Sales



- We have established that Indian and Chinese foods are most popular
- This line chart shows average sales per month for Indian and Chinese food
- January, June, and November are the months with the lowest amount of sales
- Recommendation: Increase promotions restaurants with these cuisines during these months

Target Restaurants



- The bar chart shows restaurants that generate the most sales, have an average rating above 4.5, and over 500 ratings, focusing on Indian and Chinese cuisines.
 - Recommended target marketing for the top three restaurants meeting these criteria:
1. Sandwizzaa
 2. Udipi Shankar Bhavan
 3. C.I.A. Call It Asian
-

Conclusion

Popular restaurants are identified by:

- High amount of ratings
- High amount of sales
- High average rating
- Is a popular cuisine
- Location

Findings:

- Indian and Chinese food are the most popular cuisines
- This is due to asian cities being more densely populated
- January, June, and November are the months with the lowest amount of sales for these cuisines

Recommendations:

- Focus on promoting Indian and Chinese cuisines during January, June, and November
 - Promote the top 3 target restaurants: Sandiwazzi, Udipi Shankar Bhavan, and C.I.A. Call It Asia
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