

Overview:

This was a Restaurant Analysis Segmentation to uncover how Zomato's restaurants are performing in relation to reviews and ratings. It was the first assignment in the onboarding process as a junior analyst for Zomato.

- Target audience: Team Lead at Zomato, the multinational restaurant aggregator and food delivery company.
- Date range for data: 2017-10-4 to 2020-6-26

Dashboard Details:

This dashboard consists of four pages. The first page is an introduction containing the goal of the dashboard. The second page is a restaurant analysis using ratings and review counts to find a correlation between restaurants with lots of reviews and restaurants with little to no reviews with 1 KPI card, 2 visuals, and 1 text. The third page is a similar analysis using revenue and ratings to further demonstrate the correlation between ratings and success along with a peek into how one may be able to assist high revenue restaurants meet their potential with more reviews with 1 KPI card, 4 visuals, and 1 text.

- The KPI card on the ratings VS review count page show the average rating of the restaurants on Zomato.
- The Bar charts show restaurants broken down by the highest rated first with the tooltip showing their number of reviews.
- The scatter plot illustrates the correlation between the review count and the rating of the restaurants.
- The KPI card on the Revenue VS Ratings page show the sum of total Revenue for all the restaurants allowing use to visualize how the different restaurants revenue breaks out of the sum.
- The Bar charts on the Revenue page shows the revenue and quantity of sales made by restaurant, followed by each Restaurants revenue organized by revenue and review count before lastly the third bar chart breaks down the restaurants who have higher than a 4.5 rating and more than 1 million in revenue.
- The scatter plot illustrates the correlation between the revenue and the rating of the restaurants.
- The texts sum up my takeaways from that sheet.

Dashboard Analysis:

- As you can see clearly in the Depictions below, the amount reviews will impact the overall ratings significantly. Most of the 5 star and top-rated restaurants have little to no reviews. Whereas in the scatterplot you can see a funnel effect happening where ratings trend towards between 3.5 to 4.5 creating an average of around 3.9 illustrated in the KPI Card.
- As you can see the highest Revenue restaurant is Domino's, it also has the highest number of reviews with a rating over 4 making it a prime example of when reviews and ratings come together for success.

Actionable Recommendations:

In conclusion there is a slight increasing correlation between Revenue and Ratings, we find that having a rating consistently of around or above four will allow you to achieve higher revenue potential.

When it comes to achieving the rating, the more reviews received the more the rating trends towards between 3.5 to 4.5. The high and low ratings all have low reviews creating the high and low ends of the distribution where one bad review can break your revenue.

The highest revenue to reviews restaurant is Dominos with other big chain restaurants following in suit.

To build up restaurants with a high [rating:revenue] correlation with low reviews it would be advised going forward to offer incentives through the app to give reviews to certain restaurants with promotions such as discounts on future orders for a reward. This could be used also for small time restaurants as a way of marketing to get their name out there for more opportunity.