

I have decided on performing restaurant analysis for Zomato.

My process will consist of:

- Inserting the following csv's into PowerBI – Menu, Food, Restaurants, and Orders
- Combining these data books in the modelling section of PowerBI through their common id columns to match the restaurants to their food menus as well as to find their order history.
- Find the most popular restaurants by ratings.
- Determine if the number of reviews alters the level of rating positively or negatively.
- Illustrate the restaurant with the most revenue earned
- Find the correlation between ratings and revenue.
- Illustrate the most desired food items from their menu to determine where their focus should lie.

Using these processes, I will illustrate to Zomato the best restaurants by revenue and rating to highlight them for users.

I will also advise based on my findings whether it would be beneficial to recommend incentives for leaving reviews on restaurants to boost high revenue low review restaurants to help customers decide what they want to eat.

I will display this research using KPI cards and stacked bar charts along with a scatterplot for the relation of reviews to revenue.

In order to properly use the data for the illustrations I may introduce filters or DAX calculations to better display certain data points.