

ZOMATO SALES ANALYSIS

- LAKSH YADAV



zomato

Problem Statement

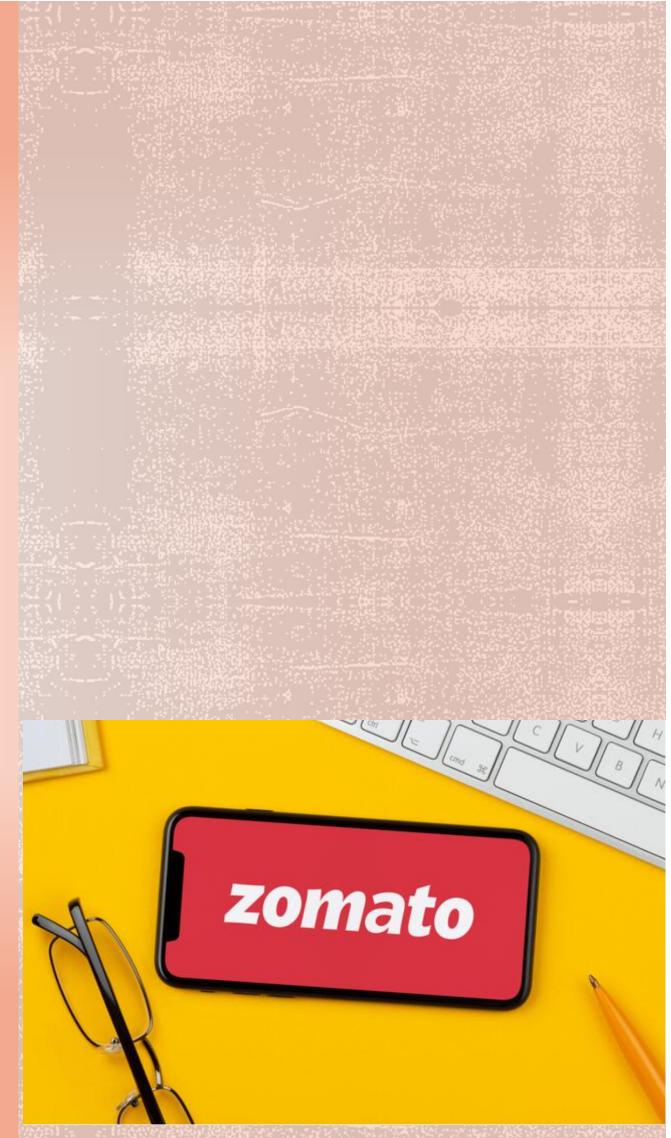
You are hired as a consultant data analyst by Zomato where the team is looking for expansion and opening restaurants. Your task is to come up with strategies/suggestions about opening newer restaurants.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Restaurant	Restaurant	Country	C City	Address	Locality	LocalityVe	Longitude	Latitude	Cuisines	Currency	Has_Table	Has_Online	Is_delivery	Switch_to	Price_rang	Votes	Average_C	Rating	Datekey_Opening	
2	18435314	Punjabi's V	1	New Delhi	13/288 , 1 Geeta Col	Geeta Col	77.27677	28.65078	North Indi	Indian Rup	No	No	No	1	0	300	1	2013_9_21			
3	18378015	Tasty Tanc	1	New Delhi	726/2, Jhe	Geeta Col	77.27505	28.65822	North Indi	Indian Rup	No	No	No	1	0	200	1	2016_9_10			
4	18424905	Taste of Sp	1	New Delhi	C-222, Laj	Lajpat Nag	77.24131	28.57831	North Indi	Indian Rup	Yes	No	No	1	0	400	1	2018_9_25			
5	18180072	Kolkata Be	1	New Delhi	Gali 7, Mal	Mahipalpu	77.12393	28.54359	North Indi	Indian Rup	No	No	No	1	0	100	1	2018_9_6			
6	18415377	Sunil Punja	1	New Delhi	Main Vasa	Mahipalpu	77.12971	28.54137	North Indi	Indian Rup	No	No	No	1	0	150	1	2013_9_17			
7	18421485	Bikaner Re	1	New Delhi	Shop 264,	Mukherjee	77.20814	28.69957	North Indi	Indian Rup	No	No	No	1	0	100	1	2018_9_3			
8	312413	Just In	1	New Delhi	G-103, Var	Mukherjee	77.21909	28.70948	North Indi	Indian Rup	No	No	No	1	0	200	1	2011_9_16			
9	303497	Shri Shyan	1	New Delhi	Khaira Mo	Najafgarh	76.97489	28.61125	North Indi	Indian Rup	No	No	No	1	0	150	1	2014_9_21			
10	18354644	Shree Bhoj	1	New Delhi	Sarai Julen	New Frien	77.27276	28.56077	North Indi	Indian Rup	No	No	No	1	0	100	1	2012_9_9			
11	18366001	Baba Ka Dl	1	New Delhi	WZ-425, N	Palam	77.09028	28.5829	North Indi	Indian Rup	No	No	No	1	0	200	1	2014_9_21			
12	18486845	Kaka Da Dl	1	New Delhi	R.K. Puram	R K Puram	77.17412	28.57719	North Indi	Indian Rup	No	No	No	1	0	100	1	2012_9_24			
13	18424202	Famous Pa	1	New Delhi	44, Gali Nu	Vasundhar	77.30851	28.58938	North Indi	Indian Rup	No	No	No	1	0	50	1	2014_9_20			
14	18472678	Garam Ma	1	New Delhi	1002, Guru	Defence C	77.22542	28.57286	North Indi	Indian Rup	No	No	No	1	0	300	1	2013_8_10			
15	18209806	Zaika-E-Ch	1	New Delhi	Near Polic	Dilshad Ga	77.30821	28.67789	North Indi	Indian Rup	No	No	No	1	0	250	1	2010_8_20			
16	18286922	Tandoori I	1	New Delhi	22, Samm	Jangpura	77.248	28.58324	North Indi	Indian Rup	No	No	No	1	0	400	1	2017_8_24			
17	18458302	Tinker Koc	1	New Delhi	Jangpura,	I Jangpura	77.24748	28.58398	North Indi	Indian Rup	No	No	No	1	0	300	1	2013_8_15			
18	7362	Vaishno D	1	New Delhi	Badam Sin	Mahipalpu	77.12303	28.54511	North Indi	Indian Rup	No	No	No	1	0	200	1	2010_8_24			
19	18466400	Desi Thaat	1	New Delhi	14/1, Indir	Mukherjee	77.20912	28.71468	North Indi	Indian Rup	No	No	No	1	0	300	1	2015_8_13			
20	18361779	Haryana B	1	New Delhi	G 26, Vard	Mukherjee	77.21871	28.70924	North Indi	Indian Rup	No	No	No	1	0	100	1	2011_8_24			
21	18354672	Karol Bagh	1	New Delhi	Opposite F	Najafgarh	76.98903	28.59962	North Indi	Indian Rup	No	No	No	1	0	150	1	2017_8_21			
22	18464641	Bala Ji Ras	1	New Delhi	A-18, Nare	Nangloi	77.06247	28.67583	North Indi	Indian Rup	No	No	No	1	0	350	1	2012_8_9			
23	18312665	Best Chick	1	New Delhi	Main Roht	Nangloi	77.06886	28.68238	North Indi	Indian Rup	No	No	No	2	0	650	1	2010_8_4			
24	18312572	Avatar Da	1	New Delhi	Ring Road	Naraina	77.13647	28.62052	North Indi	Indian Rup	No	No	No	1	0	200	1	2017_8_13			
25	18349241	Curry Man	1	New Delhi	G-181, Nar	Naraina	77.0	28.60000	North Indi	Indian Rup	No	No	No	1	0	200	1	2016_8_6			

ABOUT ZOMATO

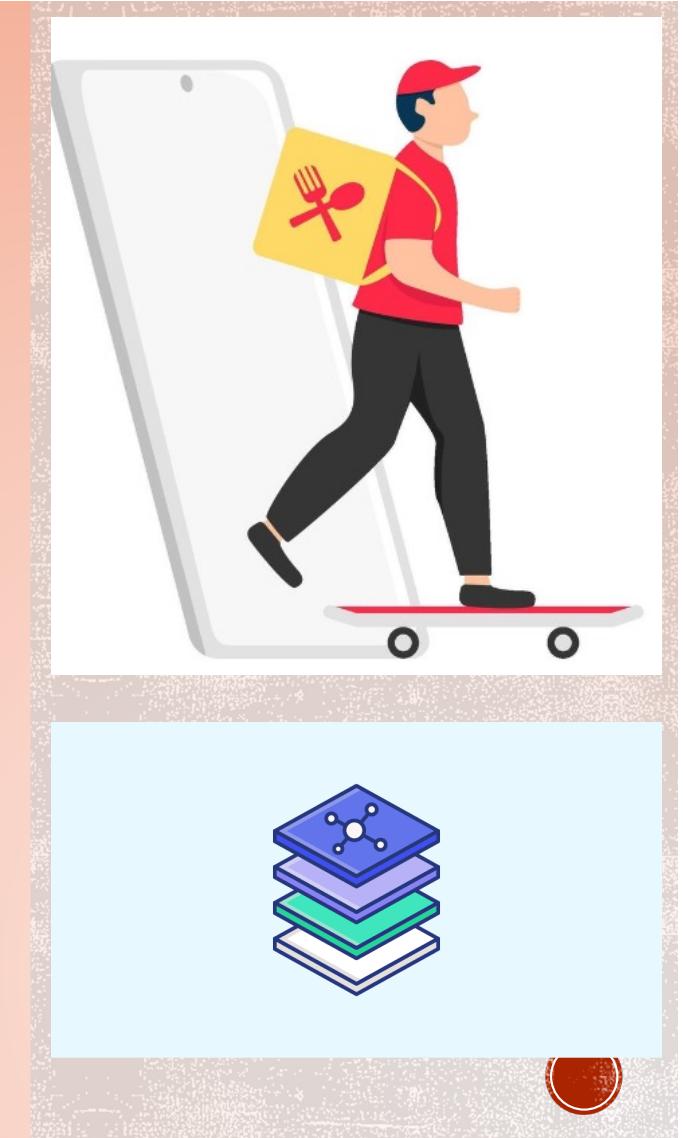
(FACT CHECK)

- Restaurants pay to advertise on Zomato's platform, which accounts for over 70% of the company's revenue.
- In Nine months it became the largest and popular restaurant directory in Delhi.
- Zomato is the only food delivery app that operates in 24 countries.
- Zomato gets on an average of 12 lakh orders daily.



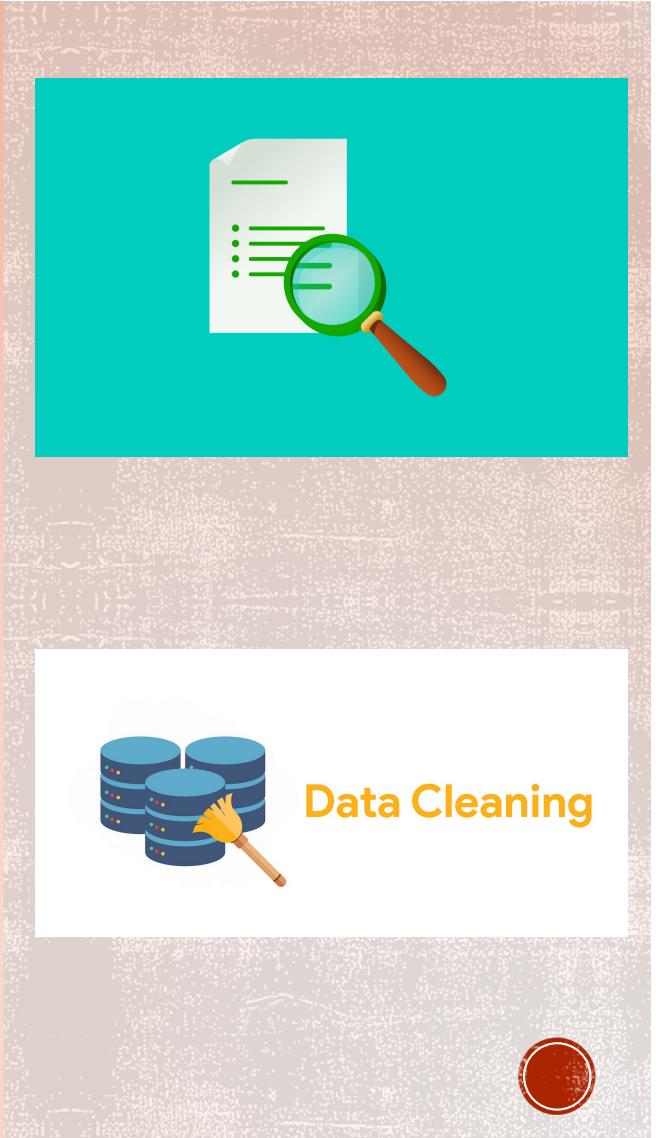
ABOUT THE DATASET

- This data is all about the Zomato restraint customers with the data on cost ,votes ,price ratings and other fields.
- The most important fields in this dataset are
 - Restaurant name
 - Country
 - City
 - Average cost for two
 - Votes
 - Cities



PROBLEM AND ANALYSIS

- Data cleaning: Utilized functions like text to columns ,sorting, removing obsolete values, finding data inconsistencies(Date column)
- Data Enrichment :Enhancing the data set with additional variables like country name ,price range
- Restaurant segementation:Applied sort and filter functions along with pivot tables to ratings price and geographic locations
- Visualisations : created dynamic charts and dashboards for data representation ,enabling interactive and co-relative data exploration



DATA INSIGHTS

- There are total of 14,94,558 voters all across the countries in dataset .
- There are a steady increase in number of restaurants which associate with Zomato each year from 2010-2018 average being about 1058 restaurants each year.
- Only 26% of all restaurants provide with delivery which are India and UAE at 28% & 47% respectively.
- There are a total of 1821 cuisines spread around 140 cities around 15 countries.



Average cost for 2 (₹)
722.48

Zomato Restraunt Analysis

Most rated cusine in any restaurant
North Indian

TOTAL COUNTRIES
15

Voters
1494558

Cities
140

Localities
1205

Restraunts
9527

Cusines
1821

DATA INSIGHTS

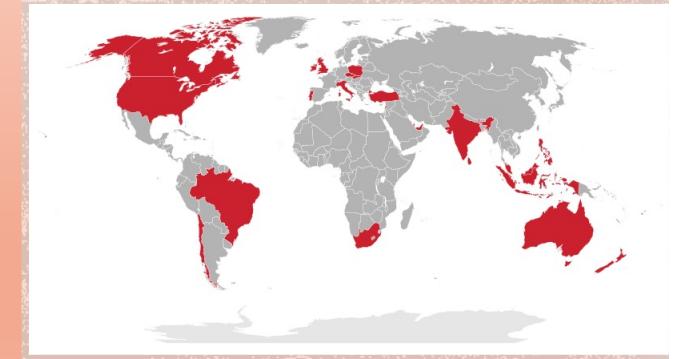
(New restaurant analysis)

- According to our data, Every year more than 1000 restaurants are open all over the world from 2010 to 2018.
- In Year 2018 had the highest opening of restaurants
- In Year 2012 had the lowest openings of restaurants.
- There was a slight decrease in new restaurants openings from year 2012-2016
- The number of restaurants opened generally increased over the years, with a few minor fluctuations.



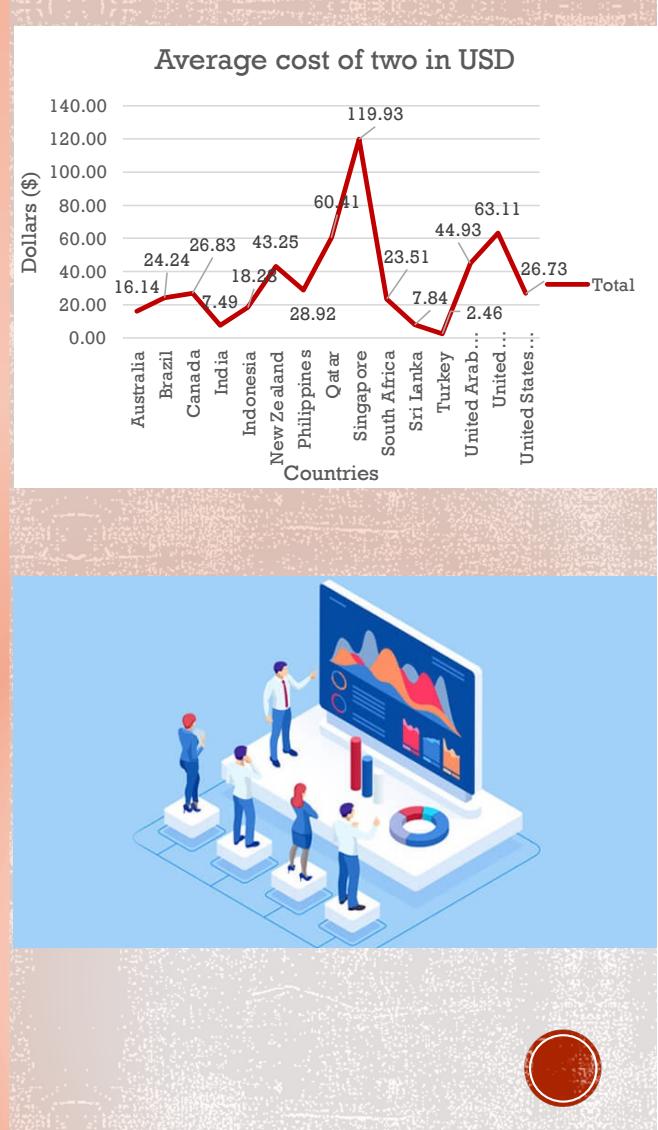
DATA INSIGHTS (COUNTRY ANALYSIS)

- India has many restaurants, but competition is high due to popular food delivery
- According to the data , there are countries like Canada, Australia, Indonesia, Qatar, New Zealand, Turkey and Singapore where the financial department can consider opening of new restaurants as there will be less competition .
- Most of the countries in these suggested regions have great restaurants while new Zealand and turkey have the most number of restaurants from rating of 4-5 while others have almost the same number of restaurants in both 3-4 and 4-5 category .



DATA INSIGHTS (Expenditure analysis)

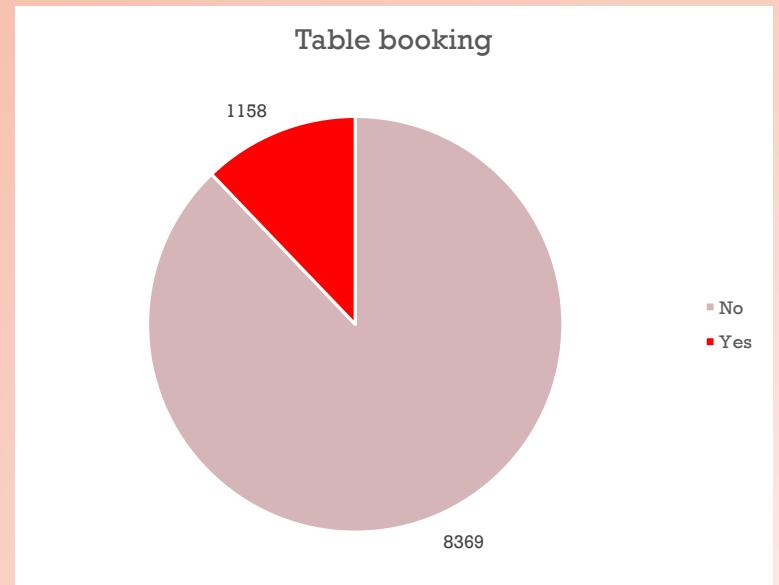
- On the basis of our analysis, we can control the expenditure on food to know the average prize of two people spent on food.
- We convert the all the country currency in US Dollar.
- In Singapore we need to spend \$116.34 as average money for two people.
- In Turkey people need to spend \$2.80 per two personal
- So, we can serve the food under that budget.



DATA INSIGHTS

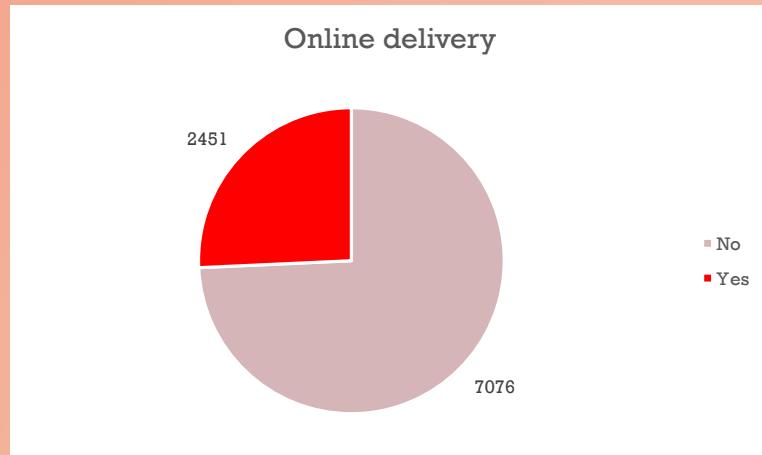
(Table booking analysis)

- Average rating of table booking is 3.5 (12.15%).
- Average rating of not booking table is 2.8 (87.85%)
- Most of the restaurants which provide table bookings are in India, Philippines, UAE and UK.
- It can be Concluded – Table bookings should be offered and has direct relationship with ratings as restaurants with table booking have higher rating as compared to those who don't have table booking.



DATA INSIGHTS

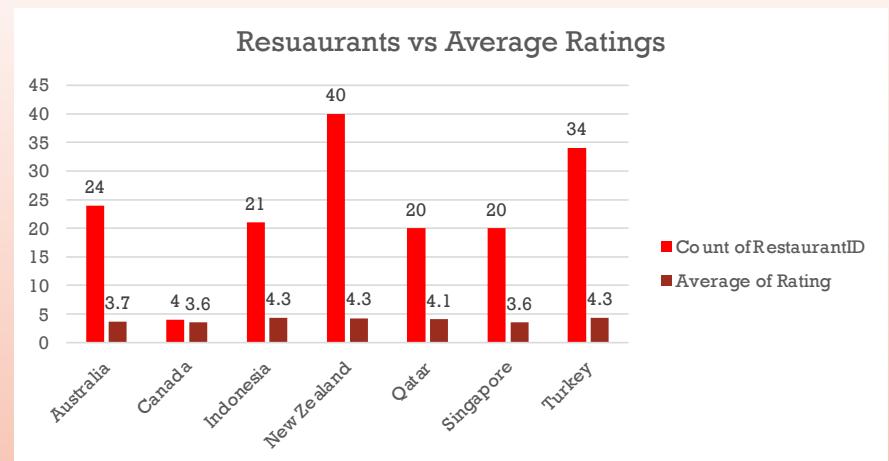
(Online delivery analysis)



- Average rating of restaurants with online delivery is 3.29 (25.72%).
- Average rating of restaurants without booking table is 2.75 (74.27%)
- India and UAE are the only countries which provide with table booking facilities and make up 25% of market who provide online delivery.
- With the above relation in mind it could be said that restaurants with higher ratings provide with online deliveries on whereas the ones with lower average ratings don't so it is recommended for team to include online delivery facility for higher ratings.

DATA INSIGHTS (Rating analysis)

- There are some Countries where we will get a lot of competition in the market.
- In the suggested countries there are 4 restaurants in the lower rating bracket .
- Australia and New Zealand have most 3 & 2 respectively.
- With respect to data we first should focus on countries like Canada, Qatar, Singapore and Australia and then on to other countries.

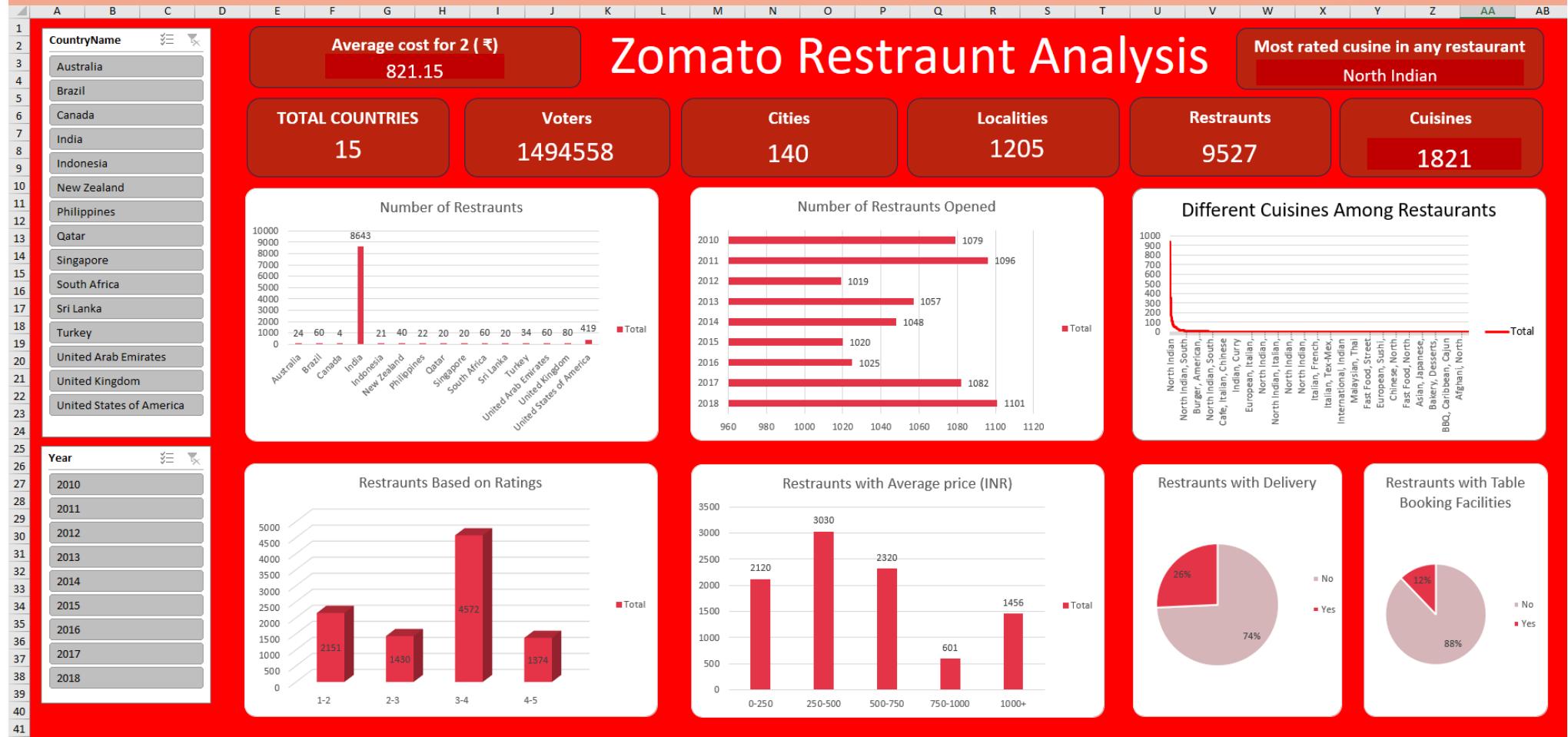


DATA INSIGHTS (Price and rating analysis)

- As the price range increases the count of restaurants in ratings of 1-2 & 2-3.
- Whereas the restaurants in ratings of 3-4 decreases from 1800 to 200 from price range 1-4
- On the other hand restaurants with ratings of 4-5 increase from 170 to 500 from price range 1 to 3 and then decline to 200 in price range 4.
- This trend points out that there is a fair co-relation between price range and ratings of restaurants and hence I would recommend team to open restaurants within the higher price range categories so fetch more ratings from customers.



DASHBOARD



RECOMMENDATION

- Australia, Canada, Indonesia, New Zealand , Qatar , Singapore , Turkey are the potential opportunities where the management can look upon to invest.
- Average rating among these countries is 4.1 with Canada and Singapore at 3.6 whereas turkey, Indonesia and new Zealand at 4.3 in which first to look upon countries New Zealand, Qatar , Australia .
- The average person in these countries is spending the anywhere in the ballpark of ₹2000-4000 for meal for 2 people .



RECOMMENDATION

- India ,UAE ,Philippines and UK are the only countries which allow table booking facilities and account for 12% of the total market share, which also shows strong co-relation between these facilities and ratings and hence would make a positive impact on ratings.
- Online food delivery & table booking services has a direct effect on ratings of a restaurant.
- For price range, by a good strategy if in a moderate price range if good services are provided still the restaurant can be profitable.



THANK YOU!