

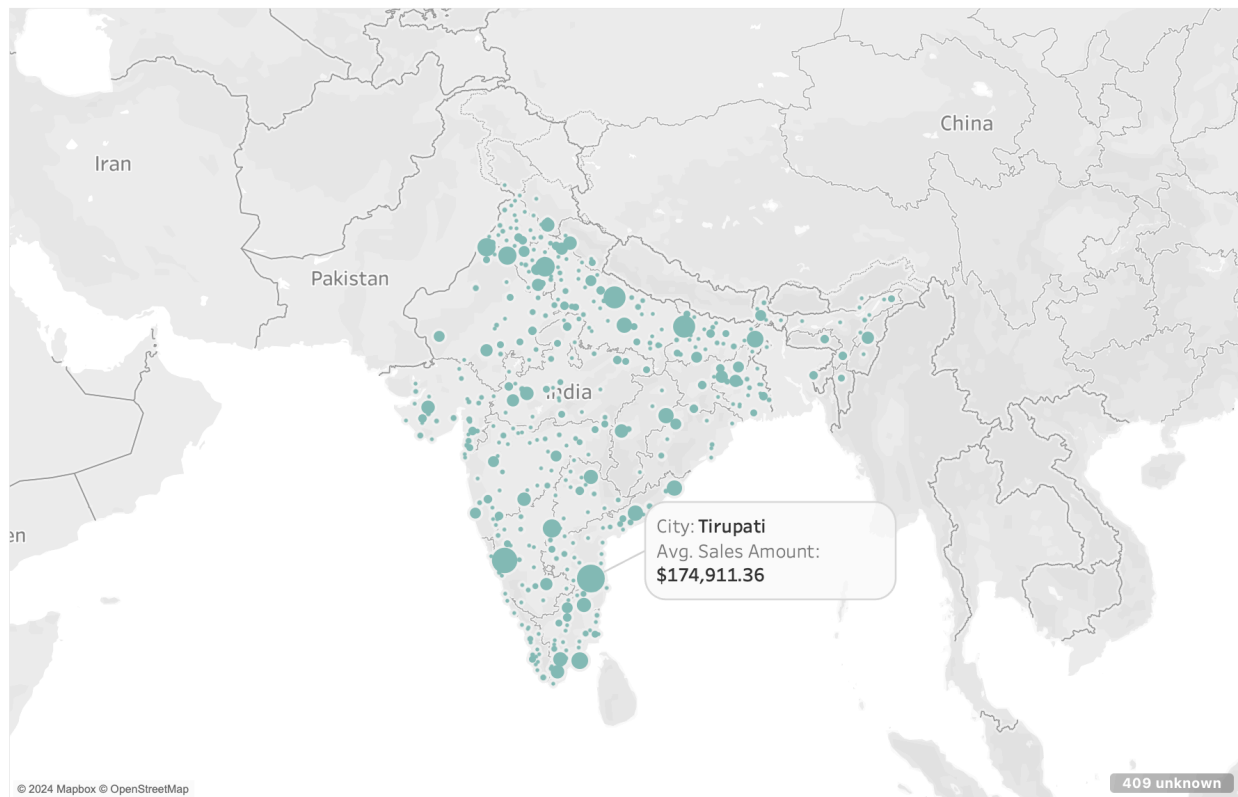
Zomato Restaurant Analysis

The following analysis was performed using a dataset consisting of information on Zomato's restaurants, orders, menus and food items offered on those menus. The goal of the analysis was to determine what restaurants generated the most revenue and why. To do this, I looked at the following points (reference included visualizations):

Does geographical location have any bearing on revenue, and therefore performance?

As shown below, the Northern and Southern areas seem to be the most popular, with Tirupati in the South experiencing the highest revenue with average sales of \$174,911.36. This could potentially be due to larger populations in those areas, but determining that would require outside research beyond the dataset.

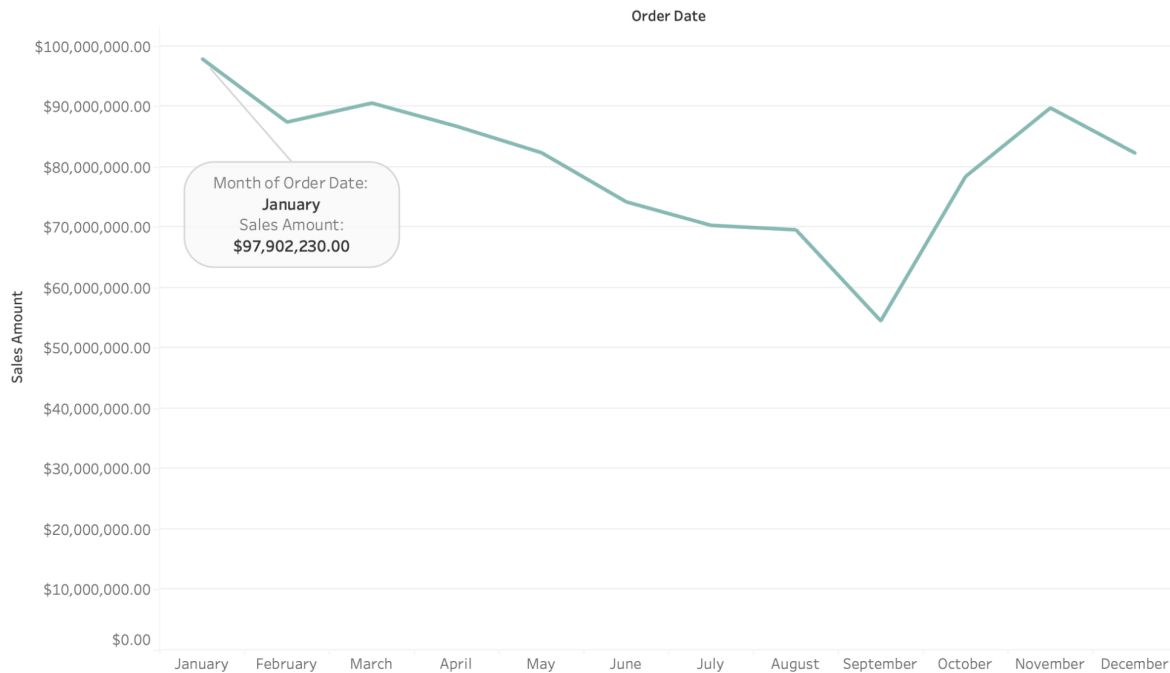
Most Popular City



Does seasonality have any bearing on revenue?

Here, January saw the highest revenue with average sales of \$97,902,230.00. Since all of the restaurants in this analysis are in India, this could be due to the climate. India is warm year-round, so in January it is likely that we would see more locals and tourists out and about, and therefore spending money on restaurants.

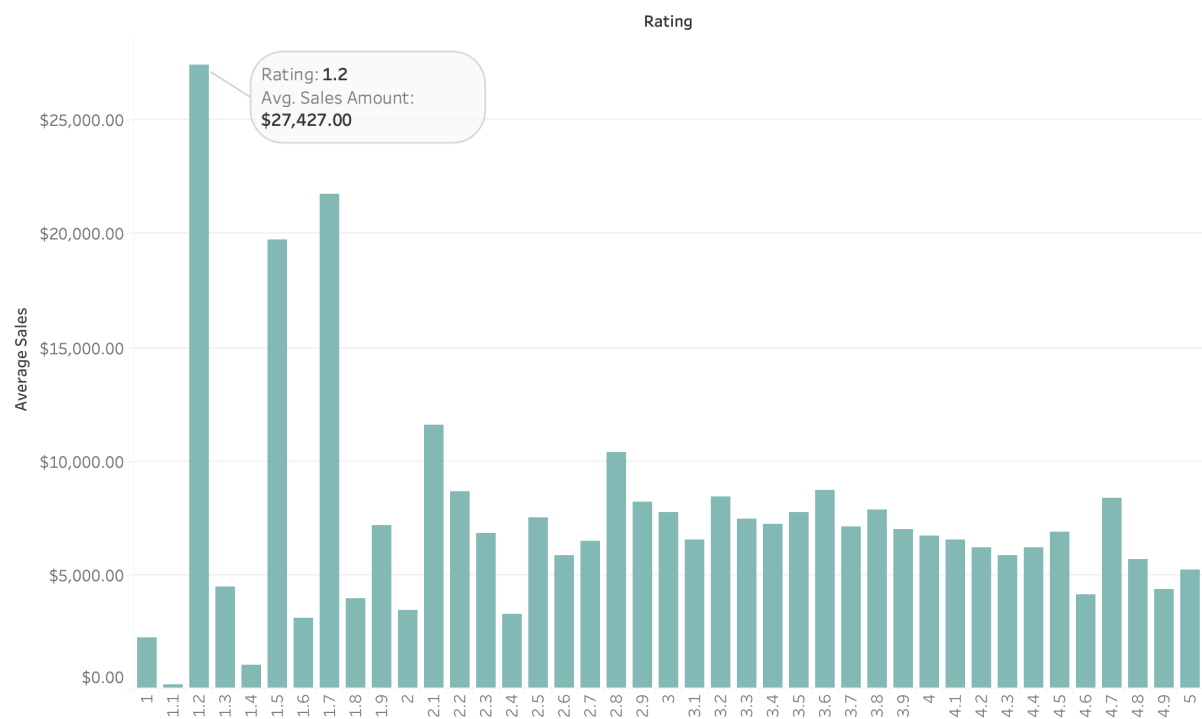
Average Sales by Month



Is there any correlation between rating and revenue?

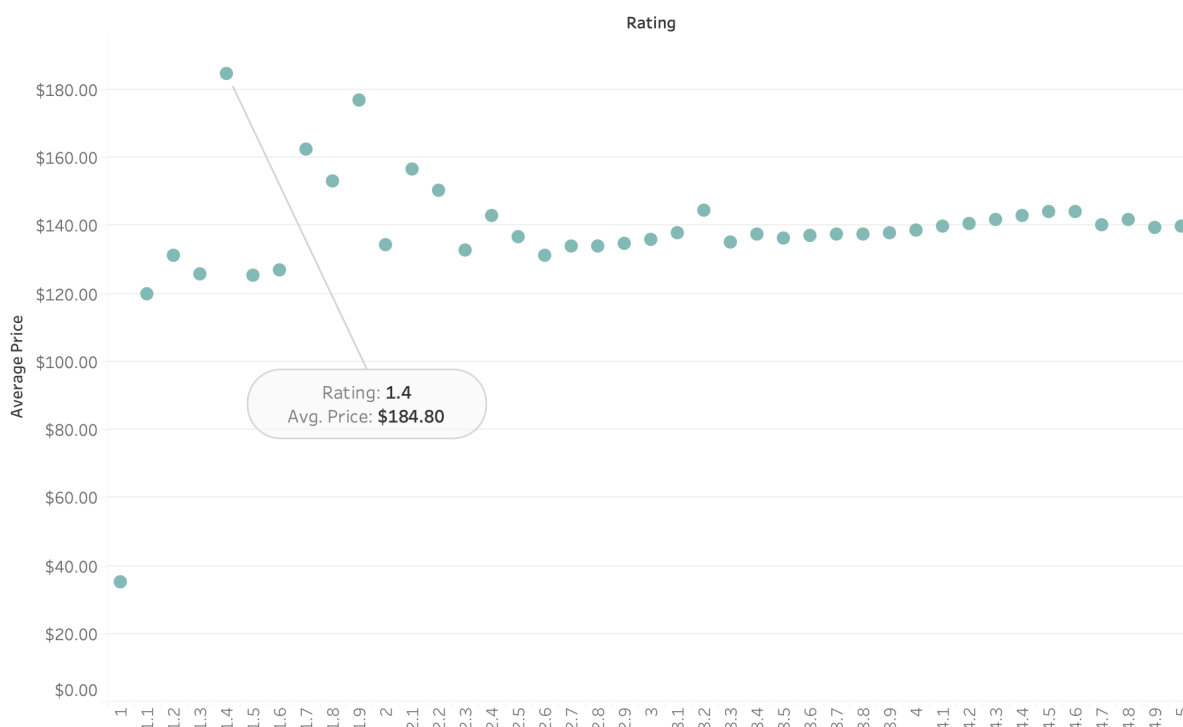
In the visualization shown below, there did not seem to be a positive correlation between rating and revenue. A rating of 1.2 saw the highest average sales (\$27,427.00), while a rating of 5.0 saw average sales of just over \$5,000. This could be explained by various things. If we make the assumption that a restaurant's rating will generally correlate with its price, this could explain the higher sales since people may regularly prefer lower-cost options while saving more expensive options for special occasions.

Average Sales by Rating



However when we look at rating compared against price, this doesn't seem to **always** be the case:

Average Price by Rating

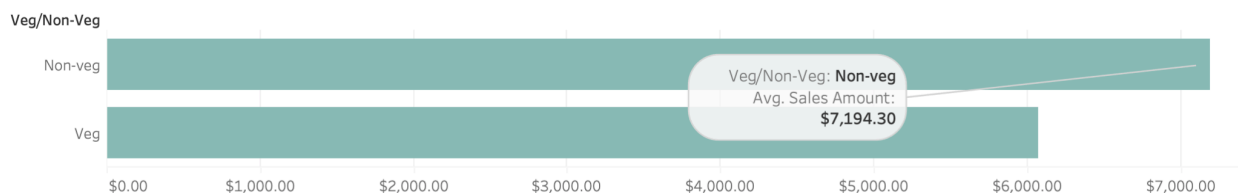


A strikingly low rating of 1.4 boasts the highest average price of \$184.80, but there is still a generally positive correlation between rating and price. The cluster of lower-rated restaurants with higher average prices could be in more available and accessible locations (giving them the ability to price for convenience). They may have poor ratings because the food or service is poor quality, or (since this is a food aggregate and delivery platform) the ratings may be due to interactions with delivery drivers.

Do vegetarian or non-vegetarian restaurants perform better?

Non-vegetarian restaurants beat out vegetarian restaurants with average sales of \$7,194.30.

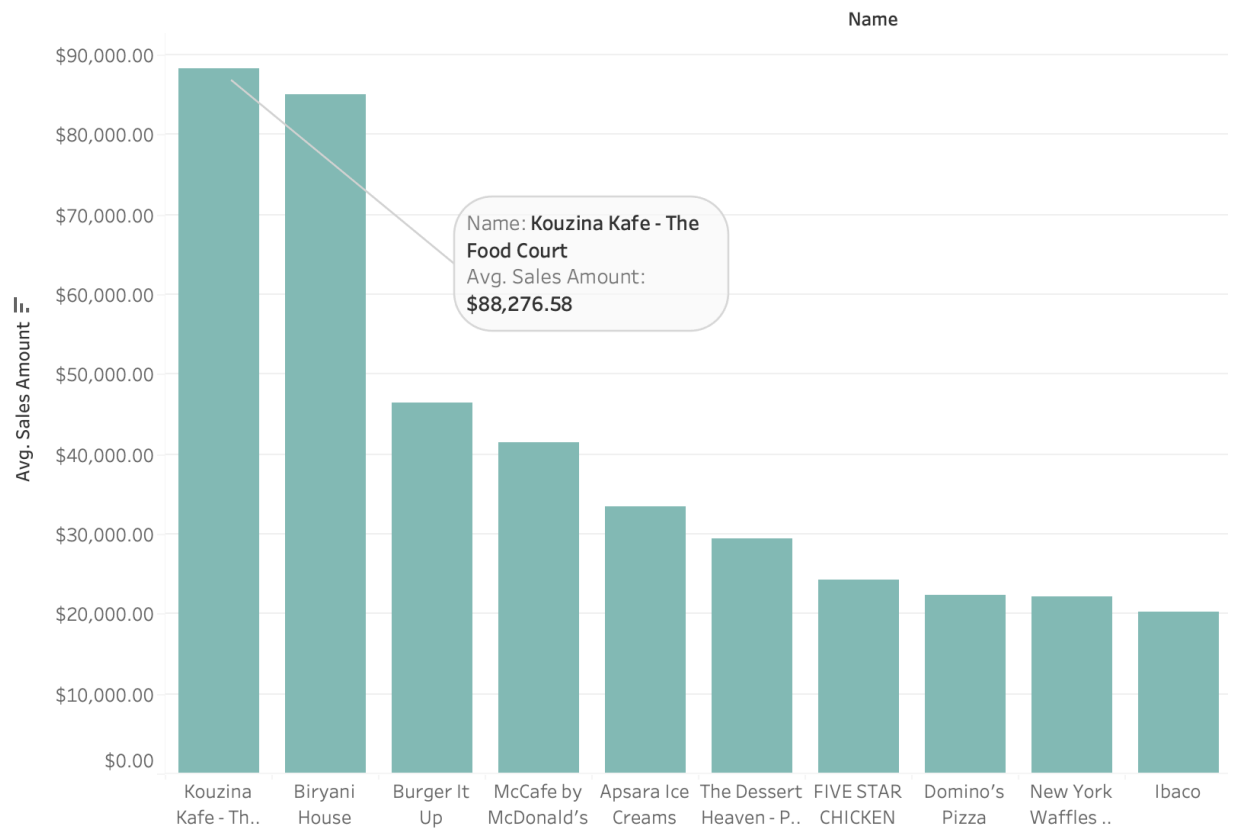
Vegetarian vs. Non-vegetarian Sales



Right off the bat we could assume that this means non-vegetarian food is more popular, but if we also keep in mind that the majority of people in India practice Hinduism (which advocates against violence towards animals), then we can also consider that meat prices may just be more expensive, leading to higher menu prices and therefore sales.

However, since the data tells us that non-vegetarian restaurants perform better, it is also worth mentioning the top 10 non-vegetarian restaurants shown below.

Top Performing Non-Vegetarian Restaurants



For this, only restaurants with greater than 10 orders were considered to weed out those with few orders and high prices. Kouzina Kafe - The Food Court has the highest average sales of \$88,276.58, while Biryani House follows close behind at \$85,138.89.

Conclusion and Recommendations

To summarize:

- Both the Northern and Southern regions seemed to have the highest concentration of sales, but the Southern city of Tirupati experienced the most. This could be due to population density or even tourist activity, but either way Zomato should focus on increasing the number of restaurants in those areas using their platform.
- January sees the highest average sales out of every other month, and this is likely due to more agreeable weather conditions. Zomato should consider increasing advertising in that timeframe or running promotions to increase order activity.
- Despite a cluster of lower-rated outliers, there is an overall positive correlation between the rating of a restaurant and its average sales. Zomato should focus on promoting restaurants with higher ratings, as they typically would have the ability to price higher and bring in more revenue.
- Non-vegetarian restaurants outperform vegetarian restaurants, with non-vegetarian restaurants as a whole bringing in average sales of \$7,194.30 and the top-performing non-vegetarian restaurant, Kouzina Kafe - The Food Court, bringing in average sales of \$88,276.58. Whether this is due to the assumed higher price of meat or tourist activity, Zomato should consider highlighting restaurants with non-vegetarian options on their menus.