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# ZOMATO FINAL REPORT - BIA

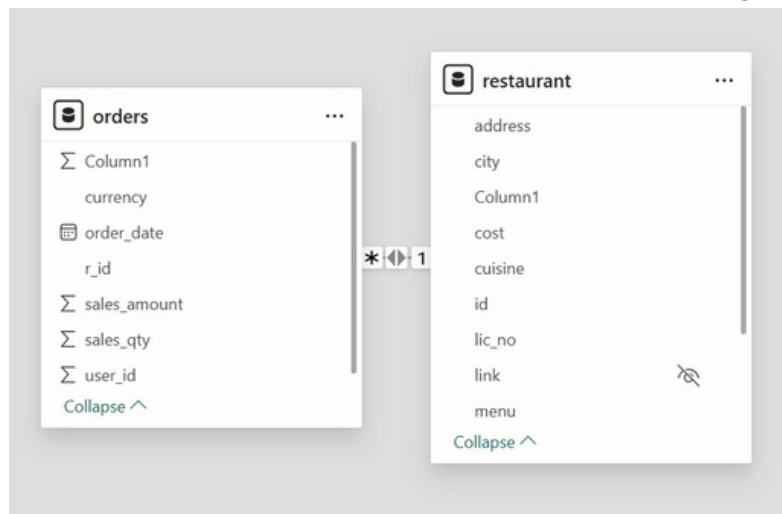
## INTRODUCTION

The cuisine of the restaurants will determine the popularity of the restaurant. This project explores restaurant popularity, moving beyond the simple assumption that cuisine determines success. Analysis reveals that restaurants with the highest ratings often have fewer reviews, indicating a nuanced relationship between perceived quality and customer engagement. Additionally, high sales do not always equate to high revenue. While cuisine type, such as North Indian and Chinese, influences popularity, factors like review volume and revenue models play critical roles in a restaurant's overall success.

## RESTAURANT ANALYSIS

Power BI

Orders and Restaurants Tables: Joined as Many to one



The Orders table uses the column named "r\_id" was joined with the Restaurants table, which uses the column named "id". They were joined as Many to one.

Blanks and (--) were filtered out from the Ratings Column to have accurate data. Ratings that did not have a restaurant name were also removed, along with blank cuisines.

## QUESTIONS:

Which restaurants are popular? **The top 5 restaurants with over 10K ratings are Grand Hotel with a 4.1 average rating, Eaters Stop, Mehfil, Meridian Restaurant, and Shah Ghouse Café & Restaurant with a 4.0 average rating.**

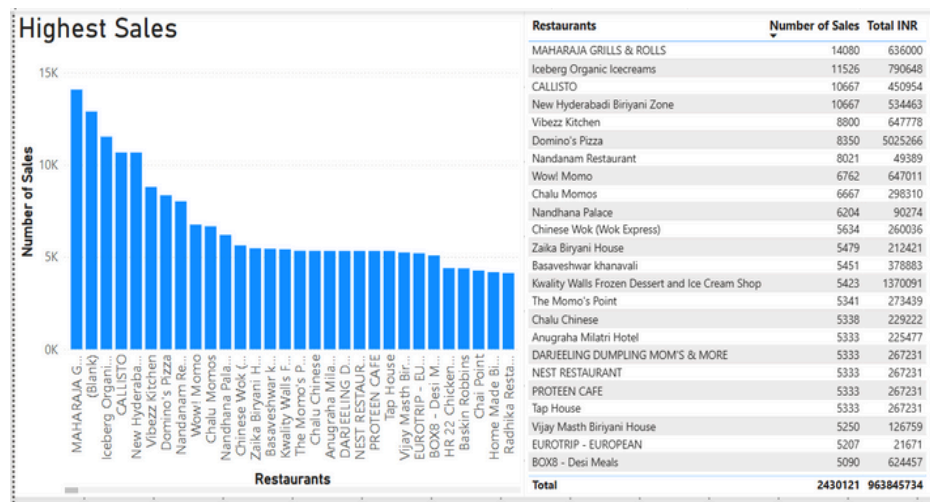
Restaurant	Avg Rating	Rating Count
Grand Hotel	4.1	10K+ ratings
Eaters Stop	4.0	10K+ ratings
Mehfil	4.0	10K+ ratings
Meridian Restaurant	4.0	10K+ ratings
Shah Ghouse Cafe & Restaurant	4.0	10K+ ratings
Mehfil	3.9	10K+ ratings
Mehfil	3.8	10K+ ratings
Capital Multi Cuisine Restaurant	3.7	10K+ ratings
Lucky Restaurant	3.7	10K+ ratings
Mehfil	3.7	10K+ ratings
Spicy Restaurant	3.7	10K+ ratings
Have More Restaurant	3.6	10K+ ratings
Mujtaba Grill	3.6	10K+ ratings
Lucky Restaurant	3.5	10K+ ratings

- i. Rating vs. Rating Count: Which restaurant(s) have the highest rating while considering the rating count? **Although, there are several restaurants with an average rating of 5.0, they only had 20+ reviews. However, restaurants such as Grand Hotel, Eaters Stop, Mehfil, Meridian Restaurant, and Shah Ghouse Café & Restaurant have a higher rating count with a slightly lower average rating.**

Which restaurants generate the highest revenue? **The top 3 restaurants with the highest revenue are Dominio's Pizza with a revenue of 5025266 (INR), Kouzina Kafe - The Food Court with 1958408 (INR), and Sweet Truth - Cake and Desserts with 1952881 (INR).**



- i. Revenue: Which restaurant(s) have the highest sales amount (in INR currency)? **The top 3 restaurants with the highest sales are Maharaja Grills & Rolls with 14,080 sales with 636000 INR, Iceberg Organic Icecreams with 11,526 sales with 790648 INR, and Callisto with 10,667 sales with 450954 INR.**



Contributions to popularity.

