

Overview

This project analyzes data on Zomato's restaurant base, focusing on sales quantity and sales amount.

The analysis draws from various data points, with a specific emphasis on:

- Demographic Location
- Cuisine Type

The primary objective is to identify the most popular restaurant with the highest sales, providing valuable insight for potential investors. This evaluation considers both sales performance and cuisine type to determine the best investment options.

Segmentation Dashboards

This dashboard presents insight into various segments, categorized based on the following criteria

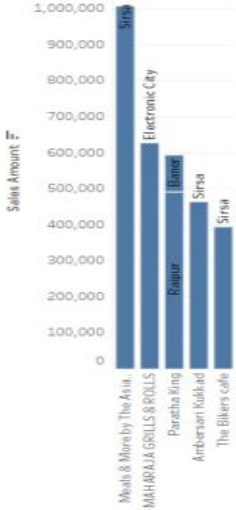
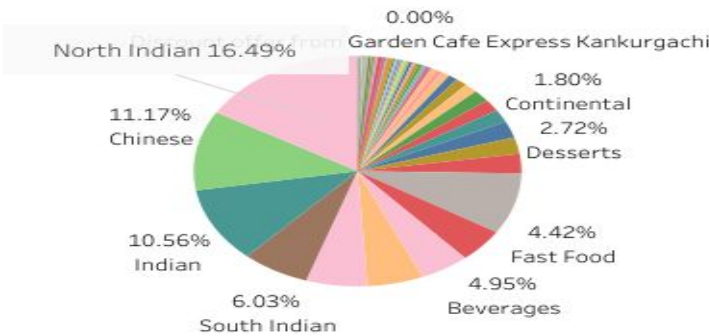
- **Cuisine Performance:** Comparison of sales amounts across different cuisine types.
- **Restaurant Performance:** Evaluation of restaurants based on their sales amounts.
- **Top Sales Insights:** Identification of highest sales by amount.
- **Top Restaurant Analysis:** Highlighting the leading restaurant based on sales sound and cuisine Type
- **Optimal Investment Opportunity:** Identifications of the best restaurant option based on sales amount, geographic location, and cuisine type.
- **City and Cuisine Insight:** analysis of the city with the highest sales for the top-performing cuisine type.



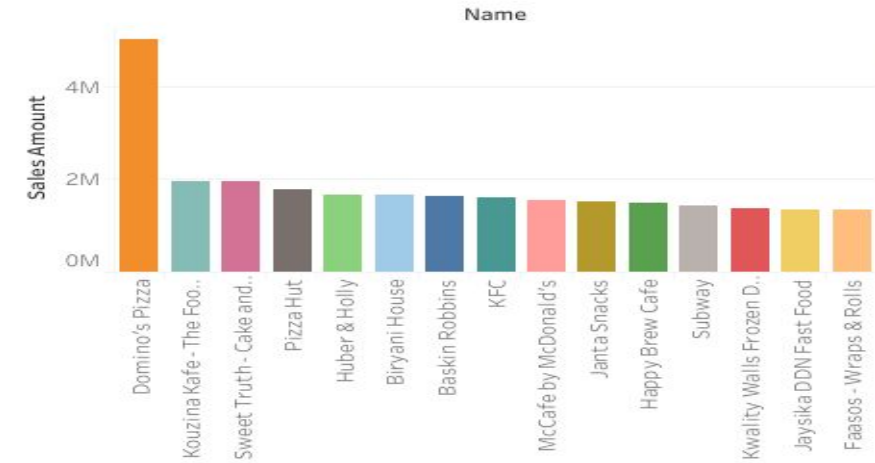
Cities with The Highest Sales



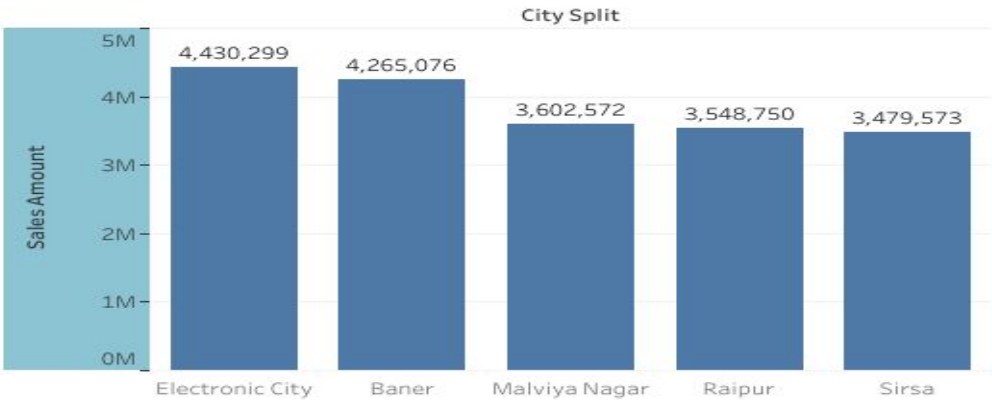
Cuisine With the Highest Sales



Restaurant With the Highest Sales



City With The Highest Sales Based on Cuisine type: North Indian



Findings

1. Cuisine With the Highest Sales

- a. North Indian cuisine leads in terms of overall sales, representing 16.49% of total sales.

2. Top Restaurants by Sales

- a. Top Restaurants by Sales: Dominos Pizza ranked as the top restaurant by sales, despite pizza representing only 5.52% of total sales.
- b. Pizza Hut another pizza restaurant is ranked 4th
- c. Two of the top five restaurants are international franchises.

3. Top Cities by sales:

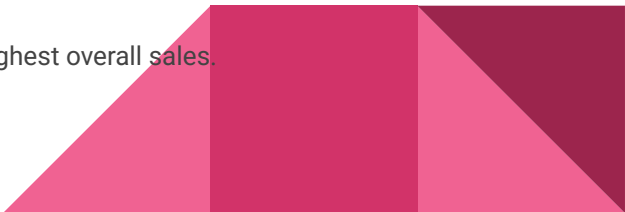
- a. Cities with the Highest Sales: Tirupati hold the highest sales overall.
- b. City Leading in North Indian Cuisine: Electronic City
- c. Three of the top five North Indian restaurants by sales are based on Sirsa.

4. North Indian Cuisine Sales

- a. Leading North Indian restaurant: Meals & More by The Asian Secret is the North Indian Restaurant with the highest sales, located in one of the top five cities with the Highest Indian cuisine sales.
- b. Second Leading North Indian Cuisine: Mahara Grills & Rolls, the second North Indian restaurant with the highest sales, is located in Electronic City, the city with the highest sales of North Indian Food.
- c. Top Cities for North Indian Cuisine: Electronic City is ranked first in North Indian food sales, while Sirsa, in 5th place overall, houses the top five North Indian restaurants.

5. Top North Indian Restaurants by Sales

- a. The top five North Indian restaurants are located in four of the top five cities with the highest overall sales.



Summary of Findings

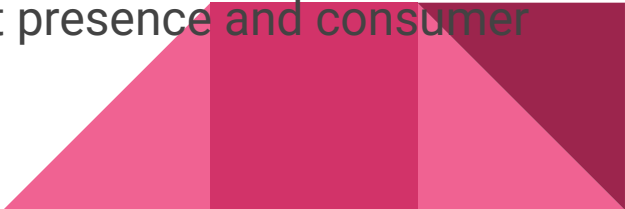
North Indian cuisine accounts for 16.49% of total sales, making it the leading cuisine in terms of revenue, while pizza represents 5.52% of total sales. Domino's Pizza ranks as the highest-selling restaurant overall, despite the relatively lower share of pizza sales in the market. Two of the top five restaurants by sales are international franchises, reflecting the global influence on the market.

Electronic City emerges as a key player in North Indian cuisine sales, being the city with the highest revenue from North Indian food. Within this city, Mahara GRills & Rolls holds the second-highest position for North Indian restaurant sales. This reinforces the city's dominance in the North Indian Food Sector.

In contrast, Sirsa, ranked 5th in Overall sales, stands out for its concentration of top-performing North Indian restaurants. It is home to the three top five North Indian restaurants by sales, contributing significantly to the city's standing despite its lower overall sales ranking. Notably, the top five North Indian restaurants are spread across four of the top five cities with the highest total sales.



Recommendations

- **Invest in North Indian Restaurants in High-Sales Cities:** focus on cities like Electronic City and Sirsa, where North Indian cuisine is performing well.
 - **Consider “Meals & More by The Asian Secret”:** As the top-performing INdian restaurant, it offers strong growth potential, especially in high-sales regions like Electronic City or Sirsa.
 - **Invest In Domino’s Pizza:** As the highest-selling restaurant overall, Domino’s is a solid investment with proven success.
 - **Explore International Franchises:** Consider expanding other established international food franchises, leveraging their market presence and consumer demand.
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Links

Tableau:

https://haproxy-traffic-splitter/views/FinalProject_17368302821900/CityWithTheHighestSales?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

