**Restaurant Analysis**

Good evening, for my final project I will be performing restaurant analysis using the Zomato data. I will be using Tableau Public for my research to help focus on a few key points including most popular restaurants as well as highest rating restaurants.

**Research Questions & Hypotheses:**

Are central or high-traffic locations associated with more orders?

Do higher ratings or higher numbers of ratings lead to greater popularity?

Are some restaurants more popular hubs during the holidays? Which seasons or holidays cause the greatest influx in customers?

It is hypothesised that restaurants closer to main roads or downtown will overall be more popular, and those with higher reviews have more customers coming in.

**Data Prep:**

To conduct this analysis I will clean and join Restaurants and Orders tables on Restaurant ID, and modify fields to be more adaptable for visuals using the dates of orders.

I will also need to calculate average review score, cost per order, and order volume per restaurant. The dashboard will include trends over time, top restaurants by city, and relationship insights between review score, cost, and order count. Product range and internal operations will not be explored.

**Visuals:**

Bar charts will be used to compare restaurant popularity by city.

Line charts will be used to show trends over time in customers and orders to look for changes in popularity during special seasons or holidays

Scatter plots will be used to look for correlations between review and number of customers.