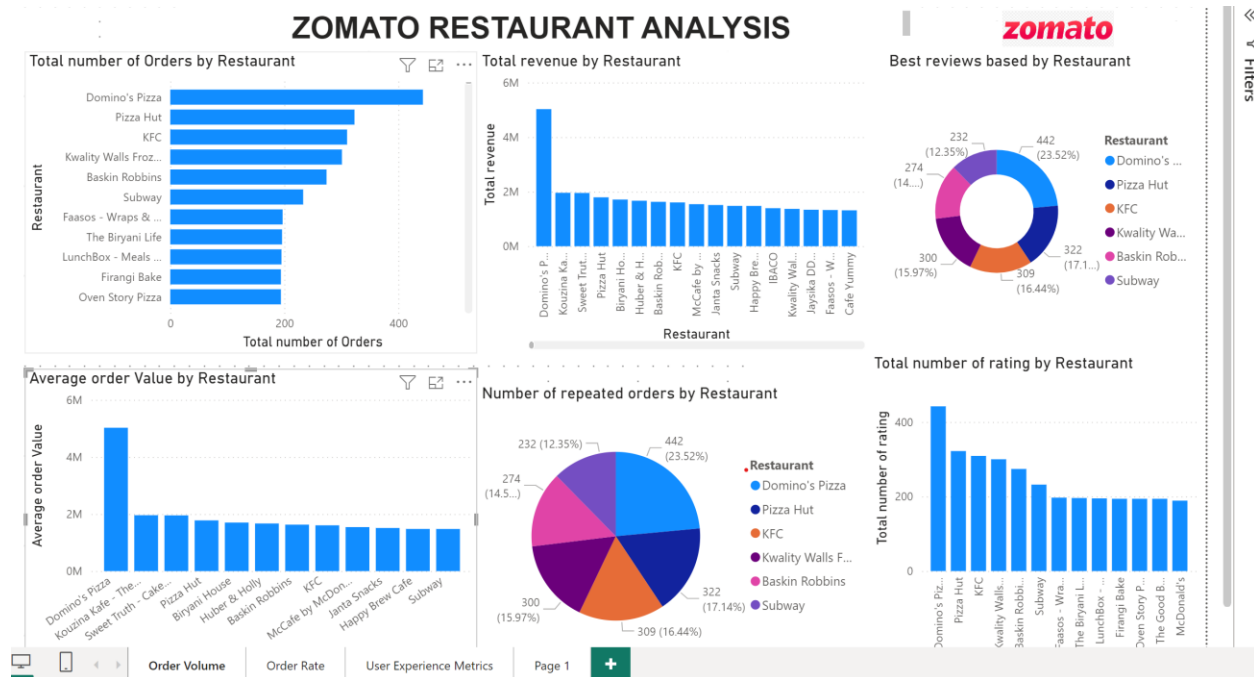


ZOMATO RESTAURANT ANALYSIS

Dashboard Summary:



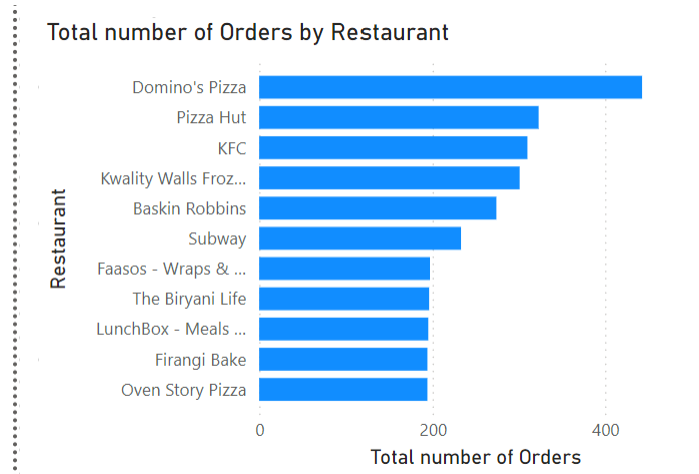
Overview

The Zomato Restaurant Analysis Dashboard provides a comprehensive overview of the performance and user experience metrics for various restaurants. The dashboard includes key performance indicators (KPIs) such as total number of orders, total revenue, average order value, repeat orders, and user ratings. This summary will provide insights into the visualizations presented on the dashboard.

Key Metrics and Visualizations

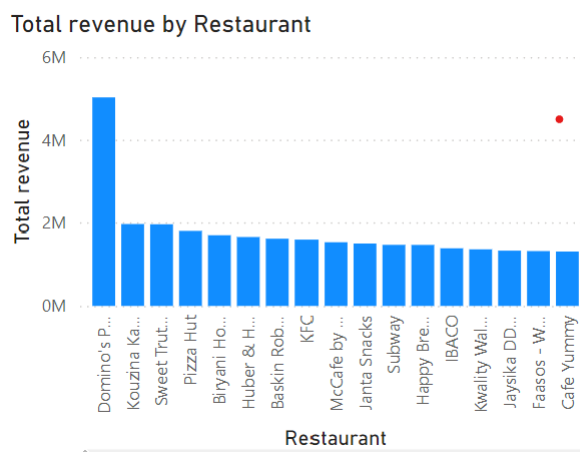
1. Total Number of Orders by Restaurant:

- **Description:** This bar chart displays the total number of orders placed at each restaurant.
- **Insights:** Domino's Pizza leads with the highest number of orders, followed by Pizza Hut and KFC. This indicates their popularity and high customer engagement.



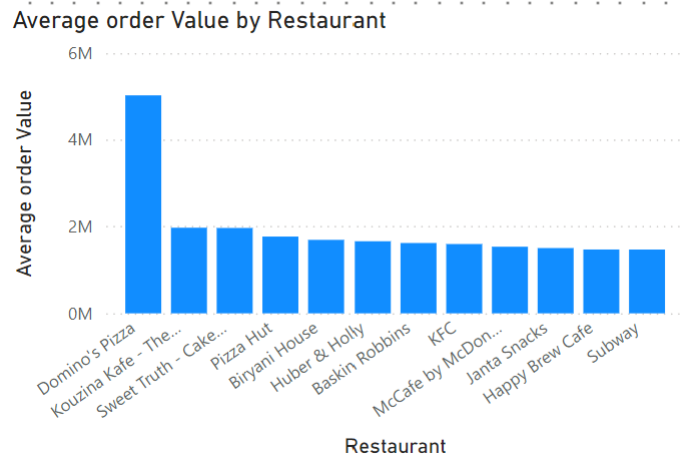
2. Total Revenue by Restaurant:

- **Description:** This bar chart shows the total revenue generated by each restaurant.
- **Insights:** Domino's Pizza also leads in total revenue, significantly outperforming other restaurants. This suggests a strong correlation between the number of orders and revenue generation.



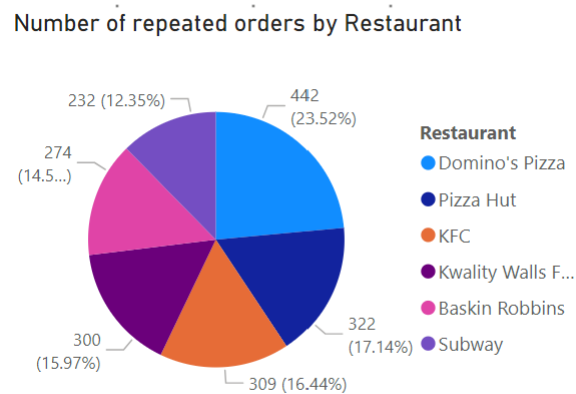
3. Average Order Value (AOV) by Restaurant:

- **Description:** This bar chart illustrates the average order value for each restaurant.
- **Insights:** Domino's Pizza has the highest average order value, indicating that customers are willing to spend more per order. Other restaurants have relatively lower AOV, suggesting different pricing or customer spending patterns.



4. Number of Repeated Orders by Restaurant:

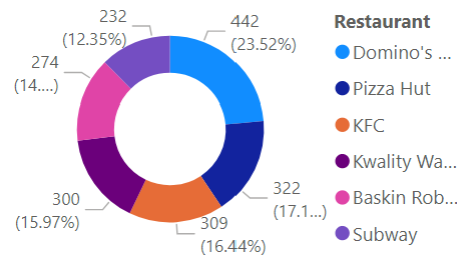
- **Description:** This pie chart depicts the number of repeated orders placed at each restaurant.
- **Insights:** The pie chart shows that Domino's Pizza, Pizza Hut, and KFC have the highest number of repeat customers, which reflects customer loyalty and satisfaction with these brands.



5. Best Reviews Based by Restaurant:

- **Description:** This donut chart highlights the restaurants with the best reviews based on customer feedback.
- **Insights:** Domino's Pizza, Pizza Hut, and KFC are again leading in terms of positive reviews, which correlates with their high order volume and revenue. Kwality Walls, Baskin Robbins, and Subway also receive notable positive reviews.

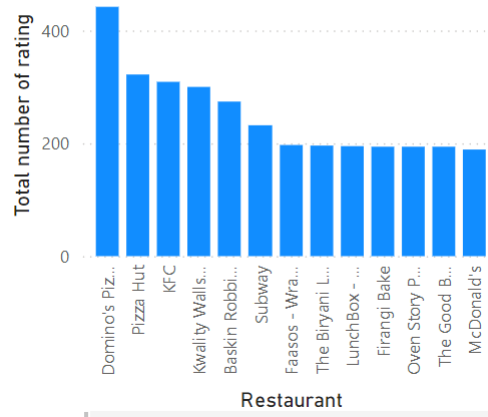
Best reviews based by Restaurant



6. Total Number of Ratings by Restaurant:

- **Description:** This bar chart shows the total number of ratings provided by customers for each restaurant.
- **Insights:** Domino's Pizza, Pizza Hut, and KFC have received the highest number of ratings, indicating high customer interaction and feedback. This helps us to understand customer preferences and areas for improvement.

Total number of rating by Restaurant



Conclusion

The Zomato Restaurant Analysis Dashboard effectively highlights the performance and customer satisfaction metrics for various restaurants. Domino's Pizza consistently leads across multiple KPIs, suggesting strong customer loyalty, high engagement, and substantial revenue generation. Pizza Hut and KFC also perform

well in terms of orders, revenue, repeat customers, and positive reviews. The insights provided by this dashboard can help restaurant managers and decision-makers understand customer behavior, identify successful strategies, and focus on areas needing improvement to enhance overall performance and customer satisfaction.

Recommendations for Zomato Based on Dashboard Analysis

Based on the insights derived from the Zomato Restaurant Analysis Dashboard, here are several recommendations to improve restaurant performance and enhance customer experience:

1. Enhance Marketing for High-Performing Restaurants:

- **Rationale:** Domino's Pizza, Pizza Hut, and KFC show strong performance in terms of order volume, revenue, and customer ratings.
- **Action:** Invest in targeted marketing campaigns for these high-performing restaurants to further boost their visibility and sales. Highlight positive customer reviews and ratings in marketing materials to attract new customers.

2. Improve Customer Loyalty Programs:

- **Rationale:** Repeat orders are significant for Domino's Pizza, Pizza Hut, and KFC, indicating customer loyalty.
- **Action:** Strengthen loyalty programs by offering rewards, discounts, and exclusive deals for repeat customers. Encourage other restaurants to adopt similar loyalty programs to increase repeat orders and customer retention.

3. Focus on Underperforming Restaurants:

- **Rationale:** Some restaurants have lower order volumes, revenues, and customer ratings.
- **Action:** Identify and address the specific issues faced by these underperforming restaurants. This could include menu improvements, better pricing strategies, staff training, or enhanced customer service. Use customer feedback to pinpoint areas for improvement.

4. Leverage High Average Order Value:

- **Rationale:** Domino's Pizza has the highest average order value, indicating customers are willing to spend more.

- **Action:** Analyze the factors contributing to the high average order value at Domino's Pizza and implement similar strategies across other restaurants. This might include bundling products, offering premium items, or creating value meals.

5. Increase Positive Customer Reviews:

- **Rationale:** Positive reviews significantly impact customer perception and attract new customers.
- **Action:** Encourage satisfied customers to leave reviews by simplifying the review process and offering small incentives. Address negative reviews promptly and constructively to improve overall ratings.

Implementing these recommendations can help Zomato leverage its strengths, address its weaknesses, and provide an enhanced dining experience for its customers, ultimately driving growth and customer satisfaction.