Zomato-Restaurant BI Analysis

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Project Background

- Zomato is a multinational restaurant aggregator and food delivery company.

- Provides food delivery services across multiple countries/cities partnering with multiple restaurants

- Received information on Food menu, Restaurants partnered ,Orders placed along with user-reviews/patterns in select cities from 2017-2020.

- To achieve better profitability & Choose right restaurant partners, Zomato can benefit from various types of business/data analysis that provide insights into different aspects of its business.

- Need is to generate data analysis based on Orders/Customers(user)/Restaurant and generate key reports to help Zomato improve its profitability and do better in business

Entity Relationship (ER)Data model

- 5 Excel sheets (Food, Menu, Restaurant, Order and User) provided with relevant data

- Reviewed all the data provided and prepared the Entity (Data) relationship model between those
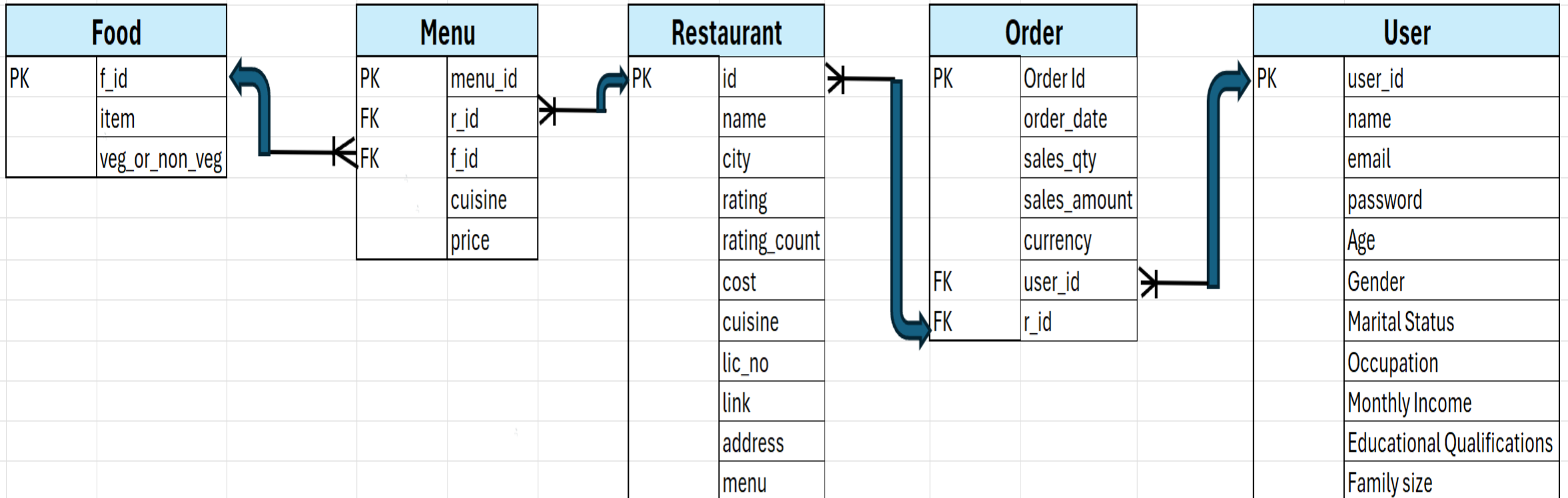
Reports Deep dive - KPI's to be analyzed

- Based on options provided decided to do detailed hypothesis based on Restaurant Analysis.

- Following are the key reporting analysis planned:

Restaurant Performance Metrics

1. **Order Volume**: Total number of orders placed at a restaurant over a specific period.

2. **Revenue per Restaurant:** Total revenue generated by each restaurant.

3. **Average Order Value (AOV):** Average value of orders placed at a restaurant.

4. **Repeat Order Rate:** Percentage of orders from repeat customers for a specific restaurant.

User (Customer) Experience Metrics

1. **User Ratings :** Average rating provided by customers to a restaurant.

2. **Review Count:** Total number of reviews left by customers for a restaurant.

Reports Deep dive - KPI's to be analyzed Cont'd

Menu Performance based on Restaurant

1. **Top-Selling Items:** Most ordered items from a restaurant's menu.

2. **Least-Selling Items:** Menu items with the fewest orders

User Demographics based on Restaurant

1. **Customer Demographics:** Breakdown of customer demographics (age, gender, location) for each restaurant.

2. **Loyalty and Frequency:** Frequency of orders by loyal customers for each restaurant.

Open Questions

- Have the following questions to understand the data in an accurate way.

Restaurant table:

- **Field Menu** is pointing to a JSON file but does not seem to have meaningful data.How do we utilize this field effectively?

- **Field Cost value:**The field value has junk characters and can you help understand the significance of this field value . Ex-?

Order Table

- **Negative (-ve) values seen in Order value** for couple of entries. are these valid ones?

Platform usage

- Will be using Microsoft Power BI for this analysis.