

Zomato Business Decomposition

1. Project Overview

Objective: To provide insights on Zomato's business performance and analyze the different restaurants performances. Looking into the restaurant analysis will help guide to shed light

- Goal: gain actionable insights to make evidence-based decisions to run more efficiently, improve customer satisfaction, and increase profitability.

2. Research Questions and Hypotheses

- Research Question: What restaurants are popular?
- Hypothesis: The restaurants with the most sales and highest ratings are the most popular.

- Research Question: What restaurants generate the highest revenue? And why?
- Hypothesis: The restaurants with consistent customers generates the highest revenues.

- Research Question: What are the most popular cuisines?
- Hypothesis: The cuisines that are near the same culture, will be the most popular.

- Research Question: Which cities are more popular?
- Hypothesis: The cities that provide deliveries will be the most popular.

3. Data Preparation and Cleaning

- Data Collection - Gather relevant datasets, including customer demographics, order details, restaurant information, and customer reviews.

- Data Cleaning and Transformation - Remove duplicates, handle missing values, and use new measures

4. Dashboard and Visualization Plan

- Dashboard Overview: Restaurant Analysis

- Visualizations and Metrics
 - i. Page 1 Restaurant Popularity
 1. Visualizations: Bar Graph
 2. Metrics: Restaurant Popularity

 - ii. Page 2 Restaurant Revenue
 1. Visualizations: Map
 2. Metrics: Restaurant Revenue Analysis

iii. Page 3 Most Popular Cuisines

1. Visualizations: Bar graph
2. Metrics: Popular Cuisines

iv. Page 4 Most Popular Cities

1. Visualizations: Map
2. Metrics: Average Rating per City

5. Data Analysis and Modeling • Exploratory Data Analysis • Predictive Analysis and Hypothesis testing • Segmentation and Clustering

6. Reports and Insights

- Report Outline
- Insights
- Recommendations