

Zomato Restaurant Analysis

Overview

I conducted a restaurant analysis of Zomato to understand how the business is performing and what needs to be done to further grow this company. I focused on customer rates and total sales to determine what future decisions can be made. In pursuing popular restaurants and cuisines, and total sales, there were interesting findings that has led to more questions.

Findings

In my hypothesis I assumed that higher ratings meant more sales. I started by finding the most popular restaurants and cuisines which were Dominos and pizzas. Then, that led me to find out which restaurants generated the most sales, which was Dominos again. I believed the most popular cuisine would be of the same culture the business is located in, but through the data, most people loved all the fast food and desserts. In addition, Dominos had 3.5 and 4 ratings that generated the most sales. So that led me to show in a graph how many sales per rating bin was there. This finding was not ordinary, which showed ratings 3.5 and 4 generated the most sales. Then, to further investigate I wanted to know which cities generated more sales which was Tirupati. Finally, because of my findings, that led me to create a graph that shows the specific restaurant sales for each city. While I think these graphs show us a little more insight into the company, more still can be done.

Recommendations

Due to the restaurants with fast food and desserts being high in sales, I believe Zomato should prioritize partnerships with similar restaurants and figure out ways on how to attract more customers. In addition, Zomato should invest in a more robust marketing scheme for items like fast food and desserts in the lower and top performing cities. Zomato should implement a feedback system to close the gaps between the 4 and 5 star rating restaurants and to understand specifically how to satisfy customers to improve the sales of 5 star rating restaurants.

Conclusion

The data shows that high ratings do drive orders. Dominos leads in total sales showing what customer preferences are. Tirupati popularity indicates where most of the sales are significantly contributing from. Zomato is performing well in fast foods restaurants and desserts showing a strong demand in these categories.