

The Zomato logo, featuring the word "zomato" in white lowercase letters on a red square background.

zomato



Zomato Restaurant Analysis

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Overview

This project focuses on the analysis of Zomato's restaurant order data in India over the years of 2017–2020.

The goal was to identify the most profitable restaurants based on a selection of metrics including: popularity, cuisine type, location, revenue, and order date. Once these restaurants are identified, targeted marketing campaigns and specific insights can be applied to boost revenue and minimize extraneous costs.

–Who is Zomato?

Zomato is a restaurant aggregator and food delivery company.



A Few Things to Note

- The currency is in Indian Rupee (INR) ₹
- “Popular restaurants” are those restaurants with the highest revenue.
- Null restaurant names have been removed from the analysis.
- Visualizations were produced using Tableau.

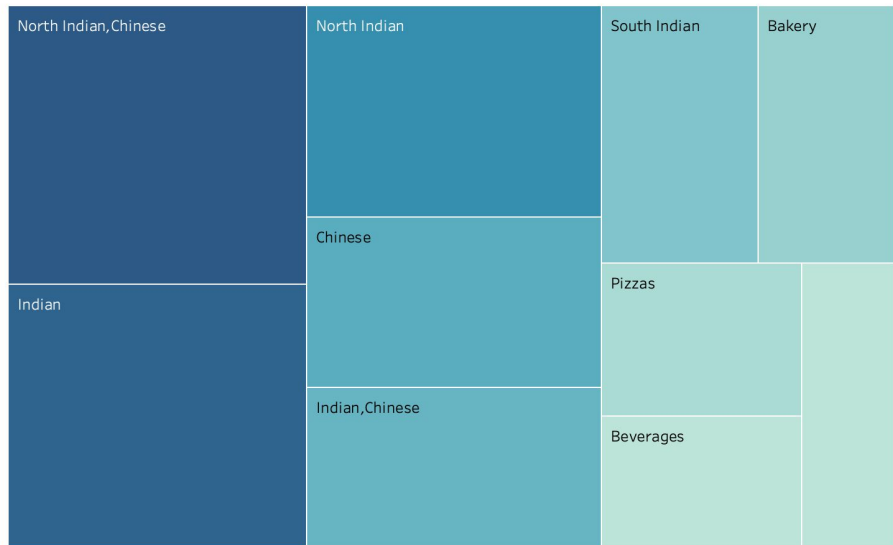


Initial Findings

- North Indian and Chinese cuisines have the most revenue/popularity.
- Domino's Pizza is the restaurant with the highest revenue.
 - Domino's cuisine type is Pizza, but still earns more revenue than any other restaurant.
- The city of Tirupati had the highest revenue (42,503,460 INR).
- Maharaja Grills & Rolls has the most orders (14,080).
- Many high rated restaurants, namely within our most popular cuisine types



10 most popular cuisines

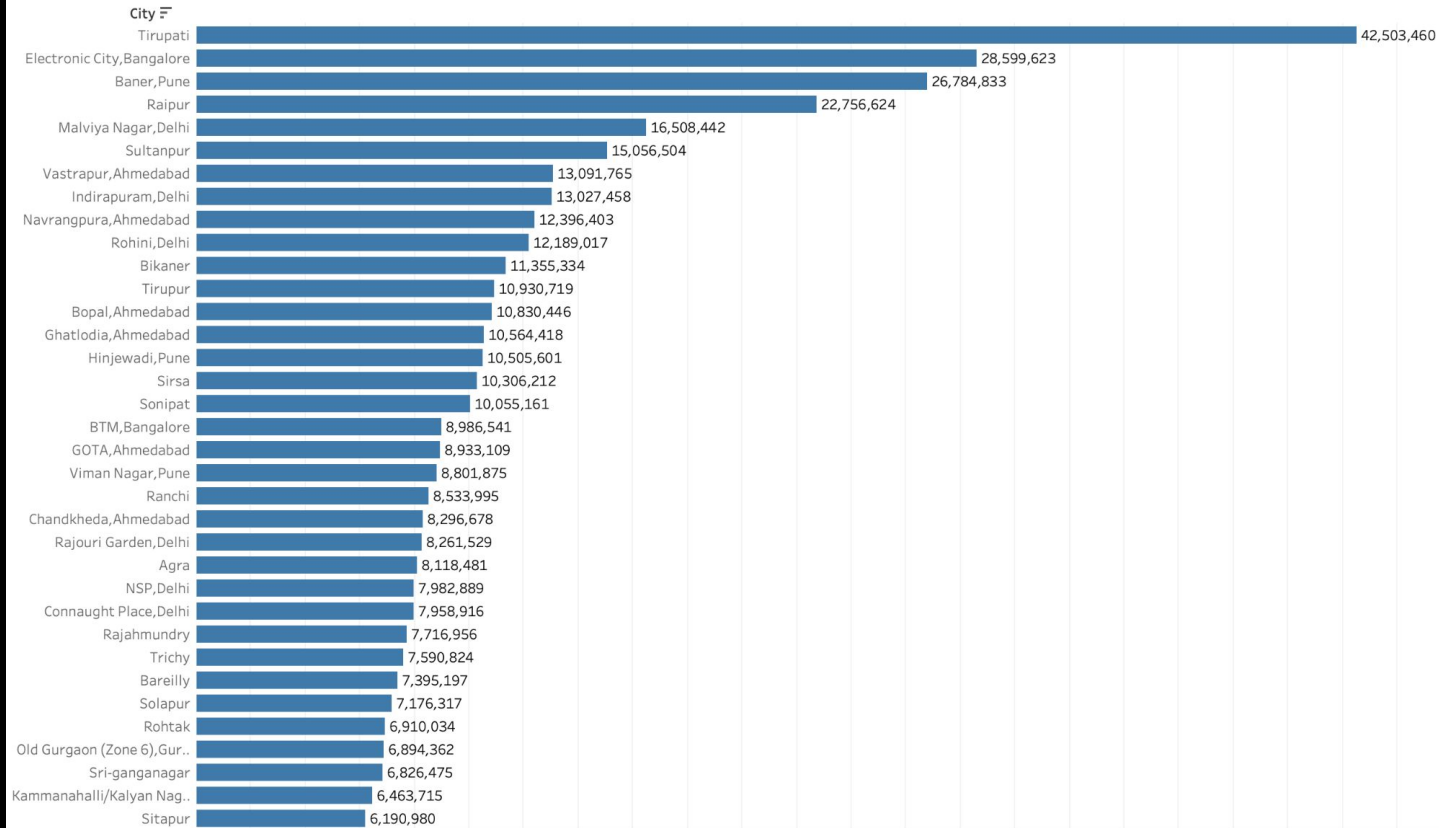


Top 10 Restaurants by Revenue

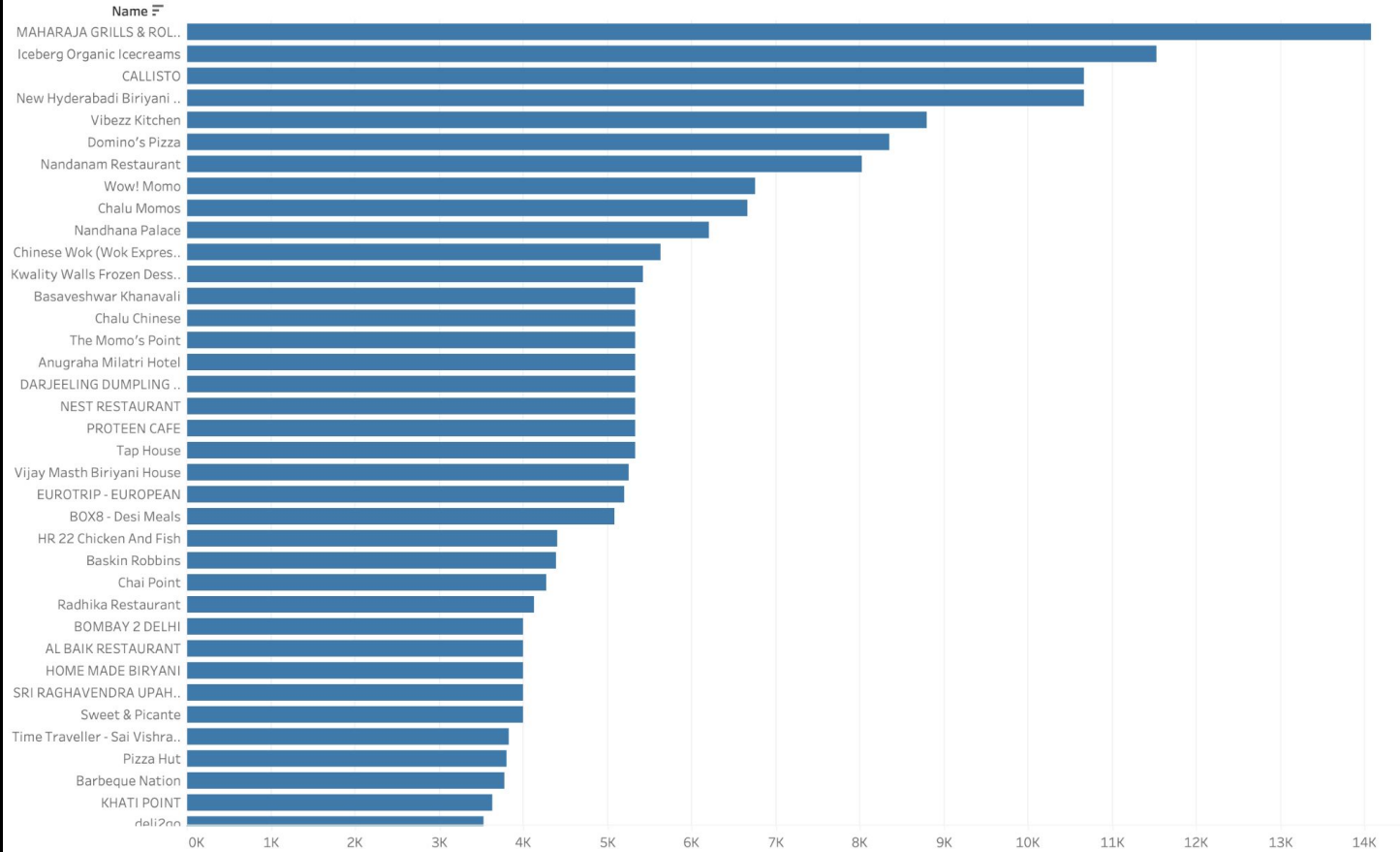
Name	
Domino's Pizza	5,025,266
Pizza Hut	1,787,100
KFC	1,605,569
Kwality Walls Frozen Des..	1,370,091
Baskin Robbins	1,627,731
Subway	1,425,824
Faasos - Wraps & Rolls	1,327,852
LunchBox - Meals and Thal..	981,894
The Biryani Life	1,084,264
The Good Bowl	1,310,781



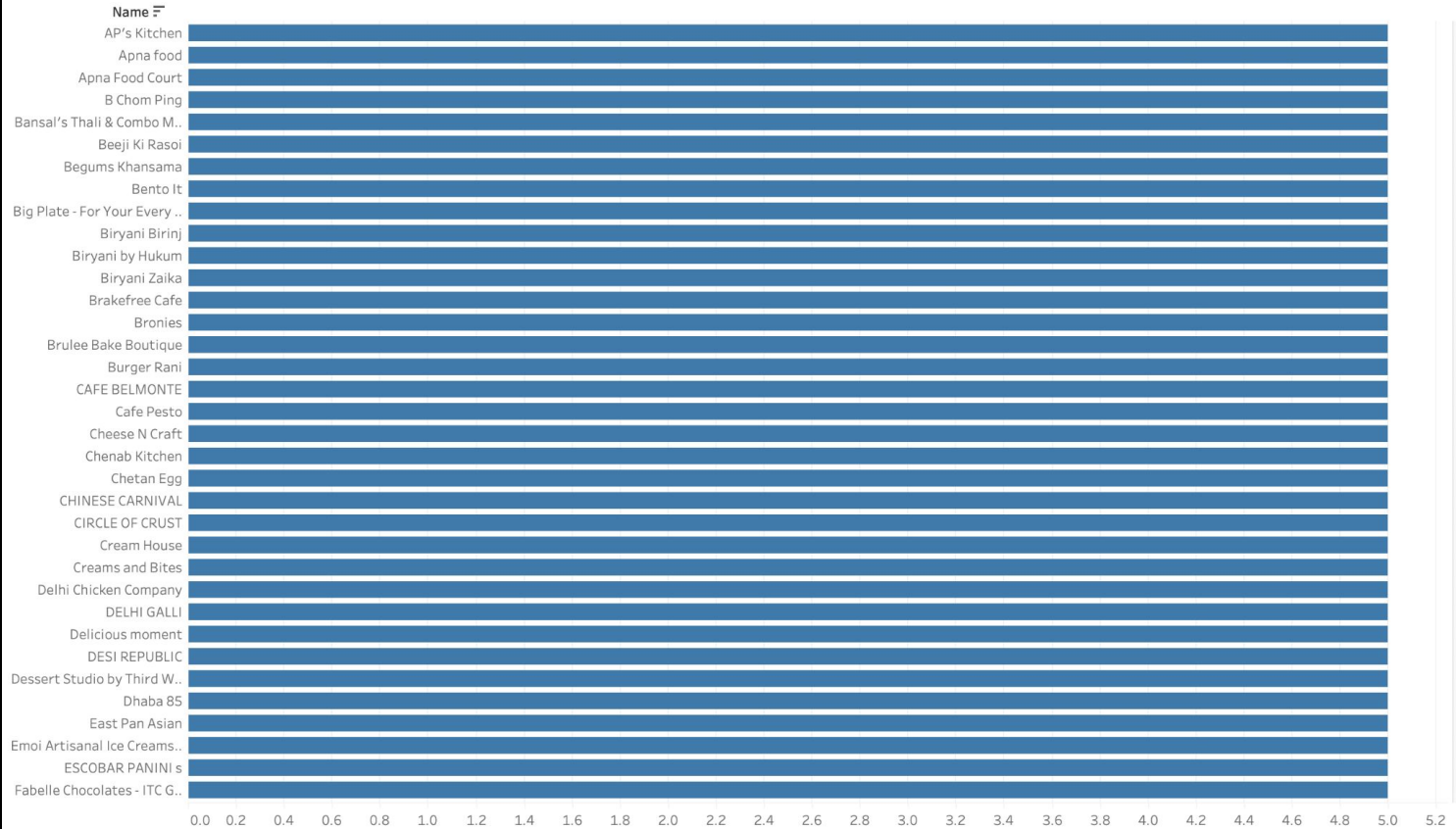
Cities With Highest Revenue



Restaurants with the Most Orders



Top Rated Restaurants (4.5+)





Restaurant Dashboard

This interactive dashboard allows the user to view the following metrics:

- Total Revenue
- Order info including restaurant name, number of orders, total revenue, average rating, average sale
- Number of restaurants per city
- 10 most popular cuisines
- Top 10 restaurants by revenue
- Revenue over the year

Filters:

- User can select one of the cuisine types from the top right visual to filter by cuisine type
- Filter by year
- Filter by restaurant name (search bar)

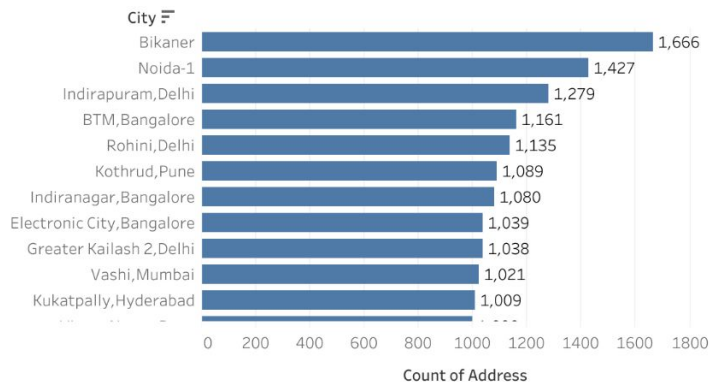
Revenue in Rupee

986,565,016

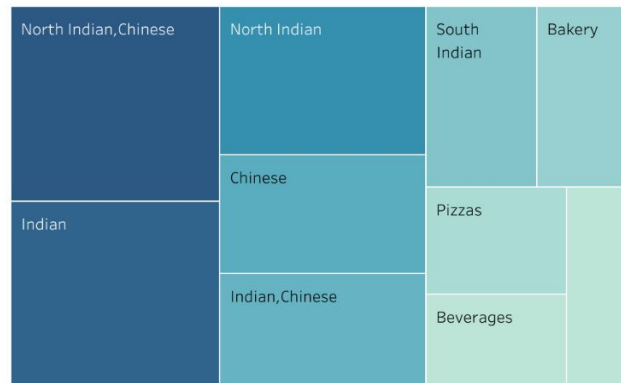
Restaurant Order Info

Name	Avg Rating	# of Orders	Total Rev..	Avg Sale
Domino's Pizza	4	443	5,025,266	11,344
Kouzina Kafe - The Food Court	4	47	1,958,408	41,668
Sweet Truth - Cake and Desser..	4	171	1,952,881	11,420
Pizza Hut	4	320	1,787,100	5,585
Huber & Holly	4	13	1,668,292	128,330
Biryani House	3	37	1,655,736	44,750
Baskin Robbins	4	274	1,627,731	5,941
KFC	4	310	1,605,569	5,179

Number of Restaurants Per City



10 Most Popular Cuisines



Year

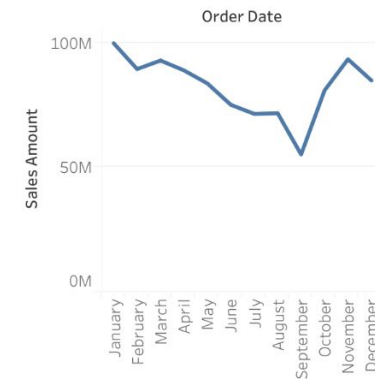
(All)

Search Restaurant Name

Top 10 Restaurants by Revenue

Name	Revenue
Domino's Pizza	5,025,266
Kouzina Kafe - The Food C..	1,958,408
Sweet Truth - Cake and De..	1,952,881
Pizza Hut	1,787,100
Huber & Holly	1,668,292
Biryani House	1,655,736
Baskin Robbins	1,627,731
KFC	1,605,569
McCafe by McDonald's	1,541,849
Janta Snacks	1,510,944

Revenue Over the Year





Summary of Findings

- North Indian and Chinese cuisines have the most revenue/popularity.
- Domino's Pizza is the restaurant with the highest revenue.
- Bikaner is the city with the most restaurants (1,666).
- The city of Tirupati had the highest revenue (42,503,460 INR).
- Maharaja Grills & Rolls has the most orders (14,080).
- Sales drop between June – September (India's Monsoon season).
- There are some anomalies



Recommendations

- Further research into what is affecting store ratings. Create and administer customer surveys.
- Collect more data on restaurant ratings and orders.
- Offer Loyalty program to encourage restaurants to keep ordering.
- Offer discount to Domino's stores.
- Target Bikaner and Tirupati to increase revenue.
- Increase inventory for Top 10 cuisine types to meet demand.
- Decrease marketing spend leading up to and during monsoon season.



Additional Information/ Data Cleaning Log

- Left-joined “restaurants” table to “orders” table on the ‘restaurant ID’ column
- Created a new column “Ratings clean” to float the “rating” column
- Used Tableau’s “Edit Location” feature to specify data as being in the country of India
- Added filter to the “Name” (Restaurant Name) column to remove null values
- Added Top 10 filter to visualization 1.4 on the “Sales Amount” column
- Added filter to visualization 1.2 on the “Ratings clean” column to show only those restaurants with 4.5+ ratings
- Added Year filter to dashboard and all sheets
- Added a “Search Restaurant Name” Search bar to dashboard and all sheets



Anomalies

- There appears to be restaurants with unusually high revenue but only one recorded order. For example, if “Indian” cuisine is chosen from the interactive map, The “Restaurant Order Info” table shows that NBK Food Home had the highest revenue with only one order totaling 1,224,088 INR. It is worth looking deeper into this and discovering why this order is so substantial. Perhaps a data entry error.
- There are a large number of Null values in the dataset for restaurant names. Why?
- There are 410 cities that were geographically unrecognizable by Tableau’s software.