



## Zomato Bangalore KPI Dashboard

### Improving Restaurant Experience in Bangalore

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## **Overview**

- Problem Statement
- Solution Statement
- Key Metrics
- Tableau Dashboard
- Key Insights & Recommendations





## Problem Statement

Zomato aims to enhance customer satisfaction and optimize restaurant performance in Bangalore by focusing on key areas: determining how many restaurants offer online ordering; analyzing the connection between table booking availability and restaurant ratings or popularity; identifying the best-rated restaurants in each neighborhood; understanding the relationship between customer reviews and restaurant ratings; analyzing which cuisines and restaurant types are most popular; examining the relationship between pricing and restaurant ratings; and discovering the most liked dishes and meal types. This approach will help Zomato improve restaurant operations and elevate customer experiences across Bangalore.



## Solution Statement

The Zomato KPI Dashboard provides key insights to improve restaurant operations in Bangalore by showing which restaurants offer online ordering and table booking, analyzing restaurant ratings and customer engagement, identifying popular cuisines, cost trends, and restaurant types, and finding out which dishes and meal types customers like most. I have created a Tableau dashboard for better insights.



“

*“Never have a bad meal”*

## **Key Metric Overview**

- Online Ordering Availability
- Table Booking Options
- Restaurant Ratings by Location
- Customer Engagement (Votes vs Ratings)
- Popular Cuisines
- Average Cost for Two
- Restaurants by Neighborhood
- Restaurant Types & Ratings
- Dishes Liked by Customers
- Common Meal Types



# ZOMATO BANGALORE KPI DASHBOARD

## Ratings

## Performance

Location

Bannerghatta Road

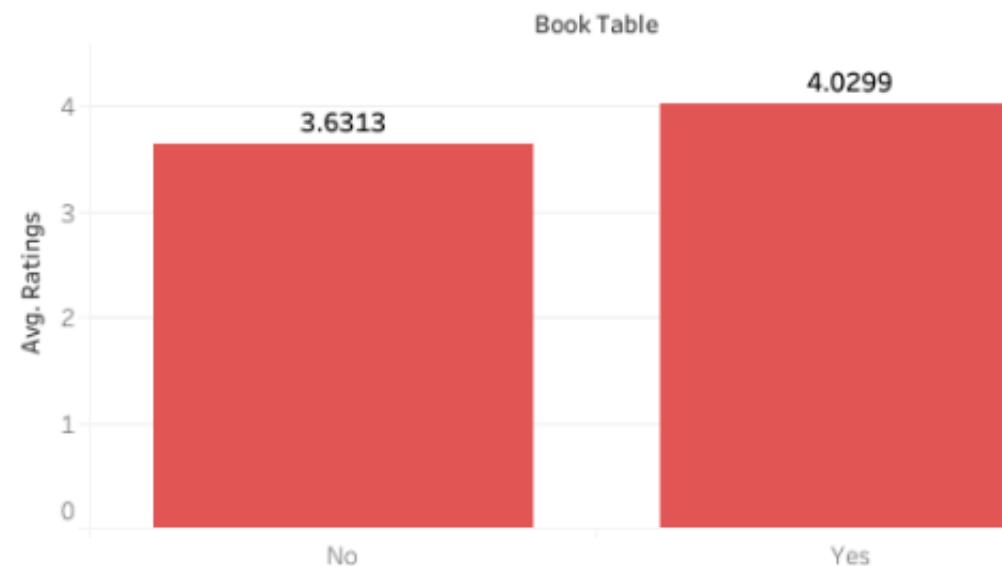
Compare By

average ratings

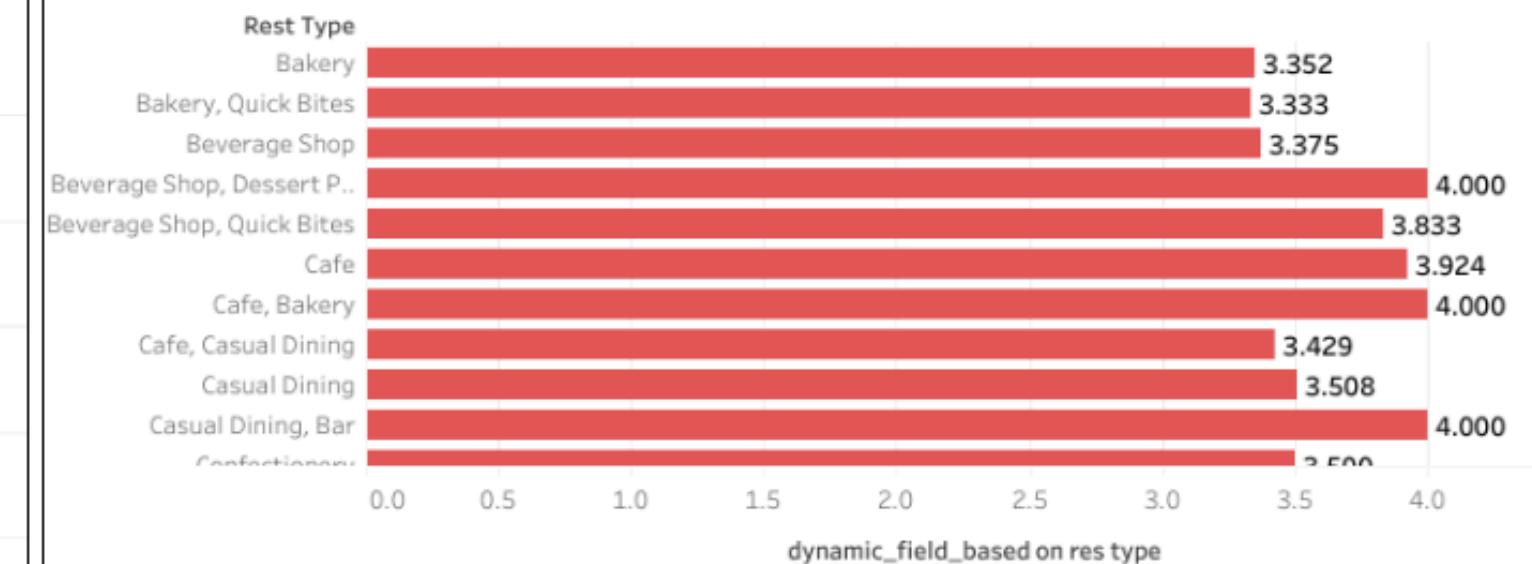
Restaurant Name

2 Statez

### Ratings by Book Table



### average ratings by restaurant type



Average Ratings  
VS Vote

0.2855

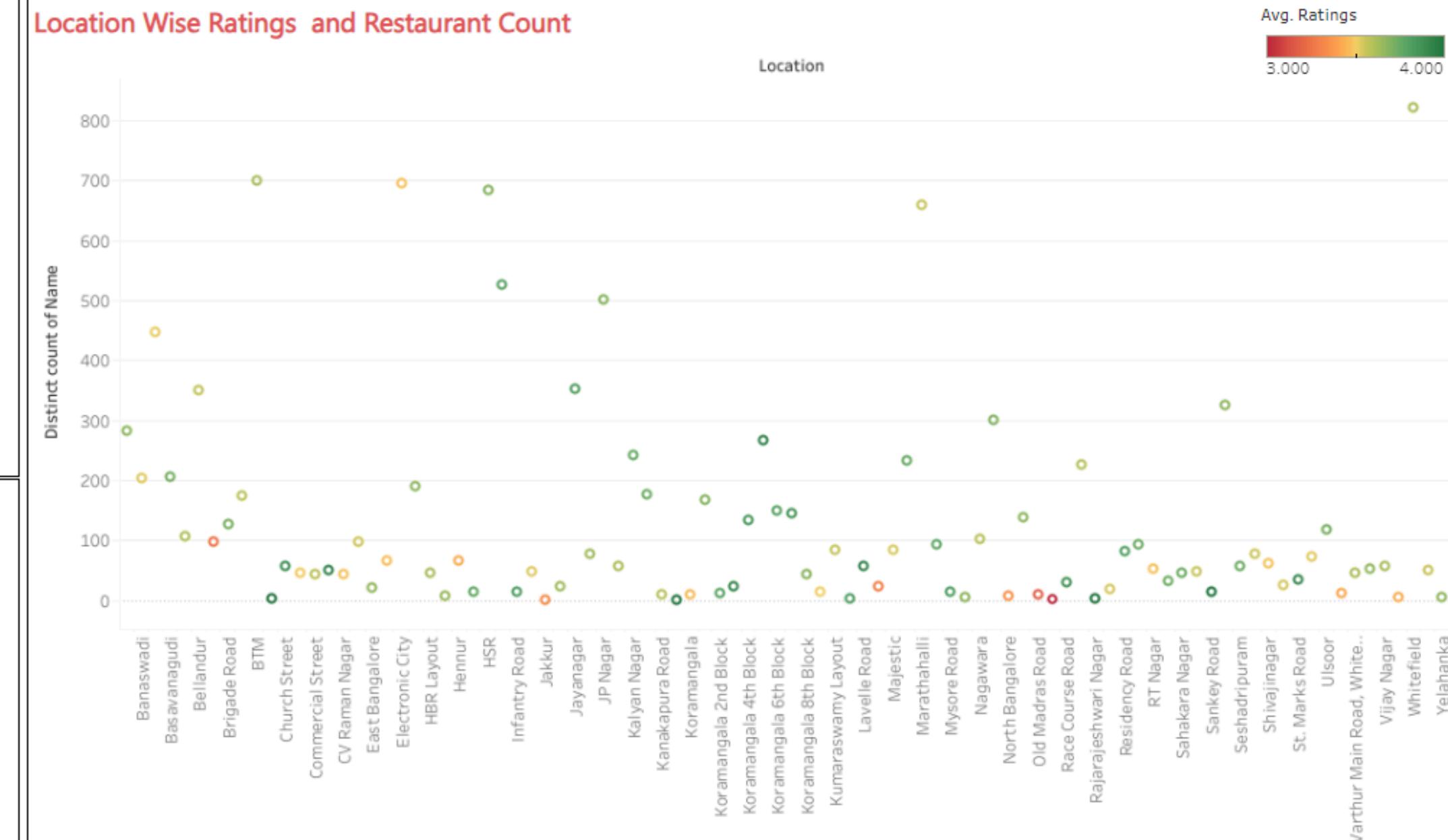
### Ratings Based on Location

Location	Name	Avg. Ratings
Banashankari	7 Hills Garden Restaurant	4.000
	7 Hills Restaurant	4.000
	360 Atoms Restaurant An..	3.000
1947		4.000
	Aarush's Food Plaza	3.000
	Addhuri Udupi Bhojana	4.000
	Amma - Manae	3.500
	Amma's Pastries	4.000
	Anand Sweets and Savour..	4.000
	Ande Ka Funda	4.000
	Anna Kuteera	4.000
	Annapooraneshwari Mess	3.750
	Aramane Donne Biriyani	3.000
	Aramane Donne Biryani	3.333

### Mostly Liked Dish By Restaurant type

Fish Curry, Buttermilk, Appam, Neer Dosa, Chicken Stew, Chicken Curry, Egg Roast

### Location Wise Ratings and Restaurant Count



# ZOMATO BANGALORE KPI DASHBOARD

## Ratings

## Performance

## Location

HBR Layout

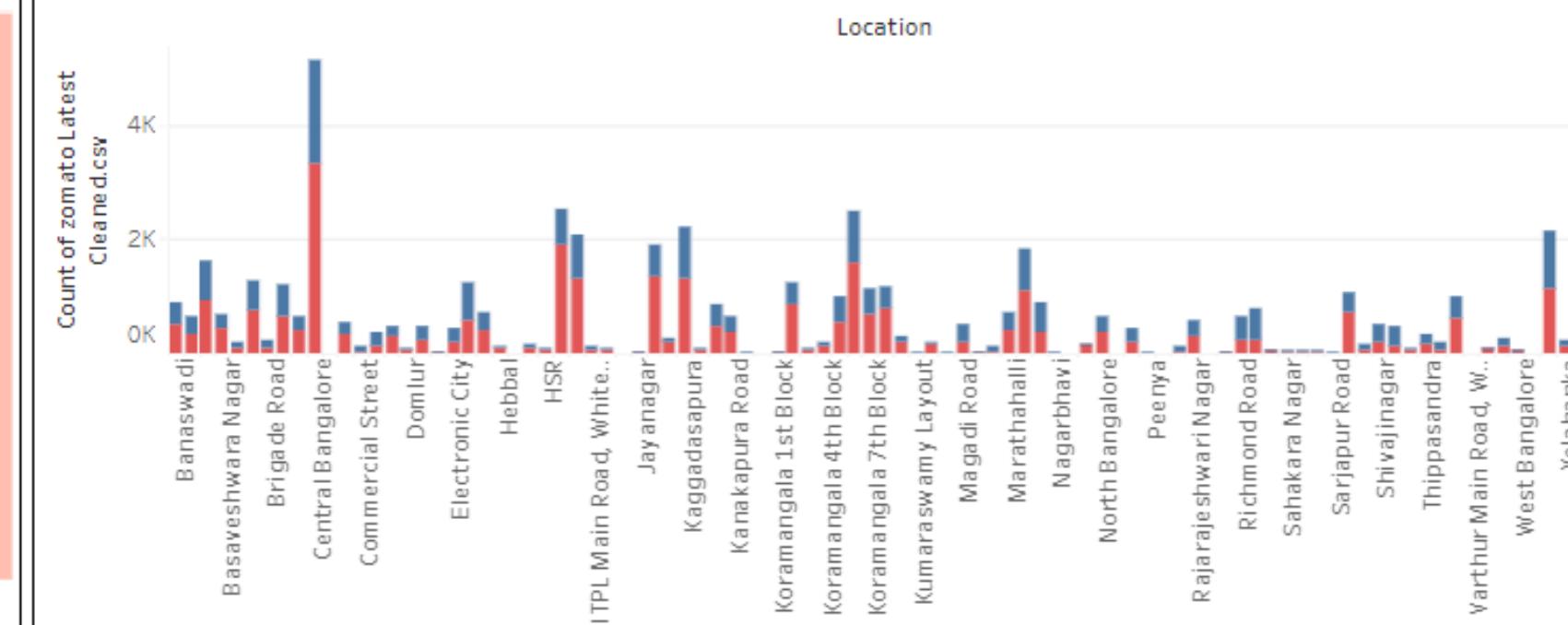
## Restaurant Metrics

#### **restaurant count**

## Restaurant Count by Booking Option



## Order Distribution by Location

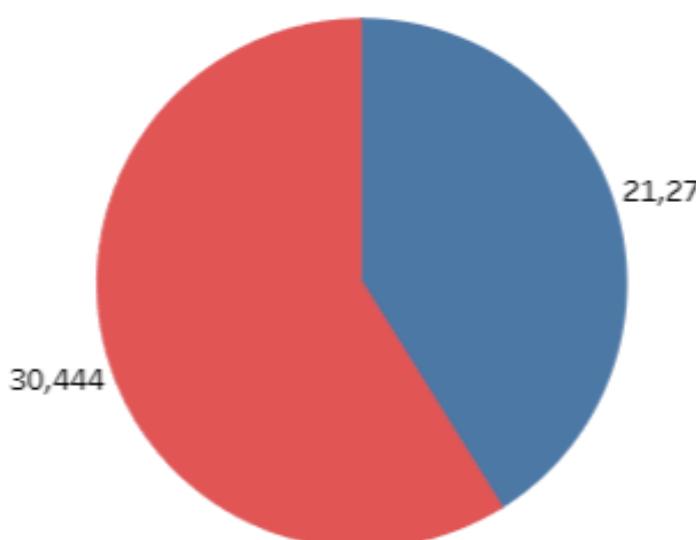


most common restaurant types

### Listed In(Type)

- Buffet  
Cafes  
Delivery  
Desserts  
Dine-out  
Drinks & nightlife  
Pubs and bars

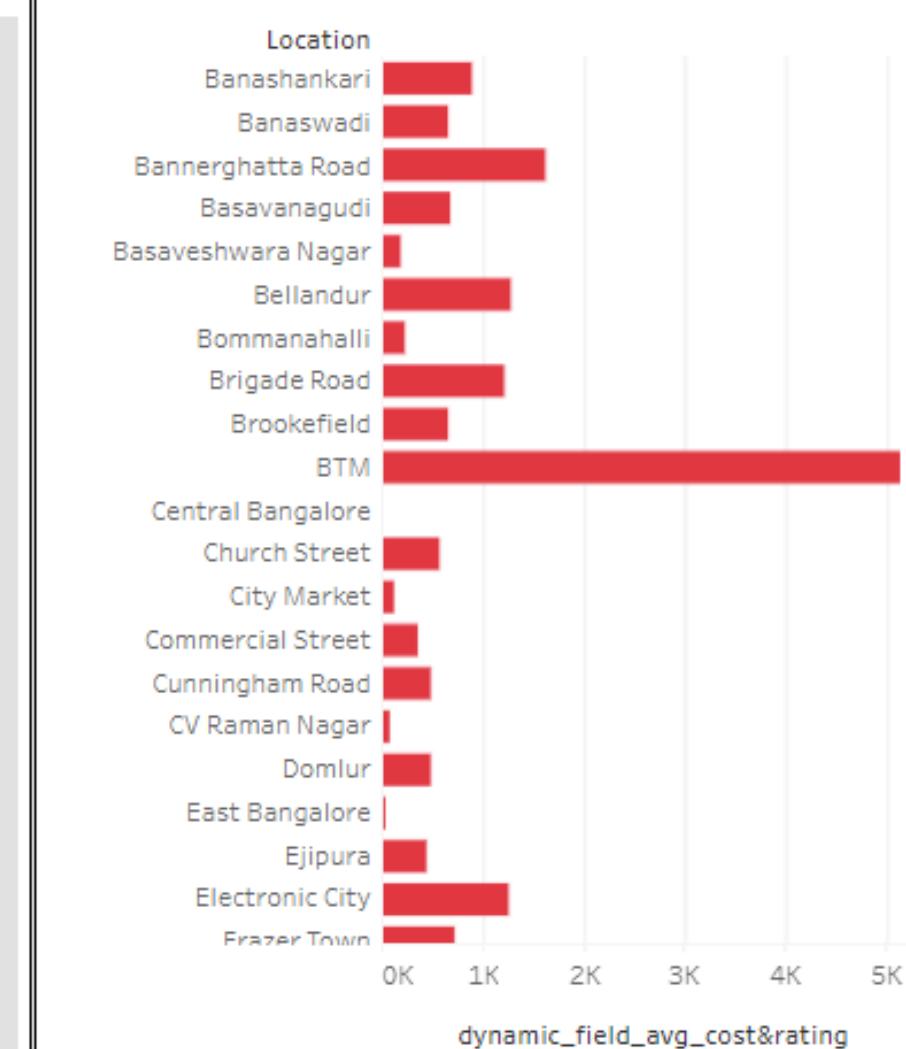
## Order Distribution By Delivery Mode



## Cuisine Popularity Among Restaurant



## restaurant count By Location





## Key Insights

- **Ratings by Booking Table:** Restaurants with table booking get better ratings (4.03) compared to those without (3.63). People seem to like booking options.
- **Cost for 2 by Restaurant Type:** Fine dining places, especially with bars or microbreweries, are the most expensive, costing around ₹3,000 for two. Quick bites and bars are cheaper at around ₹2,000.
- **Average Rating vs Vote:** The connection between ratings and votes is moderate (0.2855), meaning more votes don't always mean much better ratings.
- **Ratings Based on Location:** Areas like Banashankari and Basavanagudi have the highest-rated restaurants, with average ratings between 3.75 to 4.0.
- **Restaurant Count by Booking Option:** Most restaurants (about 75%) don't offer table bookings, while only around 25% do.
- **Order Distribution by Location:** Areas like Koramangala, Indiranagar, and Whitefield see more food orders, showing they are popular spots for dining.
- **Most Common Restaurant Type:** Dine-out places and cafes are the most common, followed by delivery services and pubs.
- **Order Distribution by Delivery Mode:** More orders come from delivery (30,444) than other methods (21,273), showing delivery is a big deal for restaurants.



# THANK TOU

For watching this presentation

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Project link:<https://public.tableau.com/app/profile/pankaj.kumar1384/viz/zomatocleaned/Performance>