**Project:** Zomato Data Analysis and Visualization

Objective: The primary objective of this project was to construct a consolidated and interactive PowerBI report that would allow Zomato to quickly assess their global reach and performance of restaurants across the globe.

Data Collection: The data was collected from various Excel files, each containing information about multiple restaurants operating in different continents.

Data Preparation: The data from all the Excel files were imported and appended into a single table. The data was then cleaned using Power Query, which involved handling null values, trimming columns, and creating new columns as required.

Data Modeling: Several measures were built as per the project requirements. Relationships were established among the desired tables to facilitate data analysis.

Data Visualization: A two-page dashboard was created:

1. Global Insights: The first page provided an overview of the number of countries, cities, and restaurants Zomato operates in, along with a map for visual representation. It also displayed the variety of cuisines offered by the restaurants and the city-wise count of restaurants.
2. Restaurant Details: The second page provided detailed information about each restaurant, including the restaurant name, cuisines offered, average rating, city, address, and more. Clicking on a restaurant would reveal additional information such as the number of votes for ratings, online booking availability, operating currency, average cost, and other KPIs.

Interactivity: The dashboard allowed for filtering at various levels such as continent, country, rating, currency, pricing, and cuisine.

Outcome: The successful creation of the dashboard enabled Zomato to answer key business questions such as the KPIs of a restaurant, global reach, which restaurant offers the most cuisines, and which cuisine is most commonly offered, among others.

Accessibility: The dashboard was designed to be accessible from both a web browser and a mobile device, ensuring ease of use for Zomato users.

Conclusion: The project successfully utilized data analytics and visualization to provide Zomato with valuable insights into their global operations. The PowerBI dashboard created is a powerful tool for Zomato, aiding in strategic decision-making and enhancing experience.