Zomato Order & Restaurant Analysis Using Power BI

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Key Insights

City Wise Analysis

City	Restaurant_Count	Total Customers	Total Revenue
Mumbai	115	3,384.00	3505818.25
Bangalore	109	3,300.00	3434894.36
Delhi	93	2,857.00	2954099.45
Kolkata	92	2,732.00	2839920.88
Chennai	91	2,727.00	2839153.7

- Mumbai leads in both revenue and number of restaurants.
- Bangalore follows closely, indicating strong market competition.
- Delhi, Kolkata, and Chennai have fewer restaurants and customers but similar revenue, showing efficient performance per outlet.
- **Highest Customers:** Mumbai (3,384) and Bangalore (3,300)
- **Least Customers:** Chennai (2,727)
- **Recommendations :**
  - Strong revenue distribution across cities and areas
  - Efficient performance in cities with fewer restaurants (e.g., Chennai, Delhi)
  - Average customer rating is only 3.0 – indicates need for quality improvement
  - Chennai has lowest restaurant count but steady revenue → Potential for expansion
  - Focus on retention and experience to improve ratings and customer loyalty

Key Insights : Order Relation

Revenue Patterns based on week

- **Total Revenue :** Weekday : $ 11.15M, Weekend : $4.42M
- Over **71% of the revenue** is generated on weekdays, indicating higher customer activity or order volume during working days.

Seasonal Revenue Patterns:

- **Spring and Summer** show higher fluctuations.
- **Autumn and Winter** have a relatively stable but lower revenue performance.

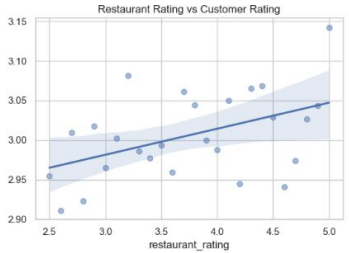
Order Volume

- **Average Orders per Day**: ~45
- Volume is **consistent year-round** with **no major seasonal dips**, but:
- Noticeable **spikes around May and July**.

Strategy Recommendations

- **Focusing on weekday promotions** to leverage the higher order volume and revenue.
- **Capitalizing on Spring** with targeted marketing, as it sees the highest volume.
- **Increasing Autumn campaign** to compensate for lower volume – possibly promote bundle deals or discounts.
- **Increasing customer engagement** on weekends to close the revenue gap.

Key Insights



1. Correlation Heatmap Overview:

- Restaurant Rating shows the strongest positive correlation with Customer Rating (+0.46).
  Insight: Improving the average restaurant rating could significantly boost customer satisfaction.
- Total Cost has a moderate negative correlation (-0.27) with customer rating.
  Insight: As total cost increases, customer satisfaction tends to decrease.
- Price Range (-0.10) and Delivery Time (-0.06) show weak negative correlations, almost negligible.
  Insight: These factors do not substantially affect customer perception in this dataset.

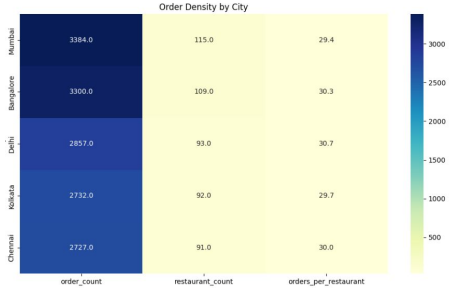
2. Total Cost vs Customer Rating

- Slight downward trend confirms the negative correlation.
- As the total cost increases, customer rating tends to drop. Recommendation: Consider optimizing pricing strategies to enhance perceived value.

3. Restaurant Rating vs Customer Rating

- Clear upward trend indicates that higher-rated restaurants lead to higher customer satisfaction. Recommendation: Focus on onboarding or promoting better-rated restaurants to improve overall customer experience.

Key Insights : Order Density Heat Map



City Insights

- Delhi shows high order density per restaurant – a great candidate for expansion or launching premium restaurant services.
- Mumbai has high total orders but lower efficiency per restaurant – opportunity to optimize underperforming restaurants.
- Bangalore and Chennai maintain balanced performance – solid for consistent operational investments.

Strategic Suggestions

- Delhi : launching loyalty programs, featured restaurants, or promotions – fewer restaurants serve more customers.
- Optimization of restaurants in Mumbai, focusing on quality over quantity.
- Bangalore & Chennai could serve as pilot markets for new offerings due to their stability.