

Zomato Restaurant Analysis

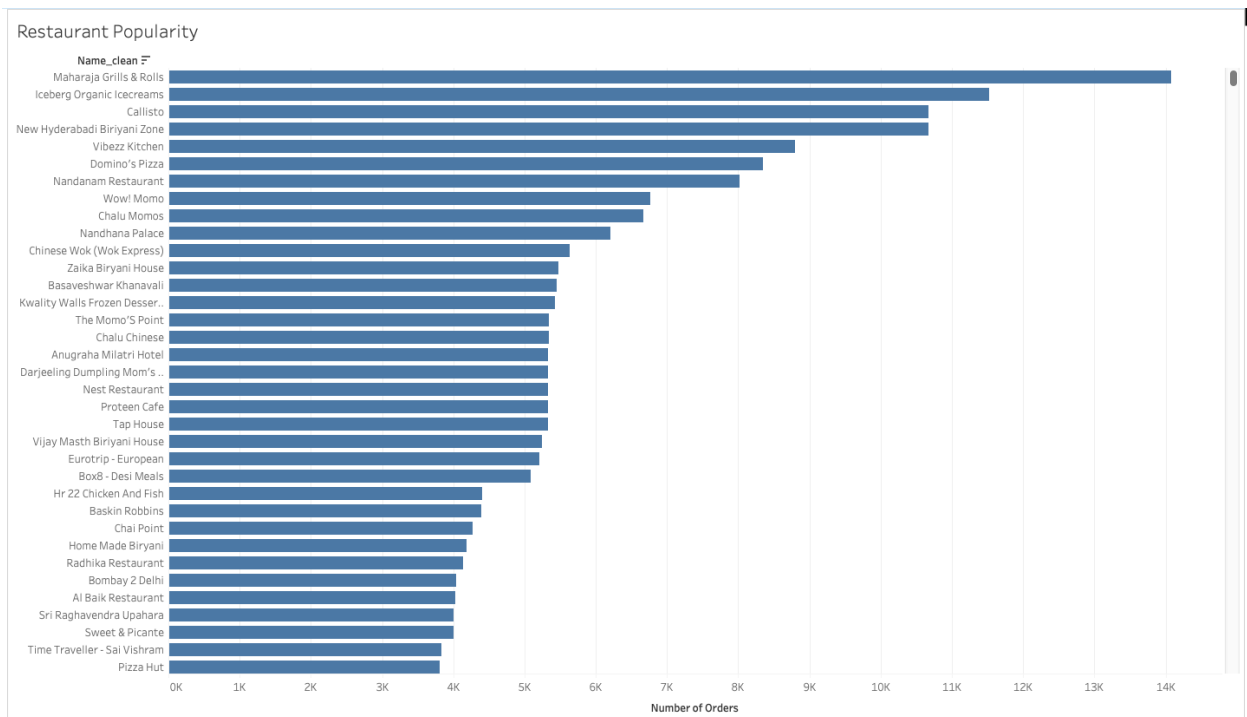
Overview:

This was a Restaurant Analysis to identify popular restaurants & those generating the highest revenue with insights into contributing factors such as time, cuisine, and customer ratings. It was the first assignment in the onboarding process as a junior analyst for Zomato, the multinational restaurant aggregate and food delivery company.

- Target Audience: Team Lead
- Data Date Range: 2017 to 2020
- Currency: U.S. Dollars (USD) and Indian Rupees (INR)

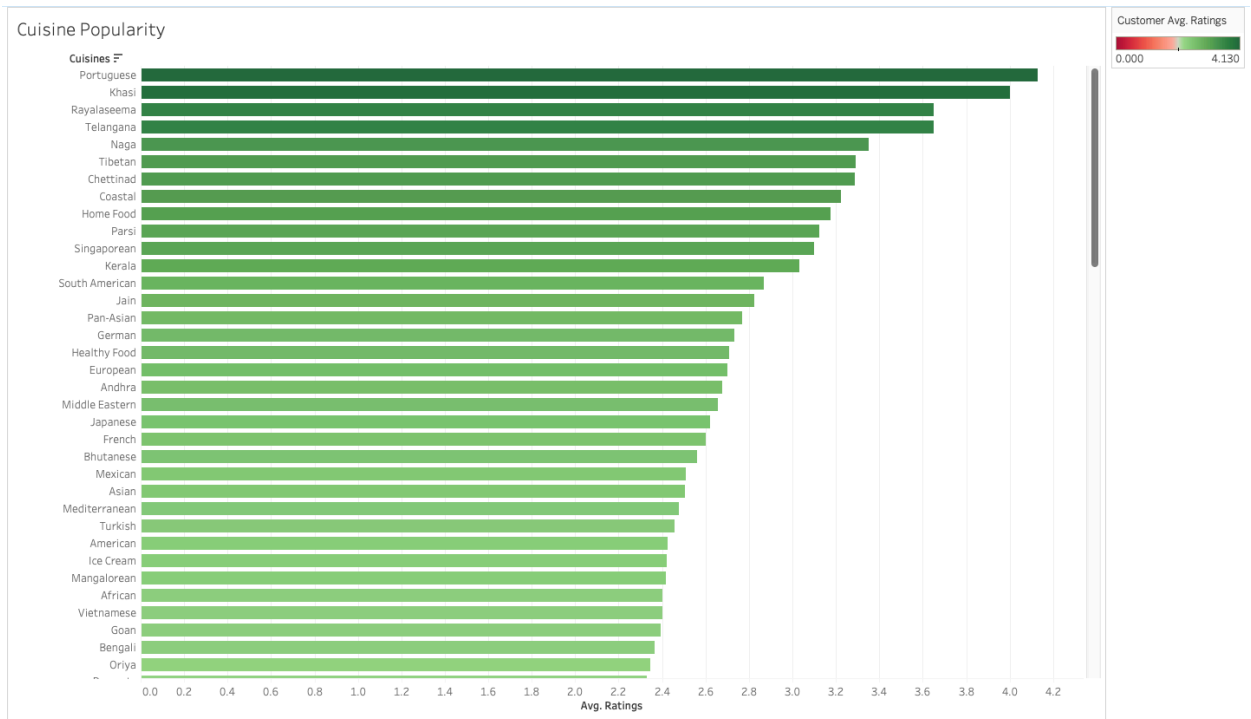
Dashboard:

- Visualization - Restaurant Popularity



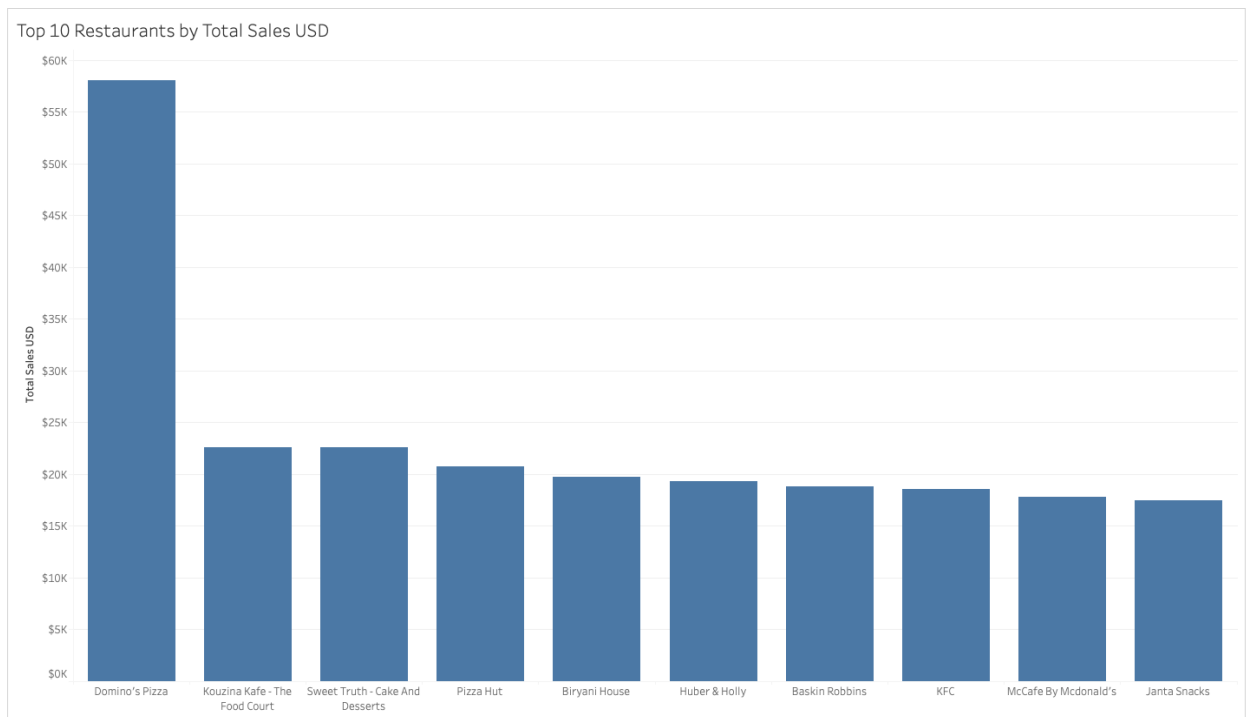
- This bar chart ranks restaurants by the total number of orders from the years 2017 to 2020.
- The top restaurants identified are Maharaja Grills & Rolls (14,080 orders), and Iceberg Organic Ice Creams (11,526 orders).

➤ Visualization - Cuisine Popularity



- A bar chart displaying cuisines by average customer ratings.
- The top cuisines are Portuguese and Khasi are highest-rated by customers.

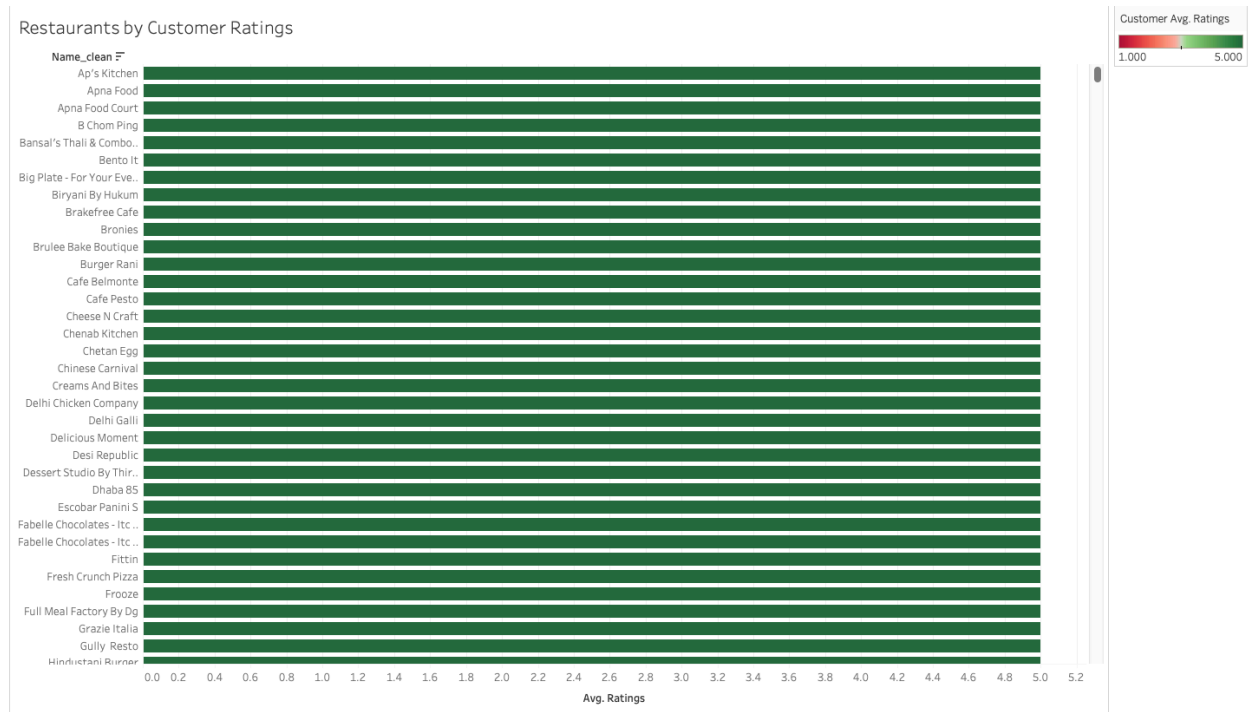
➤ Visualization - Top 10 Restaurants



- A bar chart highlighting the top 10 restaurants by total USD sales.

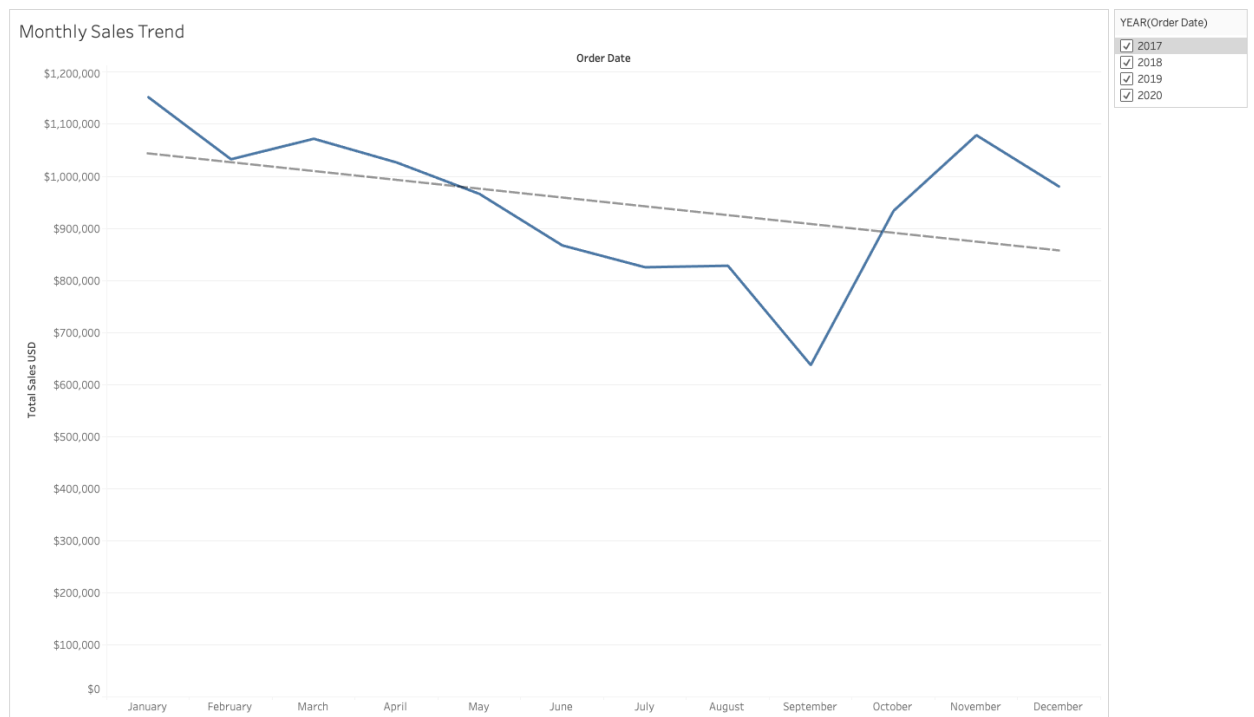
- Domino's Pizza leads significantly than others likely due to the company's recognition and operational scalability.

➤ Visualization - Restaurants by Customer Ratings



- This bar chart displays restaurants that have achieved high ratings, suggesting a strong, positive customer satisfaction.

➤ Visualization - Monthly Sales Trend



- In this line chart there is a downward trend that suggests that total monthly sales (USD) are declining over time.
- There is a notable dip in sales (USD) observed mid-year, June to August, followed by a recovery towards the end of the year, November and December. Peaks in sales seem to occur early in the year and again towards the end, potentially indicating seasonal patterns.
- Exhibit fluctuations in sales rather than a steady progression, suggesting external factors (e.g. promotions, economic shifts, or holidays) influencing restaurants' performance.

➤ Dashboard Overview

Use the following visualizations to better understand analysis.

Restaurants by Customer Ratings (Below)

Monthly Sales Trend (Bottom Left): Used as a filter, click on a month to see total sales in USD by month across the visualizations.

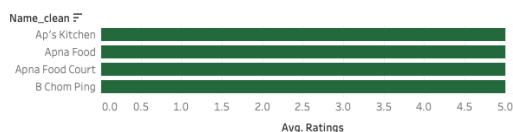
Top 10 Restaurants by Total Sales USD (Bottom Left)

Restaurant Popularity (Top Right): Visualization to see restaurants' popularity based on the number of orders.

Cuisine Popularity (Bottom Right): Visualization to see which cuisines are popular based on customer ratings.

The **Monthly Sales Trend** visualization as a **filter**, and **Year of Order Date** dropdown provide the ability to filter to segment by any combination of the two dimensions.

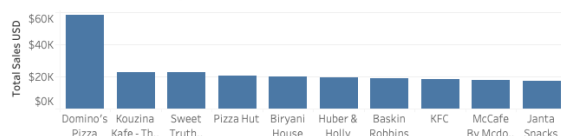
Restaurants by Customer Ratings



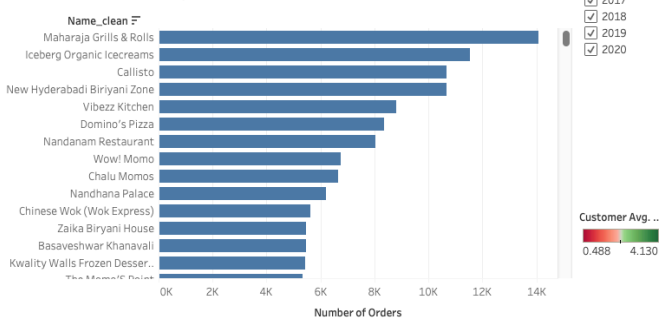
Monthly Sales Trend



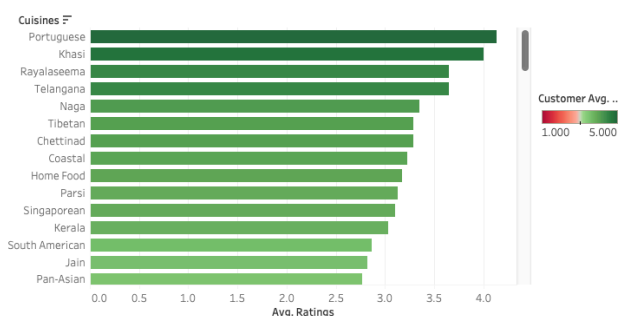
Top 10 Restaurants by Total Sales USD



Restaurant Popularity



Cuisine Popularity



Conclusion & Actionable Recommendations:

- Closely review customers' reviews/comments on restaurants with ratings 3.5 and lower to understand underlying issues, such as service/product quality, pricing concerns, or food complaints (if any). Offer training, quality improvement, or customer incentives to boost ratings and sales.
- Capitalize on months (e.g. November and December) and restaurants with higher sales through targeted marketing campaigns, discounts, and promotions.
- Focus on months with decline in sales (e.g. June to August) by introducing sales incentives, or seasonal offerings to stimulate demand.
- Customer Retention Strategies: evaluate loyalty programs, incentives, or engagement efforts to retain existing customers and drive repeat purchases, especially during low-demand months.

Conclusion:

- Use insights from top performing restaurants and cuisines to design targeted promotions and advertising.

Additional Information:

- Data was taken from the .csv files: Restaurants and Orders. Joined data by using relationship, relationship columns: id (Restaurants) & R_id (Orders)
- Used the Monthly Sales Trend visualization as a filter to see the total sales in USD by month and/or year across the visualizations in the dashboard.