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Zomato Sales Analysis report

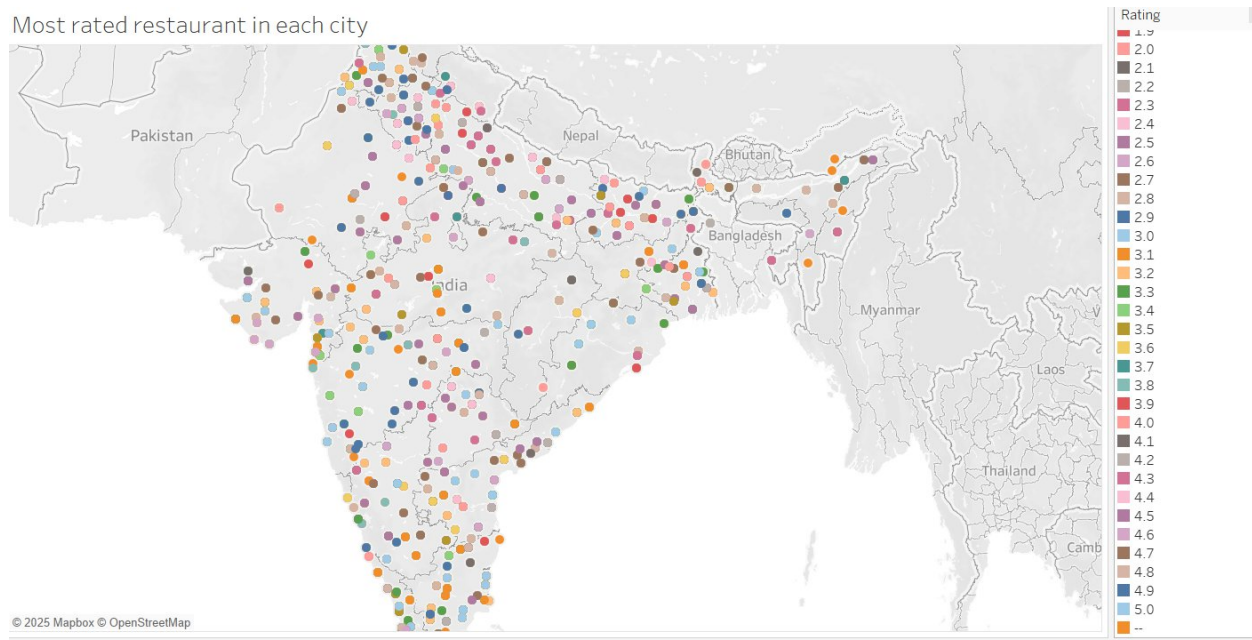
The purpose of this report is to find out what makes the restaurant popular and generates the highest income and provide some recommendations to keep these restaurants successful.

We will be looking into different factor such as rating, locations, cuisine type, rating count and revenue.my findings show that the restaurants located in most populated area will have higher rating among the customers and have a higher rating count. The cuisine will also be a strong factor in the success and popularity of the restaurant as of 2017 to 2020 cuisine trends are dessert and pizza.

To keep this restaurant popular and successful. I would recommend different marketing techniques restaurants can take to have customers coming back and provide a positive review. The strategies include investing in advertisements both physical and online, giving customers premium customer services and coupons for customers who provided a reviews.

Map:

Most rated restaurant in each city

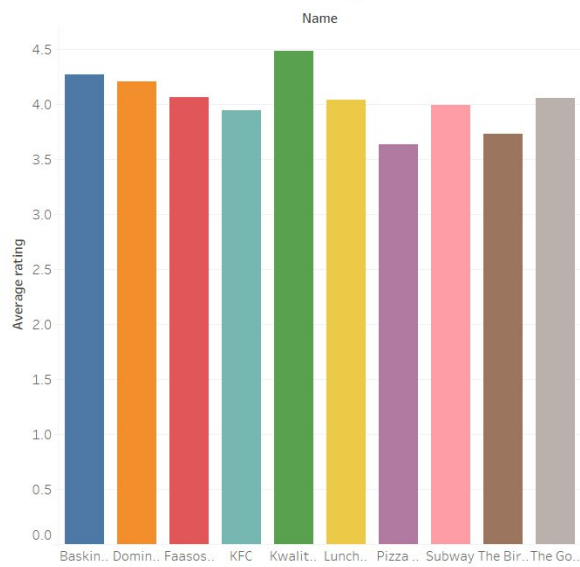


Restaurants are most located in the northern and southern part of the country. In general they have higher rating count. which indicates that in those cities there is more business active than other.

They also have higher average rating which indicates that there is correlation between popularity and location. denser the population the higher rating count

Ratings:

10 Best restaurant based on rating

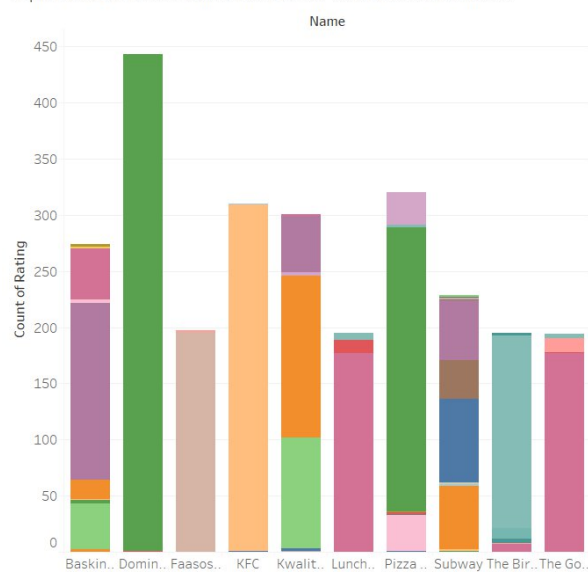


Name
Baskin Robbins
Domino's Pizza
Faasos - Wraps & Rolls
KFC
Kwality Walls Frozen ..
LunchBox - Meals and ..
Pizza Hut
Subway
The Biryani Life
The Good Bowl

As you can see from the above graph the restaurants that are dessert, pizza and fast-food restaurants have the highest average rating. As you can see, most of the restaurant on this graph are the western fast/food restaurants chain as well.

CUISINE:

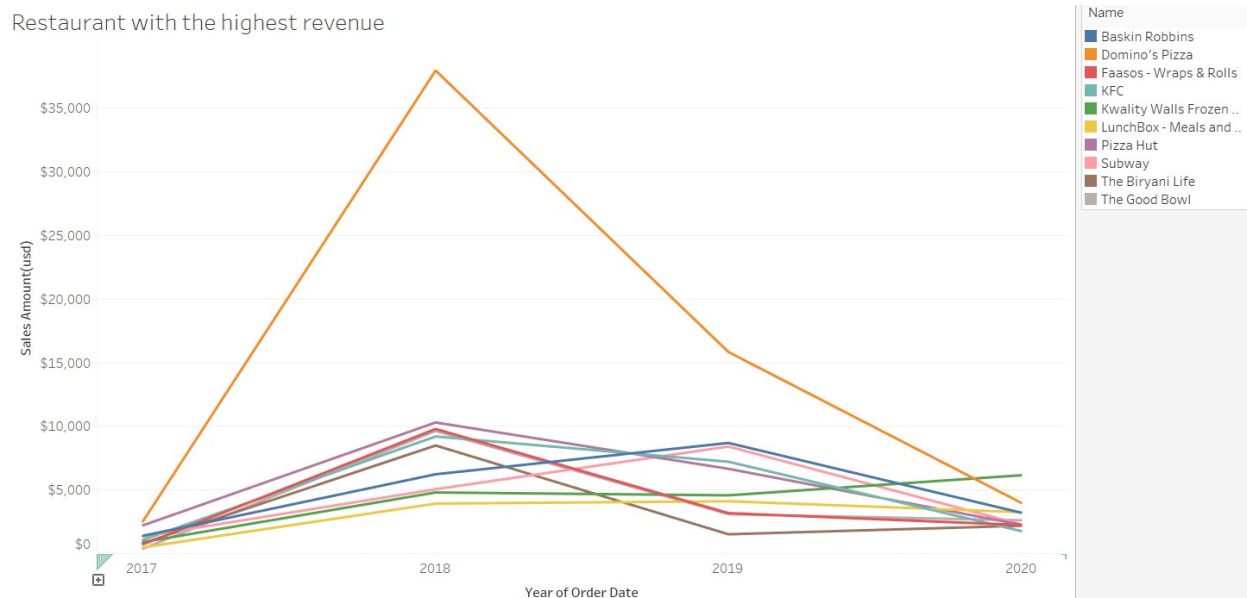
Top rated restaurants and their most sold cuisine



Cuisine
American
American, Snacks
Beverages
Beverages, Desserts
Beverages, Ice Crea..
Biryani, Chinese
Biryani, Hyderabad
Biryani, North Indian
Combo, Snacks
Continental
Continental, Fast F..
Desserts
Desserts, Beverages
Desserts, Ice Cream
Desserts, Sweets
Fast Food, Combo
Fast Food, Healthy ..
Fast Food, Pizzas
Fast Food, Salads
Fast Food, Snacks
Healthy Food, Salads
Healthy Food, Snac..
Ice Cream
Ice Cream, Bakery
Ice Cream, Beverag..
Ice Cream, Desserts
Indian
Indian, Beverages
Italian, Mexican
Italian, Pizzas
North Indian
North Indian, Biryani
North Indian, Chines

As you can see from the graph the top 10 restaurants and their top 10 most cuisine sold by rating. We can see the breakdown of most cuisine that are most sold from them. The most common type of cuisine that are sold by top rated restaurants are dessert (mostly ice cream) and pizza, American and fast food.

Revenue:



Domino's pizza has the highest revenue in 2018 with over \$35,000. The majority of the other top 10 restaurants with the highest revenue had the greatest number of sales in 2018 but had a drastic decline in sales since 2018, We can see again the best performing restaurant are pizza, dessert and fast-food restaurants.

Conclusion:

As conclusion the best performing restaurant are dessert, fast-food and pizza in terms of revenue and the rating. Although most of the restaurants are western chain restaurants there are few that are local and highly rated.

Some of the recommendations for these restaurants to increase the rating and revenues is to provide a coupon for customers after making a review. Another ways is by making advertisement both physical and online to boost the number of sales and

rating. Another recommendation is to provide premium customer service and make sure to keep customers data for future use. for example, sending the customers gift card on their special day. Another way is creating customer loyalty program for example if the customer order more than three times should get free drink or dessert. To investigate the reason why the revenue is declining the survey should be sent out to all customers to know why or not they will be returning to these restaurants. If there is negative survey from the customers, the restaurant should provide all necessary measure to correct that to avoid future decline in Revenue.