Zomato Restaurants Expansion Analysis

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TOPIC - EXCEL PROJECT

: Problem Statement :

Identify and recommend data-driven strategies to help Zomato expand its reach by forming tie-ups with existing restaurants and hotel owners.
You are expected to:

- Analyze available data to spot high-potential areas with demand but limited Zomato partnerships.
- Identify restaurant and hotel owners who could benefit from partnering with Zomato.
- Provide actionable suggestions that will lead to mutual growth — increasing Zomato's order volume while boosting visibility and revenue for its partners.

About ZOMATO :

Zomato is a global food delivery and restaurant discovery platform that connects users with a vast network of eateries. From quick take outs to fine dining, it offers a seamless way to explore menus, read reviews, and get delicious meals delivered to your doorstep

HOW ZOMATO WORKS :

Zomato connects users with restaurants for food delivery, dine-in, or takeout. Users can browse menus, read reviews, place orders, and track deliveries in real time. It also offers discounts through subscriptions and supports restaurants with marketing and logistics services.

Data Overview :

- **Restaurant ID:** Unique identifier for each restaurant.
- **Restaurant Name:** The name of the restaurant.
- **CountryCode:** Country code of the location where the restaurant is situated.
- **City:** The city where the restaurant is located.
- **Address:** The specific address of the restaurant.
- **Locality:** The locality where the restaurant is situated.
- **Locality Verbose:** Detailed information about the locality.
- **Longitude:** The geographical longitude coordinate of the restaurant.
- **Latitude:** The geographical latitude coordinate of the restaurant.
- **Cuisines:** The type of cuisine offered by the restaurant.
- **Currency:** The currency used for transactions in the restaurant.

- **Has_Table_booking:** Indicates whether the restaurant has a table booking option (Yes/No).
- **Has_Online_delivery:** Indicates whether the restaurant offers online delivery (Yes/No).
- **Is_delivering_now:** Indicates whether the restaurant is currently delivering (Yes/No).
- **Switch_to_order_menu:** Indicates whether users can switch to the order menu (Yes/No).
- **Price_range:** A numeric value indicating the price range category of the restaurant.
- **Votes:** The number of votes or ratings/(feedback) received by the restaurant.
- **Average_Cost_for_two:** The average cost for two people dining at the restaurant.
- **Rating:** The overall rating of the restaurant is based on user reviews.
- **Datekey_opening:** The date when the restaurant was opened.

Types of Tools & Approach we use

- **Data Cleaning :**

  In excel we have given dataset . So for that we have used Trim , to remove duplicate to ensure data accuracy.

- **Data Filtering :**

  when I need to search any particular country wise count of restaurants , name , price or anything, as per my data this is used.

- **Lookup function :**

  As per my data I have used vlookup function for extrenal data source purposes like in one sheet we have country name and code . So we fetch this data using vlookup function to find out the required data create a new column.

- **Pivot Table :**

  We have a big data set so we create small small data tables for better understanding by creating a chart of that particular shown data

- **Visualization :**

  Creating chart and dashboard for data representation , engaging purpose and more graphical understanding.

Insights :

Country wise Restaurants count :

- So in this chart we have a graphical representation of total number of restaurants present country wise.

- From this chart we predict that the countries that have less no of restaurants are the best countries to open new restaurants also there we will have less no of compitetors.


Country wise Restaurants
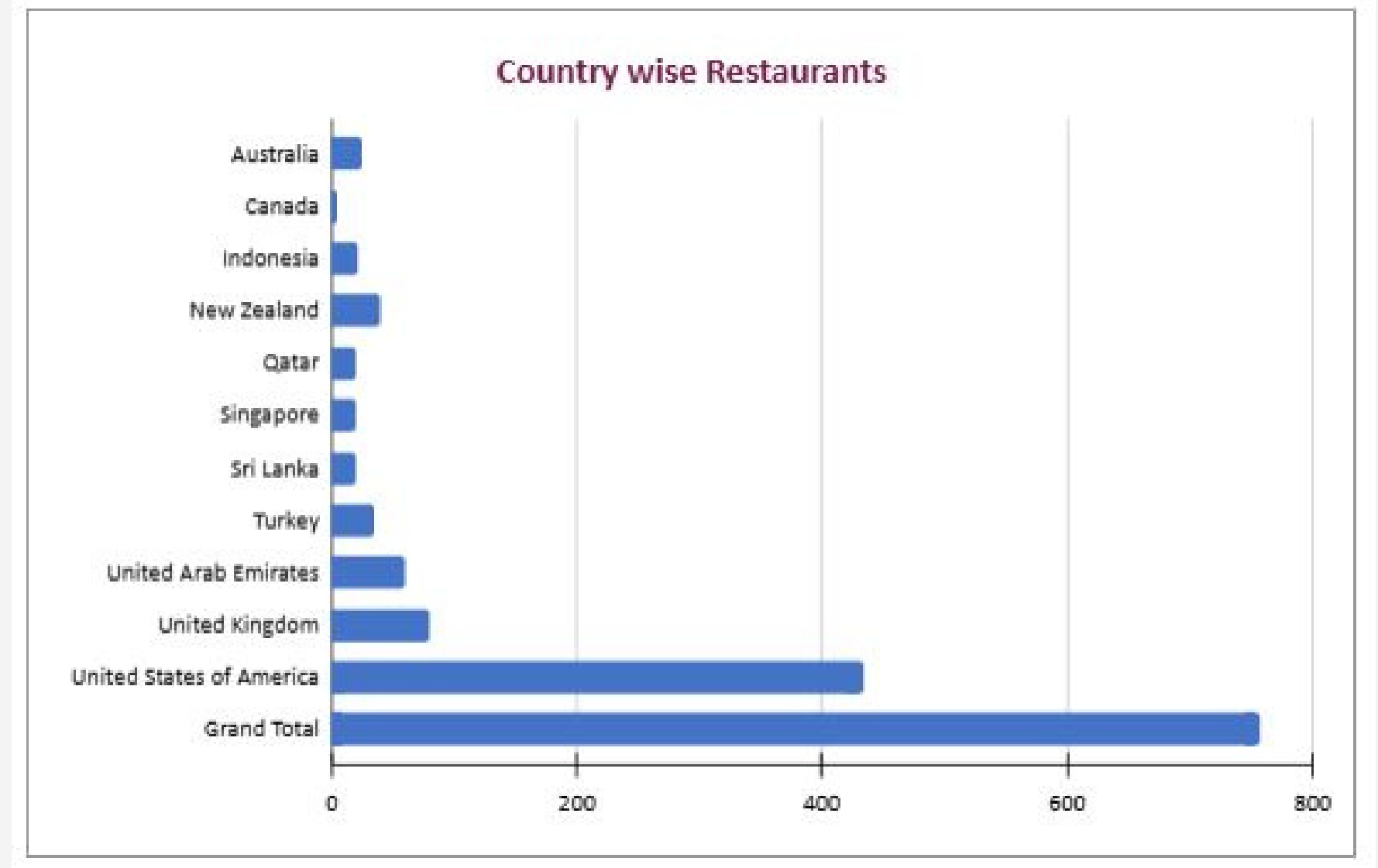
Year wise Count of Restaurants :

- So in this chart we have Year wise count of restaurants that have been opened in that particular year for a country.

- From this data we understand the year wise growth of the restaurants industry are based on a particular region or country.


Count of RestaurantID vs. Opening_year

Country wise Average Rating of Restaurants :

- We are able to analyze that the selected country wise restaurants have a good rating above 3.6

    - Australia - 3.7
    - Indonesia - 4.3
    - Canada - 3.6
    - Qatar - 4.1
   - Singapore - 3.6

Average rating Country wise
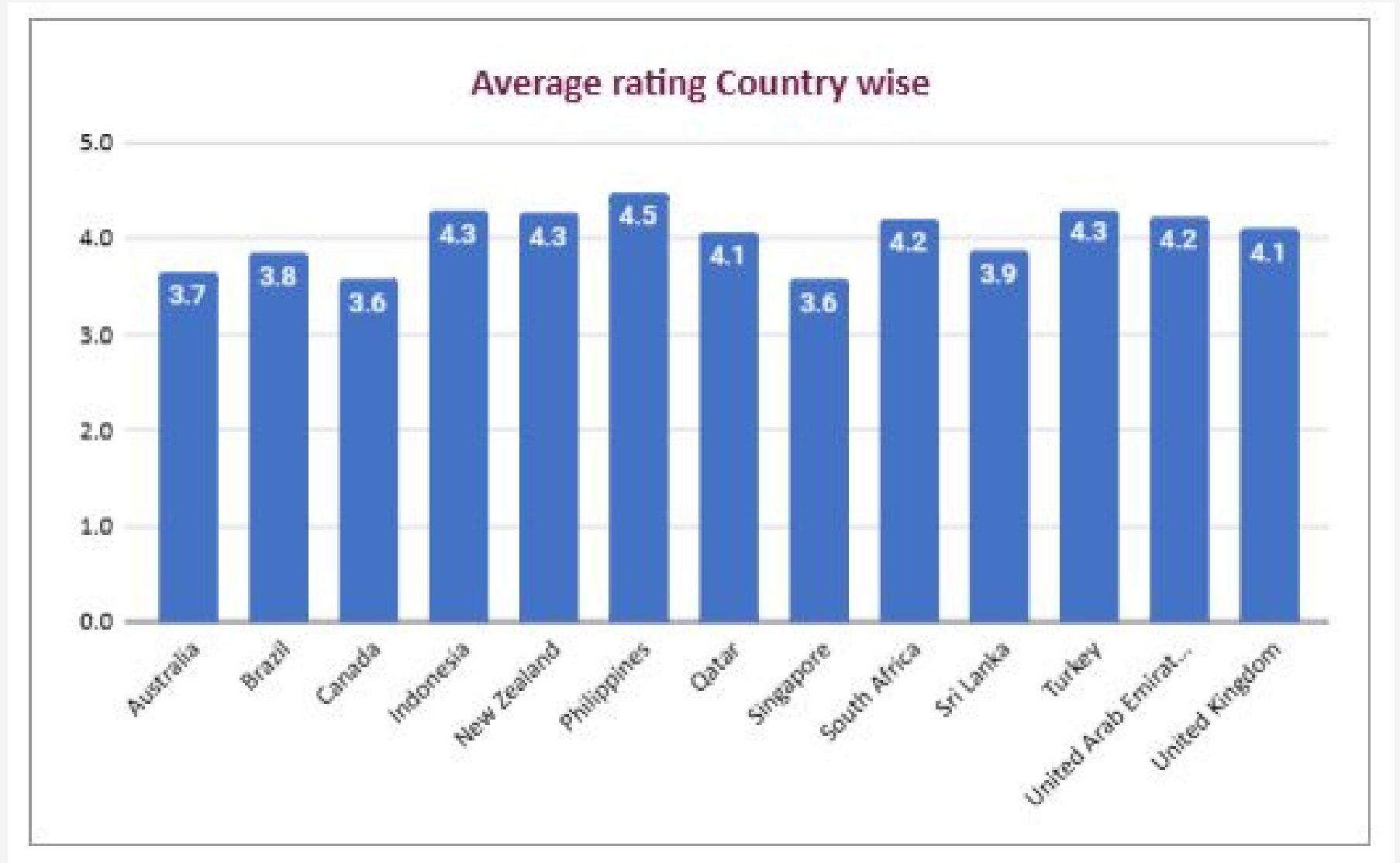
Top 10 Cuisines :

- Based on this visualization we see that North Indian, North Indian Chinese, Fast Food, Chinese are the top most cuisines and the sales of these cuisines and ratings are also high.

- For other country if we don't want Indian cuisine then Chinese , Cafe, Bakery, Desserts are the most selling items.

Top 10 Cuisines
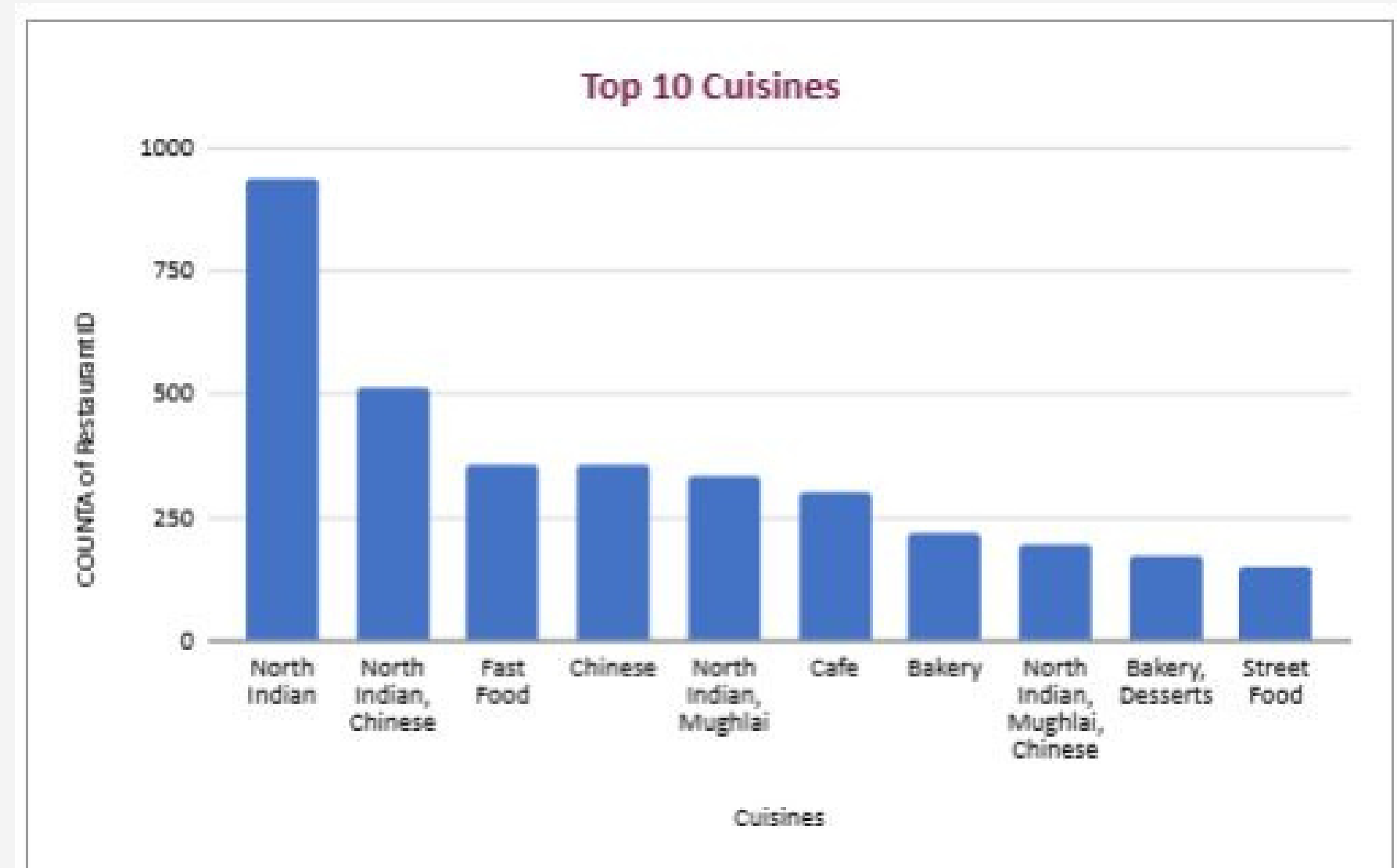
Country Wise Average Cost for Two :

- Based on this visualization we see that South Africa has the highest average cost for two 20987, and Sri Lanka has the lowest average cost 13, followed by other countries expenditure of two people –
    - Australia – 2007
    - Canada – 3021
   - New Zealand – 7382
    - Qatar – 5034
    - Singapore – 12979
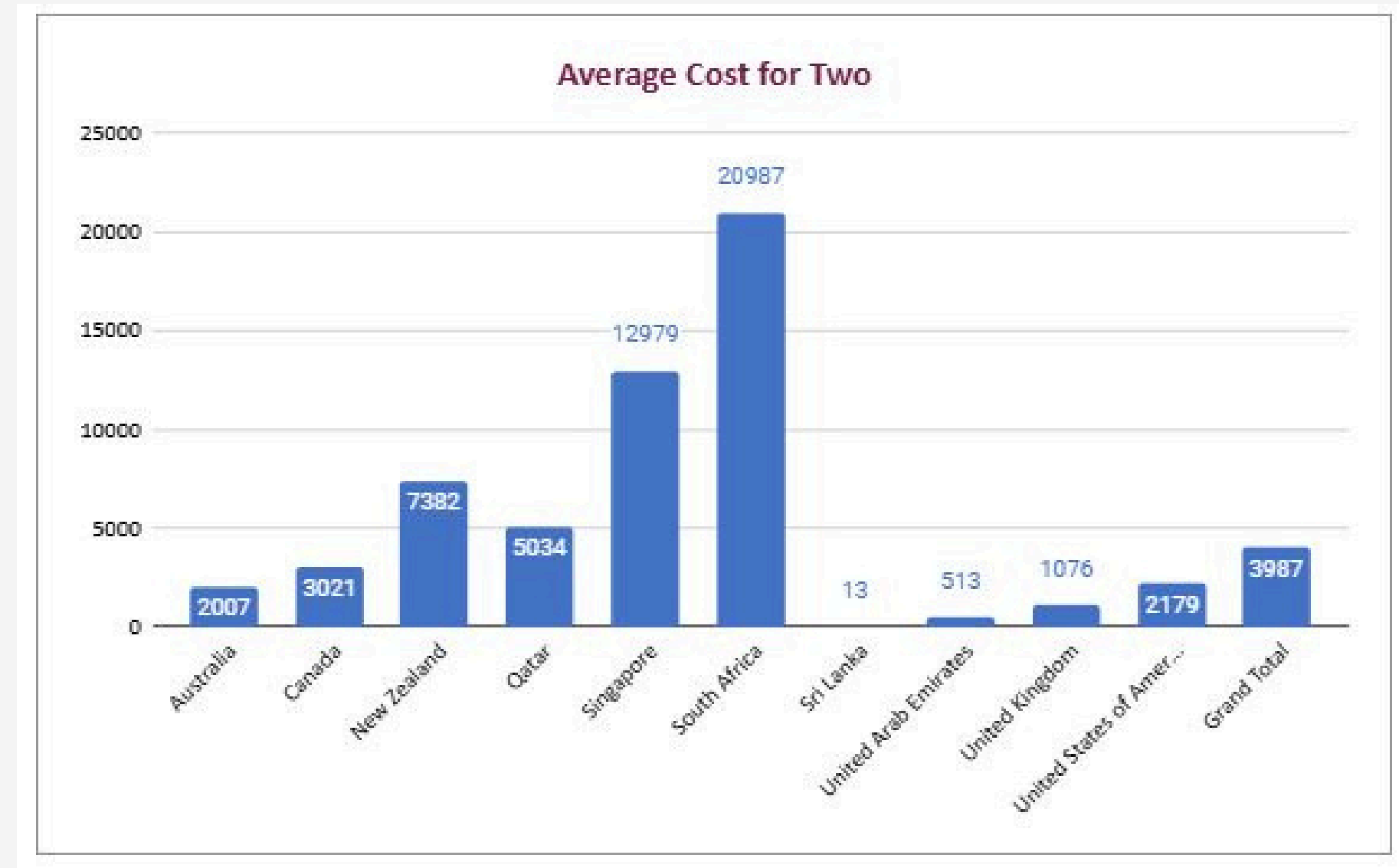
Online Delivery Option :

- From this chart we found out the percentage of restaurants that have online Delivery option.

- For No, percentage is 74.3 and for yes it is 25.7

- So for newer restaurants if it's possible then going for online delivery is a better option and has scope.

Table Booking Option :

- From this chart we found the percentage of restaurants that have table booking option.

- For No, percentage is 87.9 and for yes it is 12.1

- So for newer restaurants if it's possible then going for table booking is a better option And it will also increase the change for good rating.

Has Online Delivery

Yes
25.7%

No
74.3%

Has Table booking

Yes
12.1%

No
87.9%
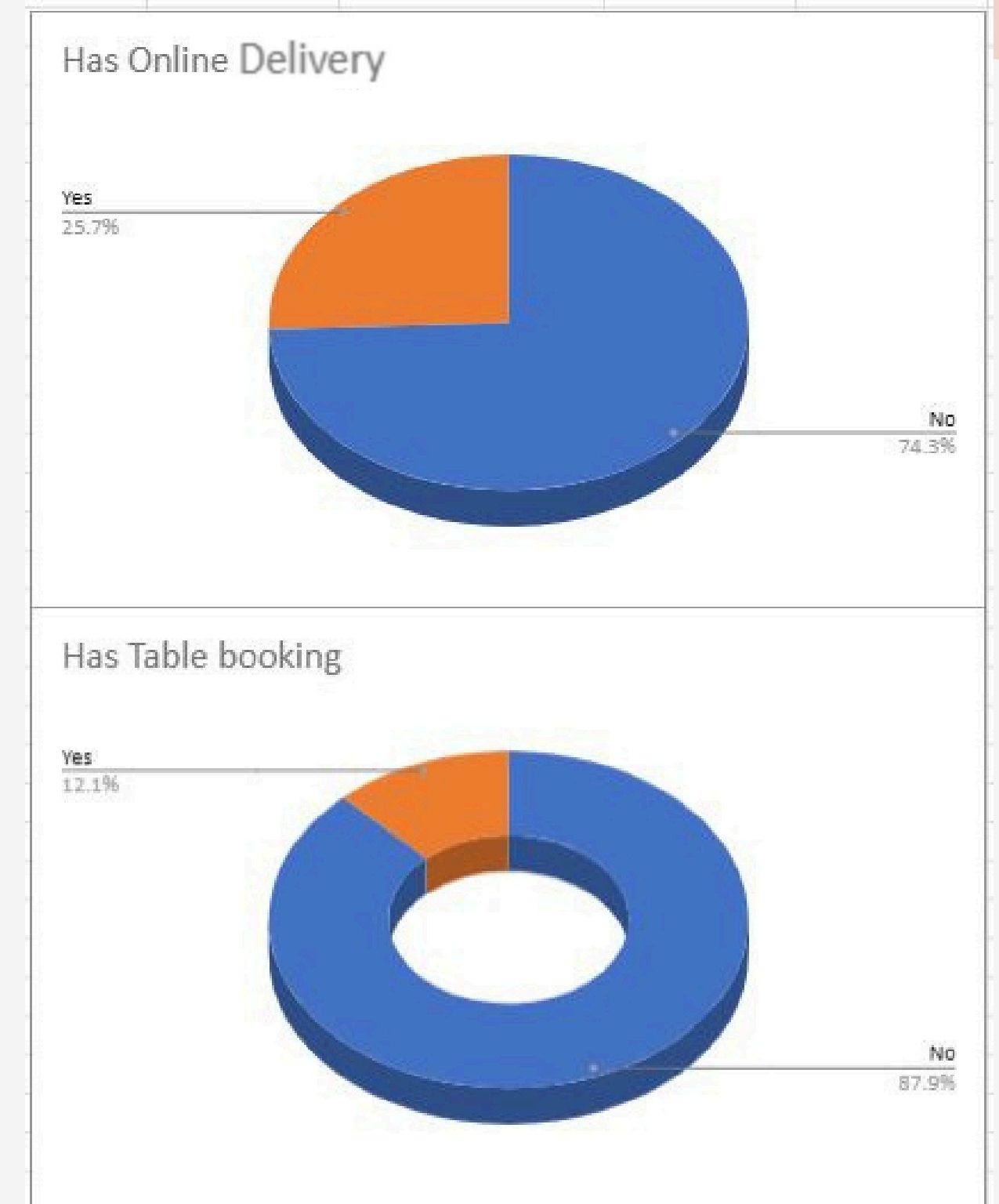
Price range wise count of restaurants :

- So in this chart we have Price range wise number of restaurants.

- When price range is 1 count of restaurant is 4444 and for 2 it's 3113 , when price range is 3 count of restaurant is 1408 and lastly for 4 it's 586 for.

- So here we understand if our price range is high then no of restaurants are less and our competitors are also less.

Distribution of number of restaurants vs. Price_range

ZOMATO Dashboard

Country Name All ▾   Datekey_opening_year All ▾   Price_range All ▾   Has_Table_booking All ▾   Has_Online_delivery All ▾

No of Restaurants
9551

Average Cost For Two
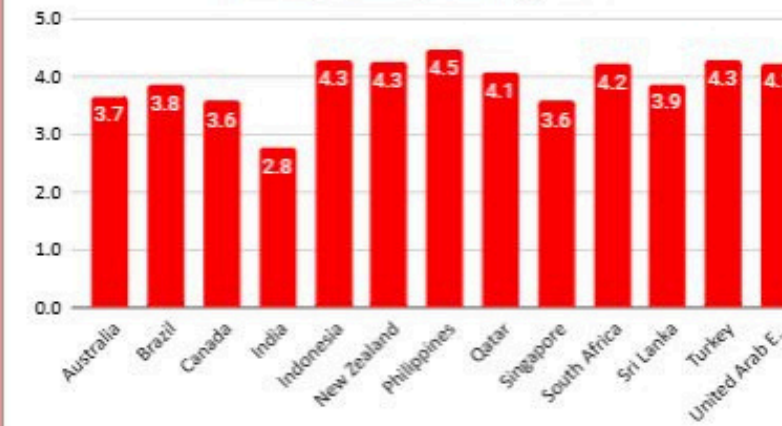11724

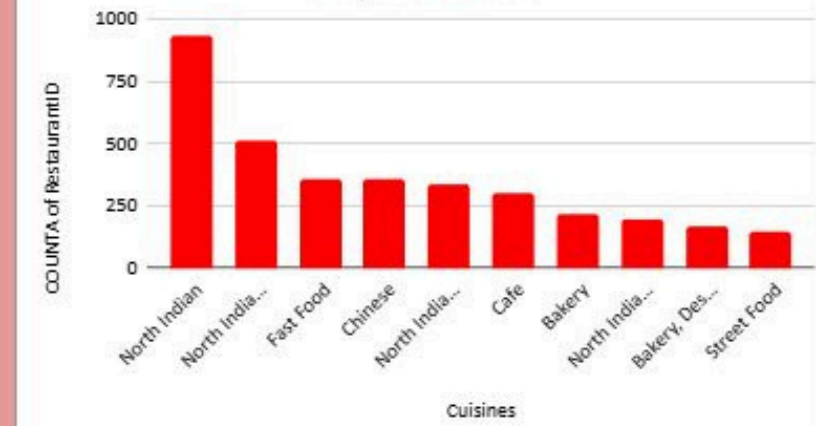**Average Rating**
2.89

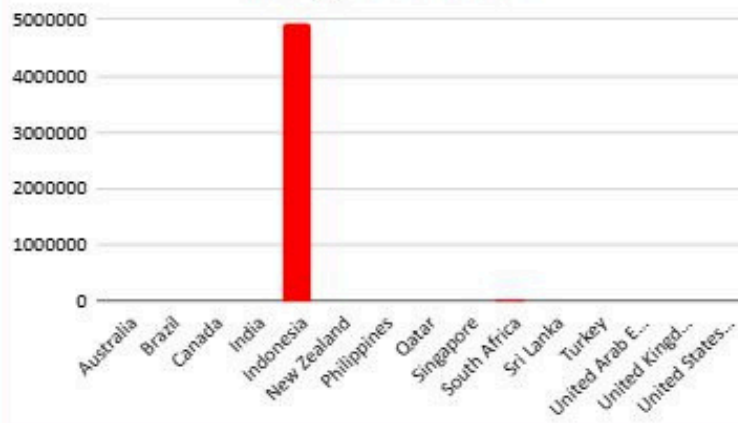## Country wise Restaurants
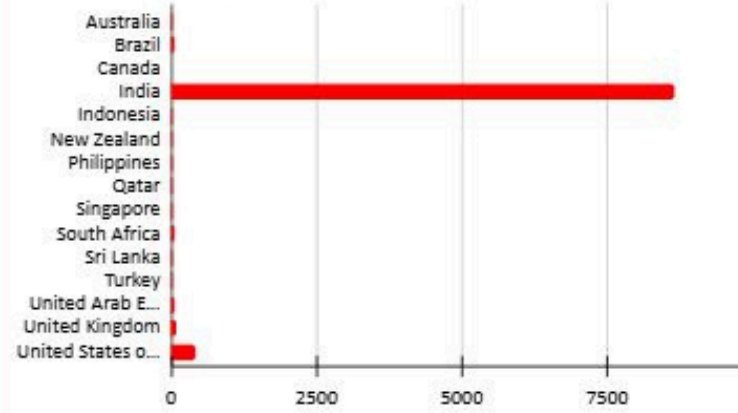
Count of RestaurantID vs. Opening_year
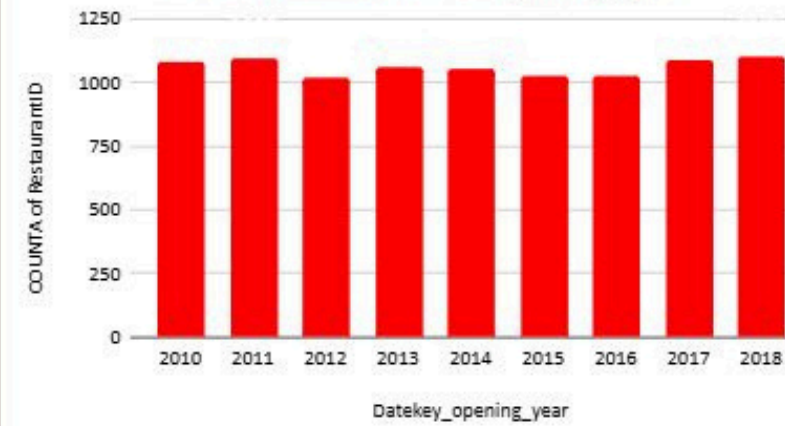
Average rating Country wise

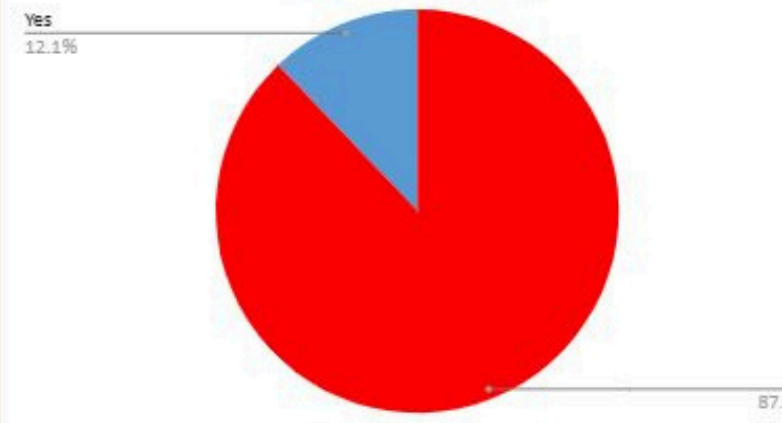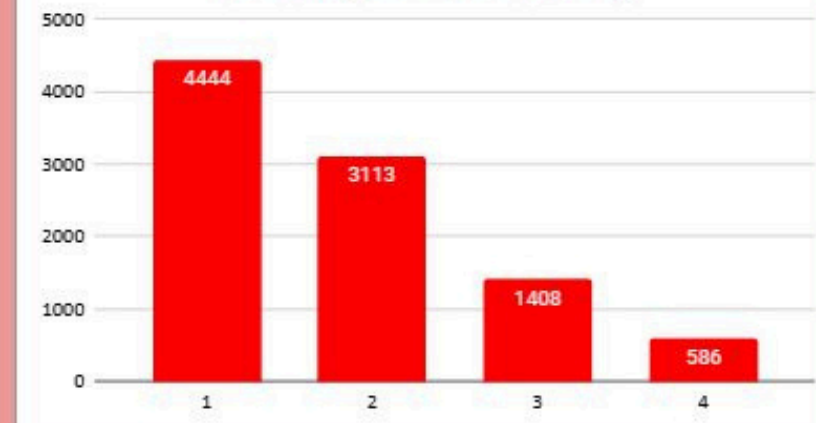## Top 10 Cuisines

Average Cost for Two

Has Online Delivery
Yes 25.7%
No 74.3%
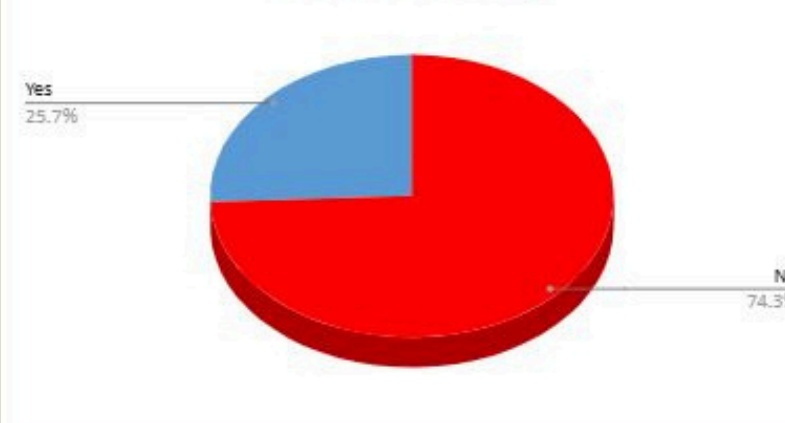
Has Table Booking
Yes 12.1%
No 87.9%

Price Range wise No of Country
1 — 4444
2 — 3113
3 — 1408
4 — 586
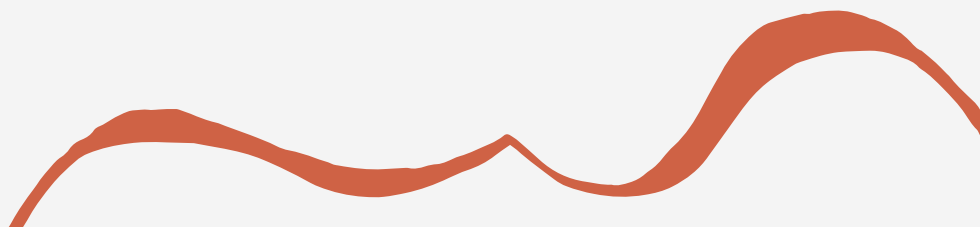
Recommendations :

- As per my understanding, according to this dataset Australia, Canada, Indonesia, Canada, Singapore, Sri Lanka are the most suitable suggested countries. Because the number of restaurants are less so here competition is also less.

- In these suggested countries some recommended cities are Tanunda, Palm Cove , Middleton Beach ,Vineland Station, Chatham-Kent, Jakarta, Tangerang ,Doha etc.

- If possible, always prioritize offering online food delivery and table booking options, as they can lead to better ratings and increase revenue.

- So in this country some top cuisines are Pizza And Bar Food, Modern Australian, Seafood, Any type of cafe (that serve breakfast, tea, coffee), Italian food (like Pizza), Japanese, Asian, Canadian, Japanese food, Indonesian, Western, Chinese, Italian, Thai, Indian

- So my recommendation is if the new restaurants are opened in these countries with the suggested cuisines then Zomato could make good profit.

Conclusion:

As a data analyst, the findings suggest that countries with a lower density of restaurants for specific cuisines, combined with favorable average costs for two, present optimal expansion opportunities. These markets demonstrate untapped potential and reduced competition, enabling strategic entry points for maximizing profitability and customer reach. Data-driven insights like these are crucial for informed decision-making and sustainable growth in Zomato's restaurant network.