Rose Hagerty
BIA Final Project Report and Findings
05/19/25

Executive Summary: Today we will take a look at the company Zomato as my onboarding assignment. By analyzing the restaurant orders I was able to identify which restaurants are the most popular and why. This will help Zomato in the future when prospecting for new restaurants to work with as well as which type of customers to avoid if they want to keep their orders high.

Methodology: The company provided more than a few datasets and I chose to use the restaurant data set as well as the orders data set. The other sheets were not relevant to my analysis focus. I cleaned the data, converting all dollar amounts to USD, removing any trailing spaces, splitting any two phrased cuisines into two different columns, also making sure any restaurants with an unavailable rating was input as a 0 to be consistent with the rest of the numeric data.
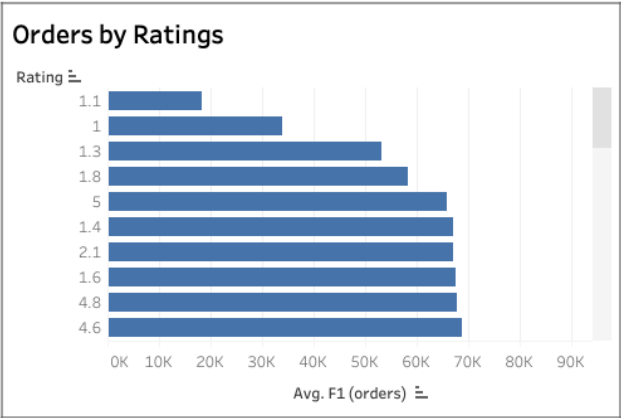
The null values in the 2nd cuisine column were left in the data set and when using tableau I used a filter in order to filter out these spaces. Once in tableau I began to pair multiple different data points to visualize any possible trends using bar charts, pie charts, packed bubbles, and tree maps. Not all visualizations proved to be relevant for the dashboard but all were useful in discovering patterns and trends within the data.

Results:

1. The most popular restaurants on the Zomato app are rated lower to mid range in average ratings. This indicates that higher end and fine dining restaurants are not as popular on the Zomato App.
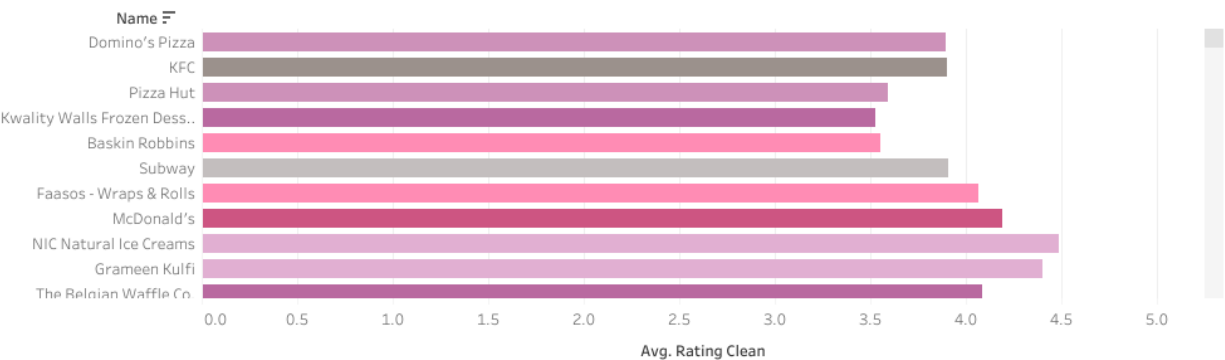
Restaurants with mid ratings tend to place more orders with Zomato.

This indicates that higher end restaurants are not as popular on Zomato as well as lower end resturants. Mid quality fast food seems to be most popular on the Zomato app.

Orders by Ratings

This bar chart above displays the number of orders received in the Zomato App by restaurants falling within each measure of average rating.

Restaurant Popularity

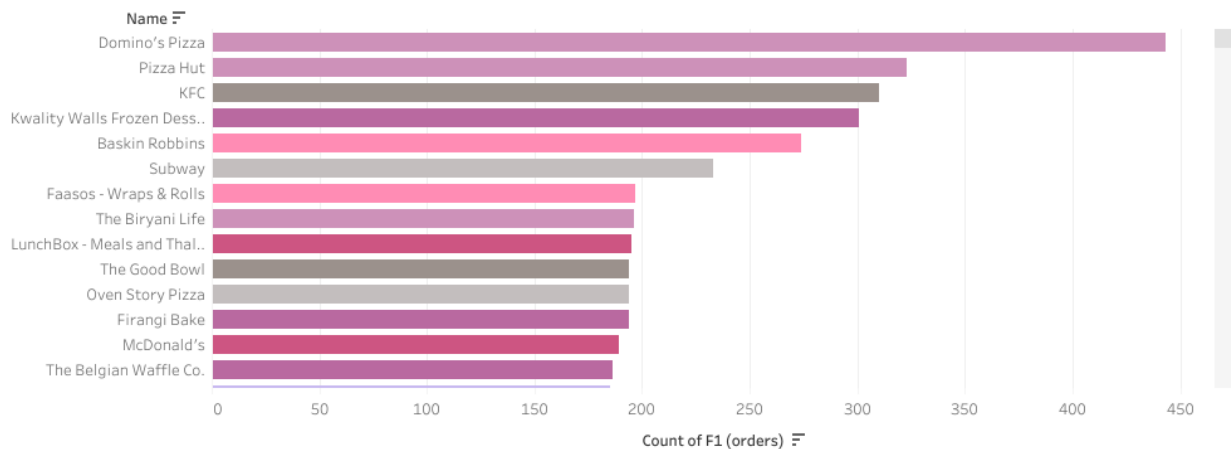2. Corporate restaurant chains that have a higher number of locations also place more orders with Zomato.

Count of Locations Per Restaurant

Pizza Hut	Kwality Walls Frozen Dessert and Ice Cream Shop	Faasos - Wraps & Rolls
	Baskin Robbins	
KFC		NIC Natural Ice Creams
	Subway	Grameen Kulfi

There is a direct correlation between the amount of locations and the number of order placed with Zomato per restaurant.
In the top left box you can see that the same resturants that have the most locations are the same as the restaurants that are most popular on the Zomato app displayed on the bottom.

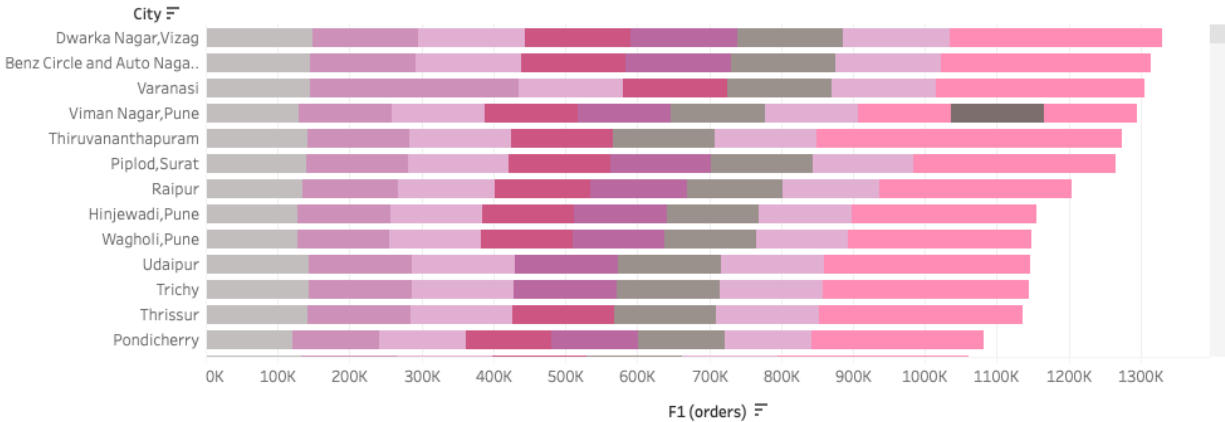Above are the top 10 restaurants ranked by number of operating locations.

Order by Restaurant

Name

Domino's Pizza
Pizza Hut
KFC
Kwality Walls Frozen Dess..
Baskin Robbins
Subway
Faasos - Wraps & Rolls
The Biryani Life
LunchBox - Meals and Thal..
The Good Bowl
Oven Story Pizza
Firangi Bake
McDonald's
The Belgian Waffle Co.

0   50   100   150   200   250   300   350   400   450

Count of F1 (orders)

On this dashboard I created a filter on the top left visual titled "Count of Locations Per Restaurant" to only display the top 10 restaurants by location Count. Feel free to display more or less restaurants through the link in the folder.

3. Restaurants in India's most popular cities such as Surat, Pune, and Mumbai, also placed the highest amount of orders with a few outliers.

Orders by City

City =

Dwarka Nagar,Vizag	
Benz Circle and Auto Naga..	
Varanasi	
Viman Nagar,Pune	
Thiruvananthapuram	
Piplod,Surat	
Raipur	
Hinjewadi,Pune	
Wagholi,Pune	
Udaipur	
Trichy	
Thrissur	
Pondicherry	

0K 100K 200K 300K 400K 500K 600K 700K 800K 900K 1000K 1100K 1200K 1300K
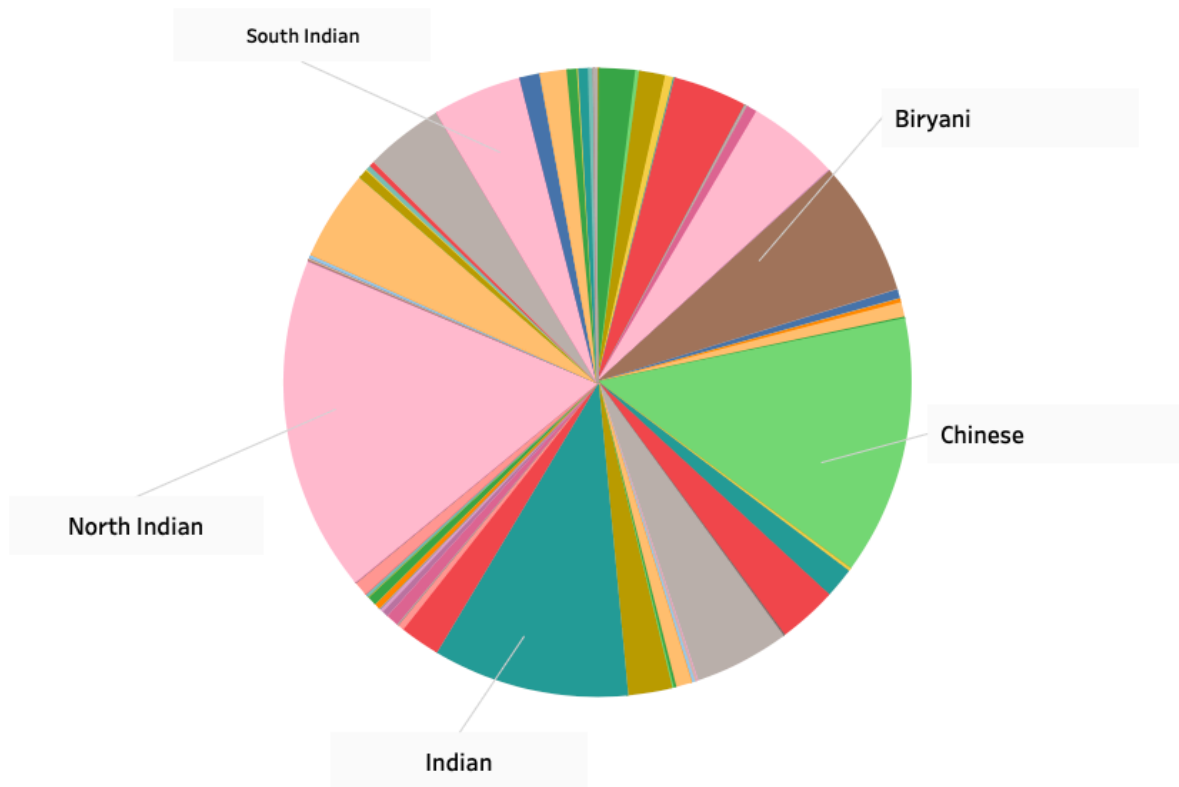
F1 (orders) =

Name
- Baskin Robbins
- Dominos Style Pizza
- Faasos - Wraps & Rolls
- Grameen Kulfi
- KFC
- Kwality Walls Frozen Dessert & Ice Cream Shop
- Kwality Walls Frozen Dessert and Ice Cream Shop
- McDonald's
- NIC Natural Ice Creams
- Pizza Hut
- Subway
- The Belgian Waffle & co

In the bar chart resting at the bottom of the dashbaord we see that the highest amount of orders comes from restaurants within major cities, with a few outliers. feel free to scroll down on the bar chart and you will see Surat, Pune, Mumbai to name a few are frequently reoccurring on the list.

Each bar is coloded so we can see how our most popular restaurants orders make up each territories total orders. The key is on the bottom left.

4. The most popular cuisines on the Zomato app were North Indian, Chinese, Indian, Biryani, South Indian.

Most Popular Cuisine

Recommendations: Based on the trends that were discovered during the analysis I recommend that Zomato look to do business with corporate restaurant chains that serve fast food in the low to mid quality range. Stay away from fine dining or mom and pop shops. Zomato should also focus on serving corporate restaurant chains that have locations within major cities and sell Indian, Chinese, North Indian, South Indian,and Biryani cuisines. The data shows that by aiming to reach these suggested criteria for clients, the Zomato App should perform well.