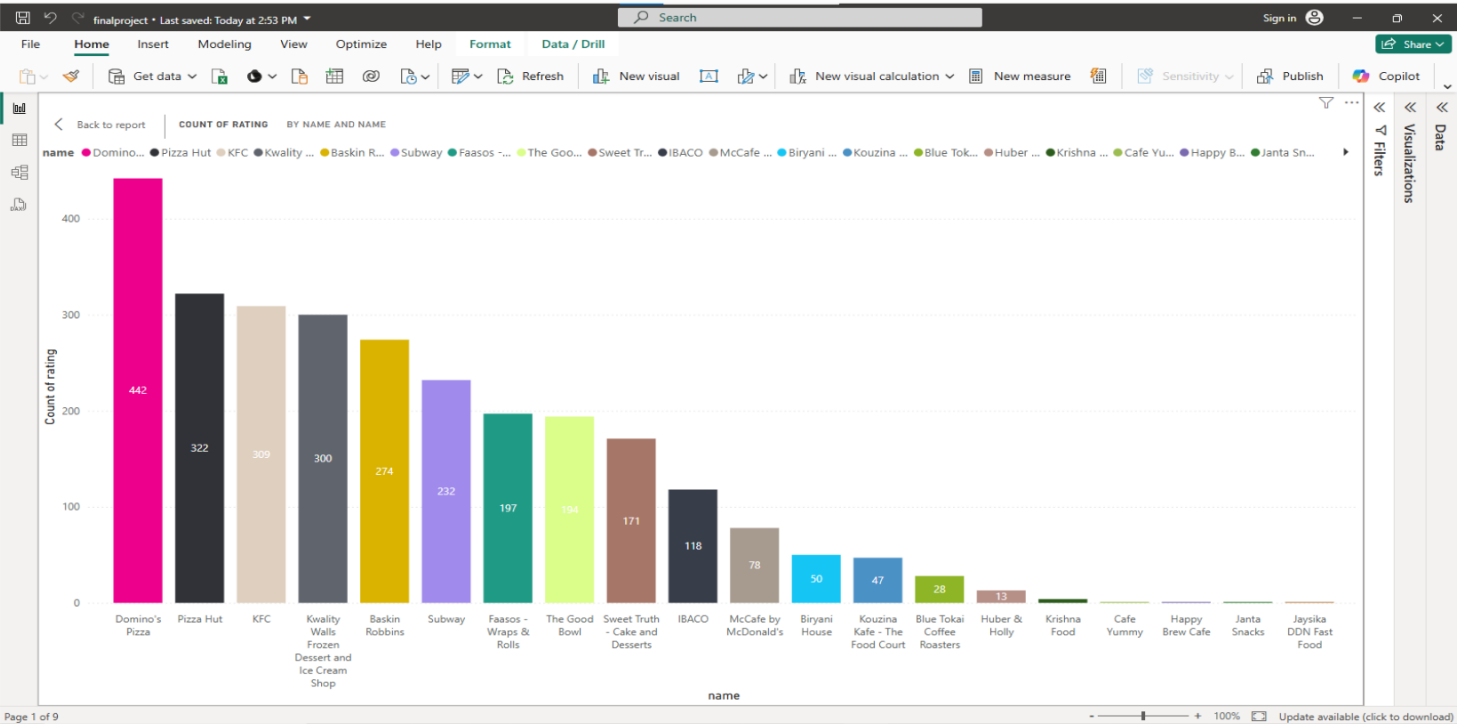


Business performance analysis.

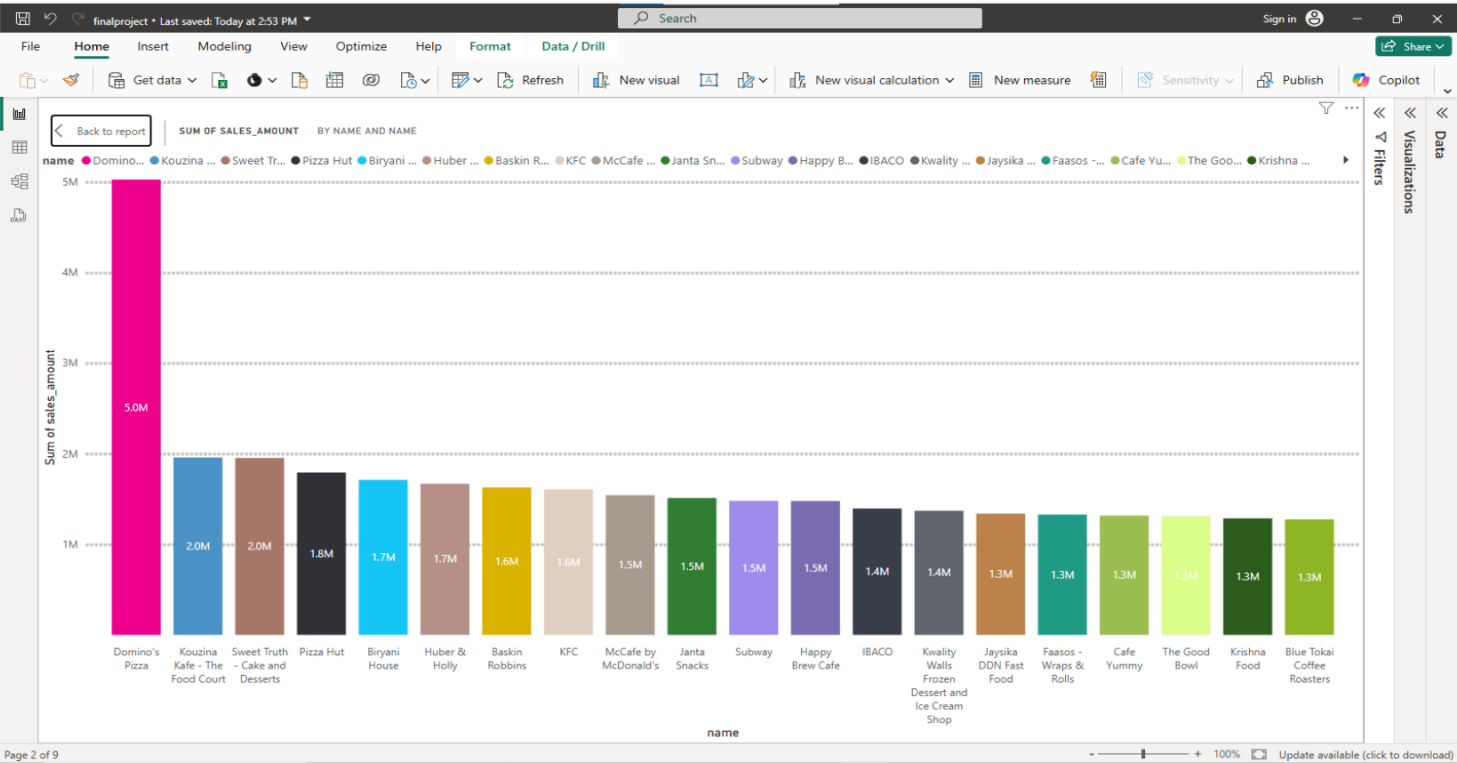
For my analysis I will be focusing on restaurant performance and metrics.

What restaurants are popular?



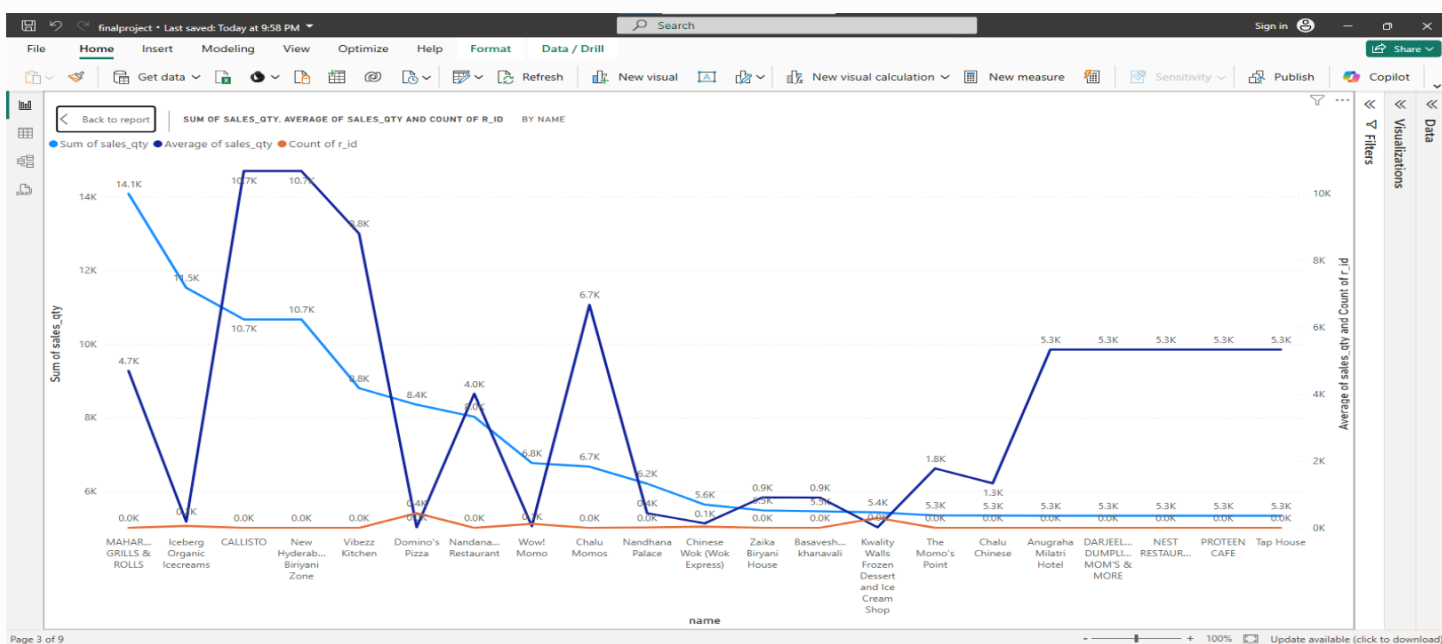
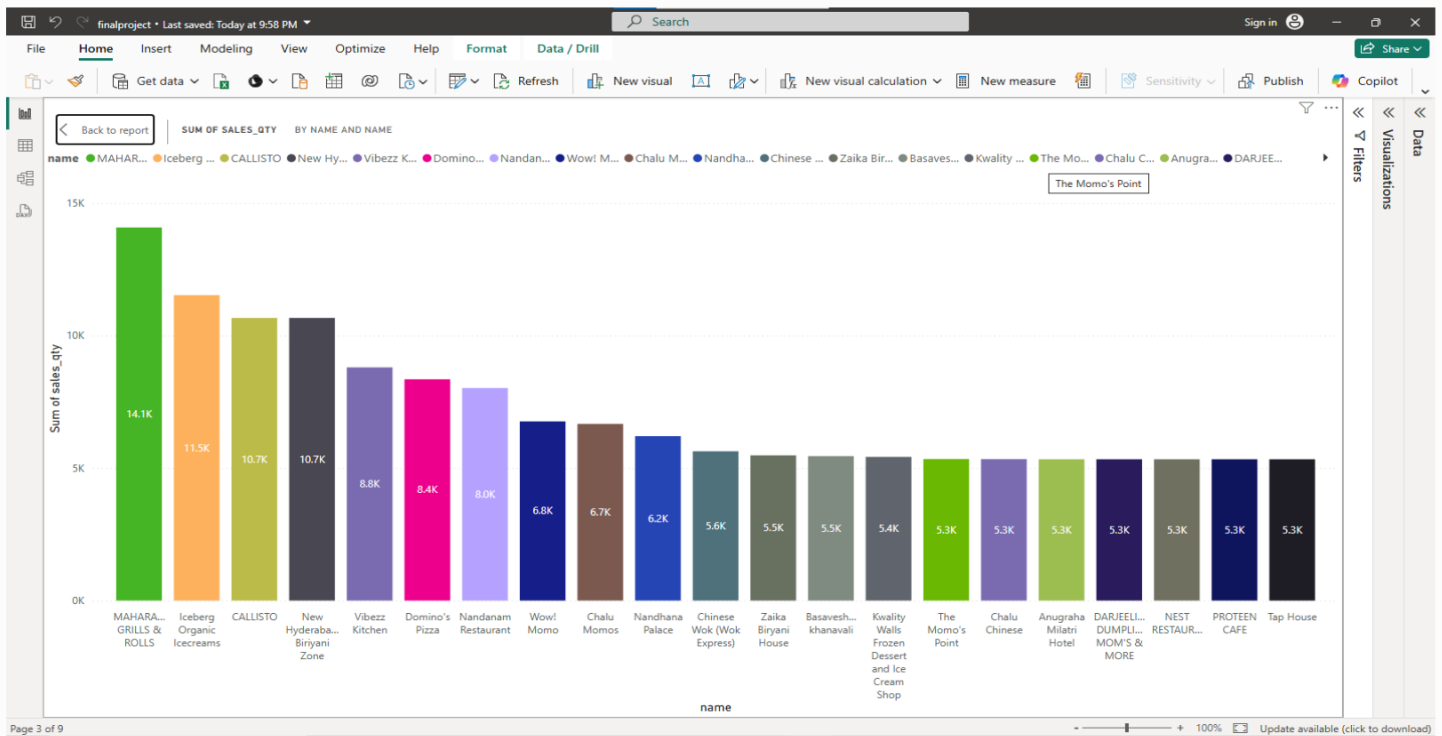
According to the visualization I have concluded that Domino's Pizza is the most popular restaurant with 442 ratings. Next is Pizza Hut with 322 ratings and in third is KFC with 309 ratings. Also based on the data I can see a certain trend and pattern that points at Pizza is the most favorite category amongst restaurant orders followed by ice cream, then sandwiches, wraps, and rolls. Perhaps other restaurants might be able to climb up this chart if they included Pizza, chicken, and maybe frozen desserts on their menu.

What restaurants generate the highest revenue?



Domino's Pizza leads the list again with the highest revenue at about 5 million more than double the following restaurant - Kouzina Kafe and Sweet Truth both with 2 million in revenue. My findings concluded that the popularity and amount of franchises definitely played a major hand in the massive success of Domino's. If other restaurants follow suit and increase the amount of locations they might be able to achieve similar success.

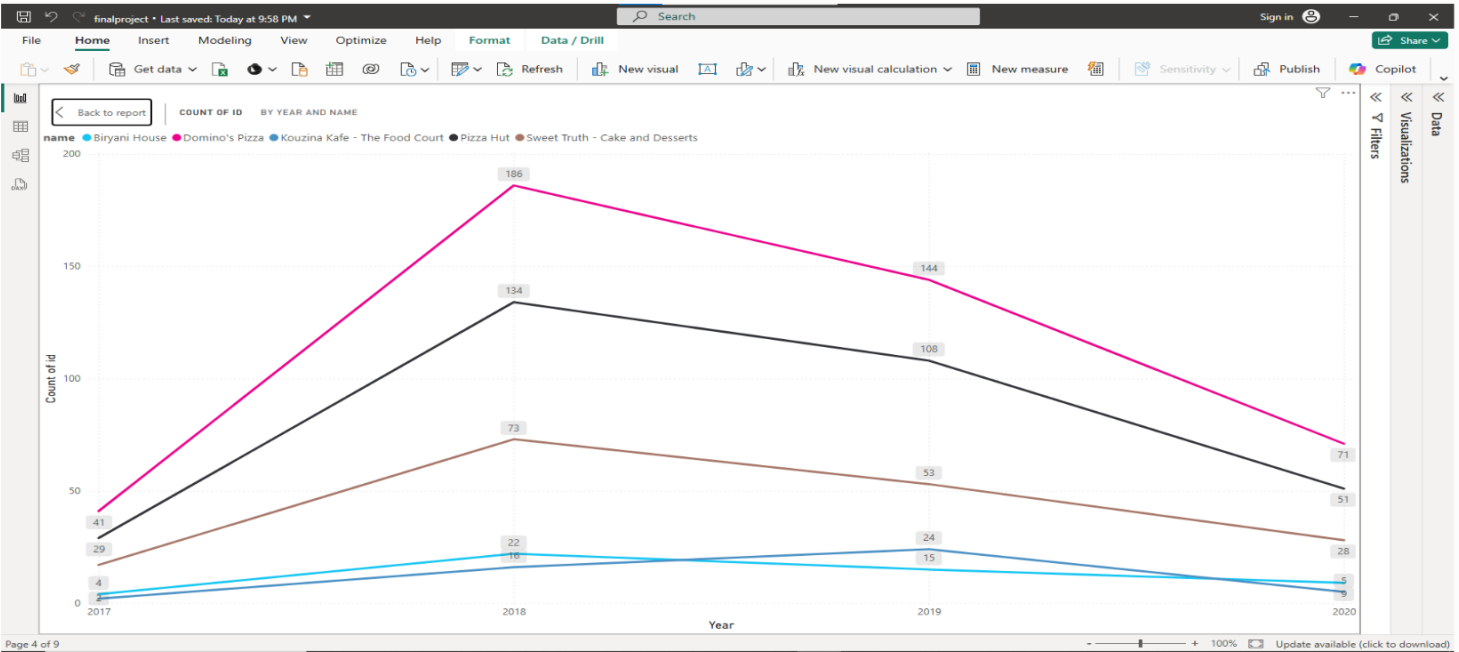
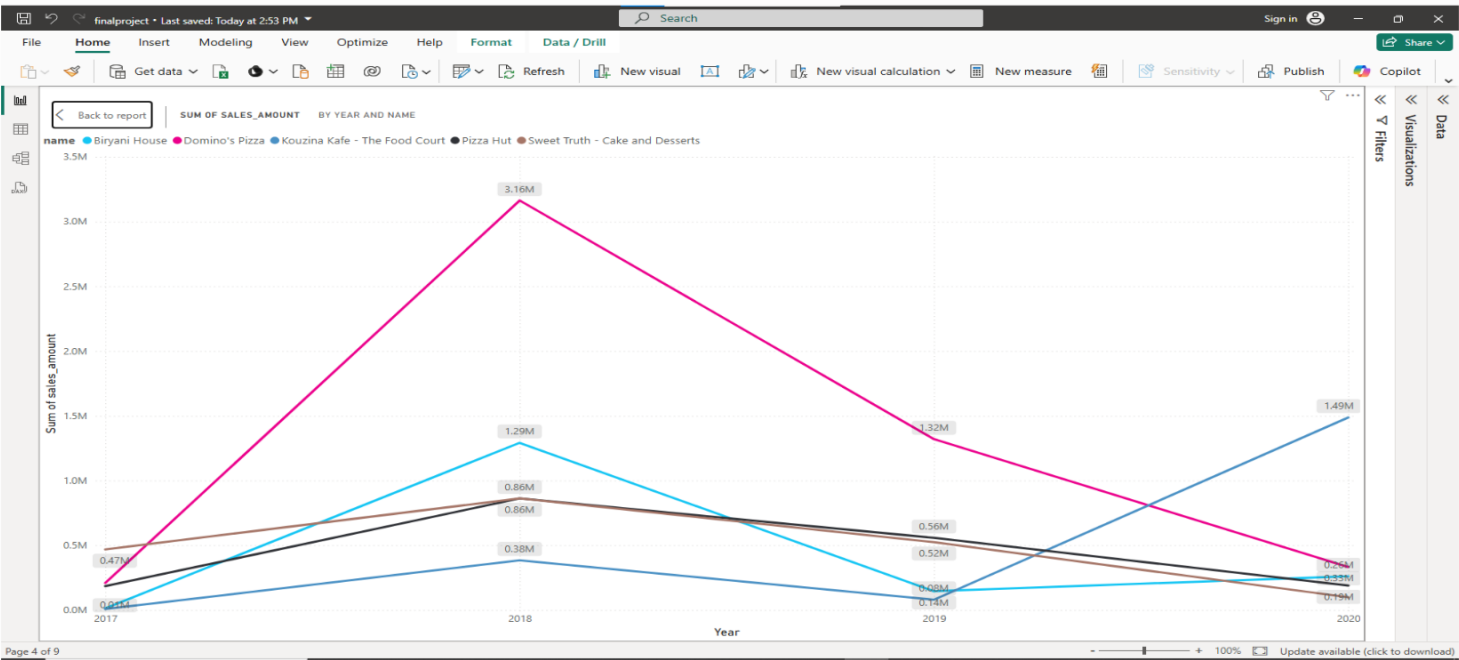
What restaurants have the highest sum of sales quantity?



The column chart at the top shows a very noticeable difference from the previous charts. Here it shows that Maharaja Grills & Rolls has the highest amount of food items sold standing at 14,080 total sales followed by Iceberg Organic Icecreams at 11,526 total sales and lastly Callisto which is at 10,667 total sales. The high sales quantity can only suggest that most of these restaurants are most likely wholesalers. We do have Dominos at # 6 due to the large

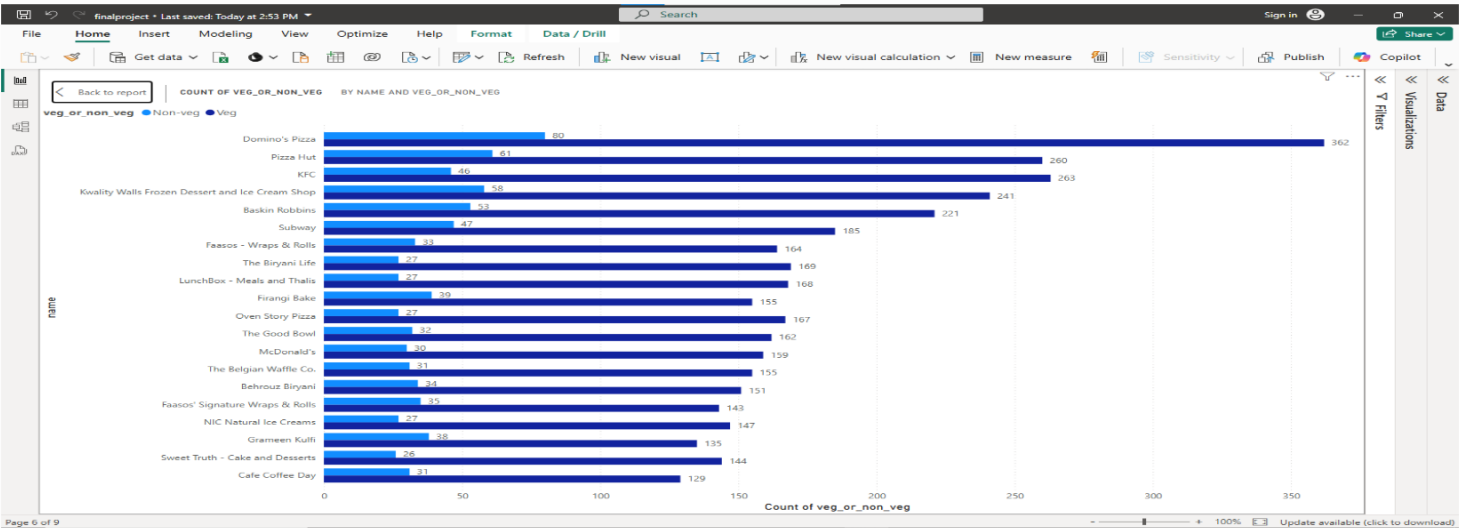
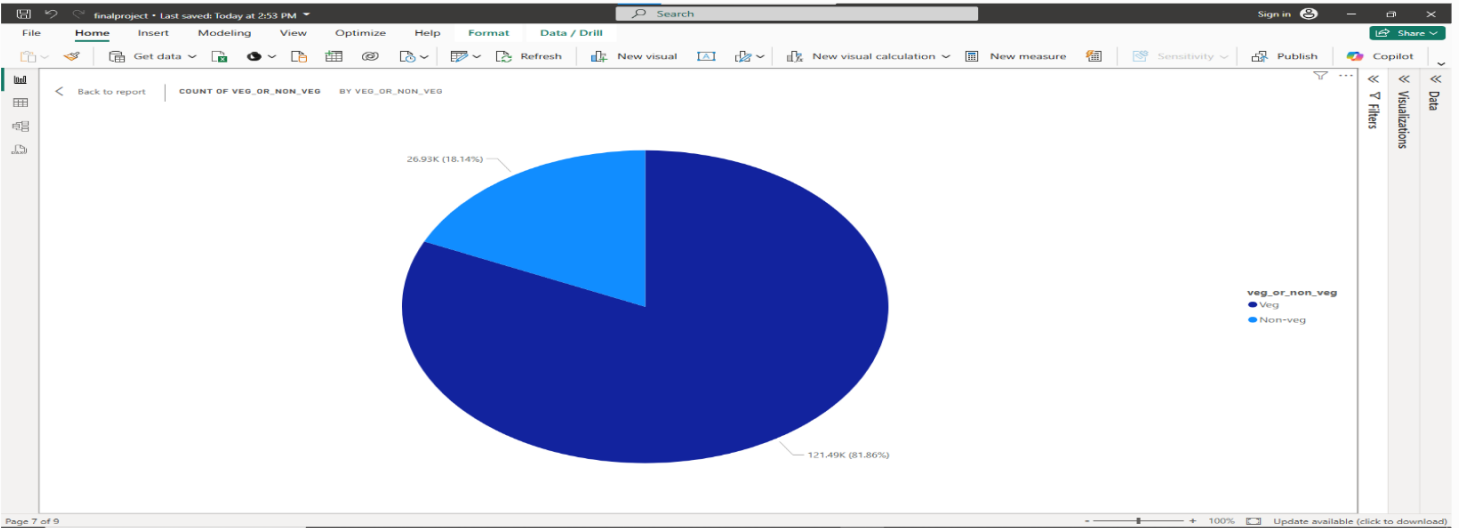
number of stores and it's popularity which is why I included the line chart to break down the restaurant id count and average sales quantity. Dominos have a much lower sales quantity average at 18.85 while Maharaja Grills & Rolls has an average of 4,693 sales quantity. Iceberg Organic Icecreams has a much lower average sales quantity at 188 but the restaurant id count at 61 pushes it to the number 2 spot.

What are the highest grossing restaurants by year



Moving on now to the sum of sales by year line chart which shows that during 2017 Sweet Truth Cakes and Desserts, Dominos Pizza, and Pizza Hut generating profits of 468,191, 209,285, and 184,325 respectively. 2018 however sees a boom in sales for Dominos Pizza which skyrockets to 3,163,828 in profits. The count of restaurant id chart explains the opening of more restaurants in 2018 which shows Dominos opening up the most locations and it shows how well it pays off. Others restaurants should follow suit and open a higher number of restaurants to produce similar rewarding results.

Which is more popular? Vegetarian or non-vegetarian?



Vegetarian options are the most popular by a landslide! 81.86% choose Vegetarian compared to non-vegetarian at 18.14% on the pie chart. The bar chart breaks down restaurant chains and their vegetarian options. Dominos Pizza is at # 1 with the amount of vegetarian options available and also with the highest ratio of veg/non-veg options further explaining the root of their success. Other restaurants should definitely follow this trend to increase profits.

In conclusion Dominos is the most successful restaurant on the Zomato platform. The higher number of stores, popular vegetarian options are some of the keys to their success. It is highly recommended for all restaurants to follow these same commitments to achieve promising results.