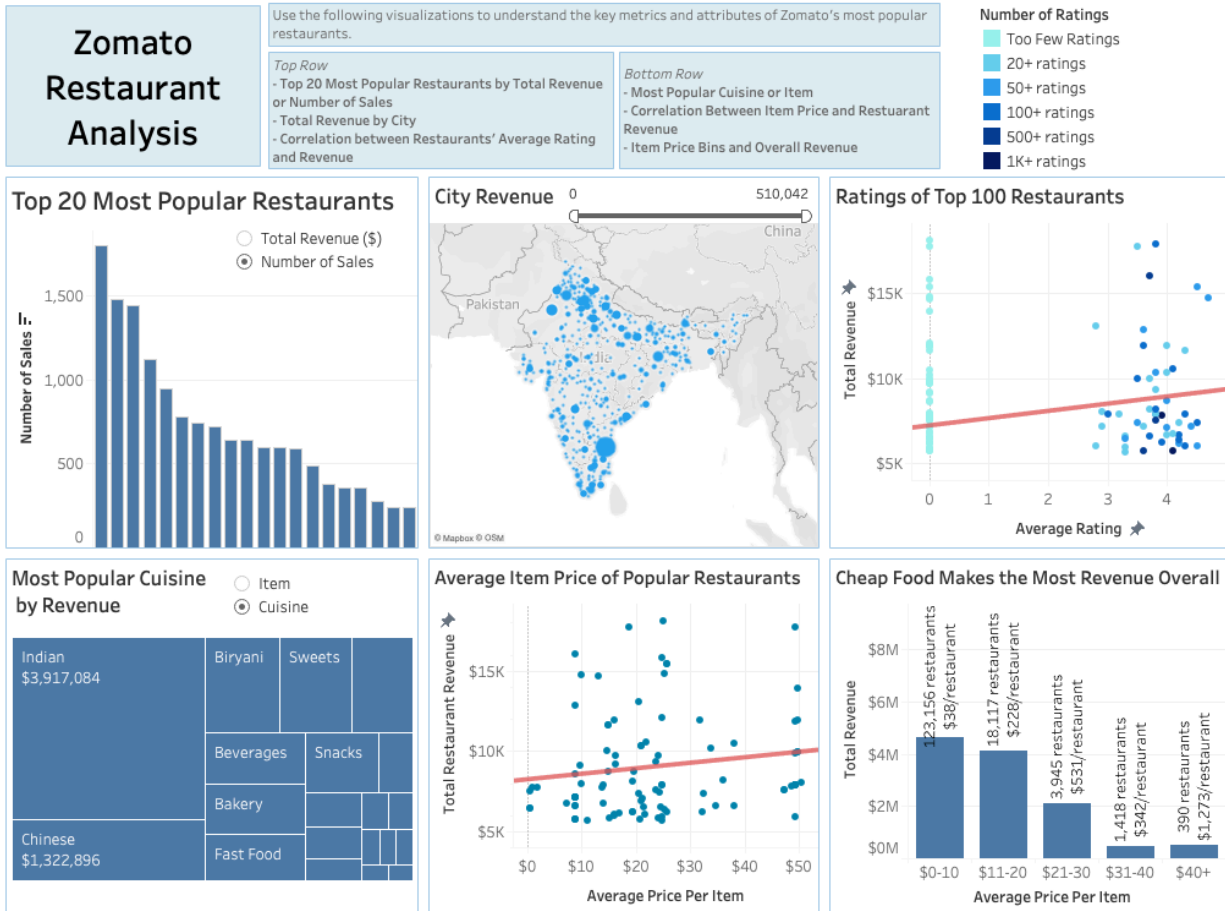# Zomato Restaurant Analysis Report
Saige Ruleau

- I analyzed Zomato's restaurants to find what makes a restaurant popular/successful.
- Total revenue ($) and number of sales were the key metrics that defined if a restaurant, food item, or cuisine was deemed popular/successful.
- Results from the analysis, such as key findings and characteristics of popular restaurants, can inform future restaurant decisions for Zomato.
- **Link to dashboard**
  - https://public.tableau.com/views/FinalProjectZomatoSaigeRuleau/ZomatoDashboard?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link
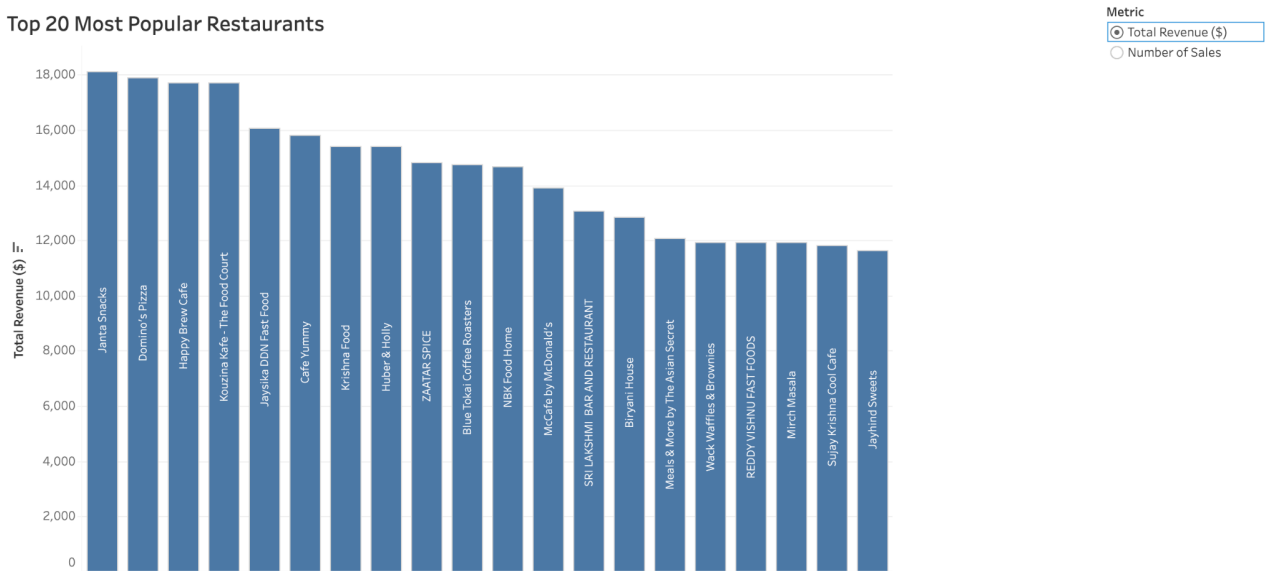
Overview of the Dashboard

- The dashboard includes a variety of visualizations that show key findings from the analysis. The dashboard is interactive, and allows users to manipulate the data in multiple ways using filters and parameters.
    - For example:
        - Users can change the parameter (total revenue ($) or number of sales) that defines if a restaurant is popular. (Visualization: Top 20 Most Popular Restaurants)
        - Users can filter cities based upon what range of total revenue they want to see using the slide bar. Users can search for specific cities using the search bar. (Visualization: City Revenue)
        - Users can switch between most popular items or cuisines by using the parameter. (Visualization: Most Popular Item by Revenue)
- I will go through each visualization next and give data driven recommendations that Zomato can use to inform future decisions about what types of restaurants or characteristics of restaurants they should focus on that will bring in the most revenue.
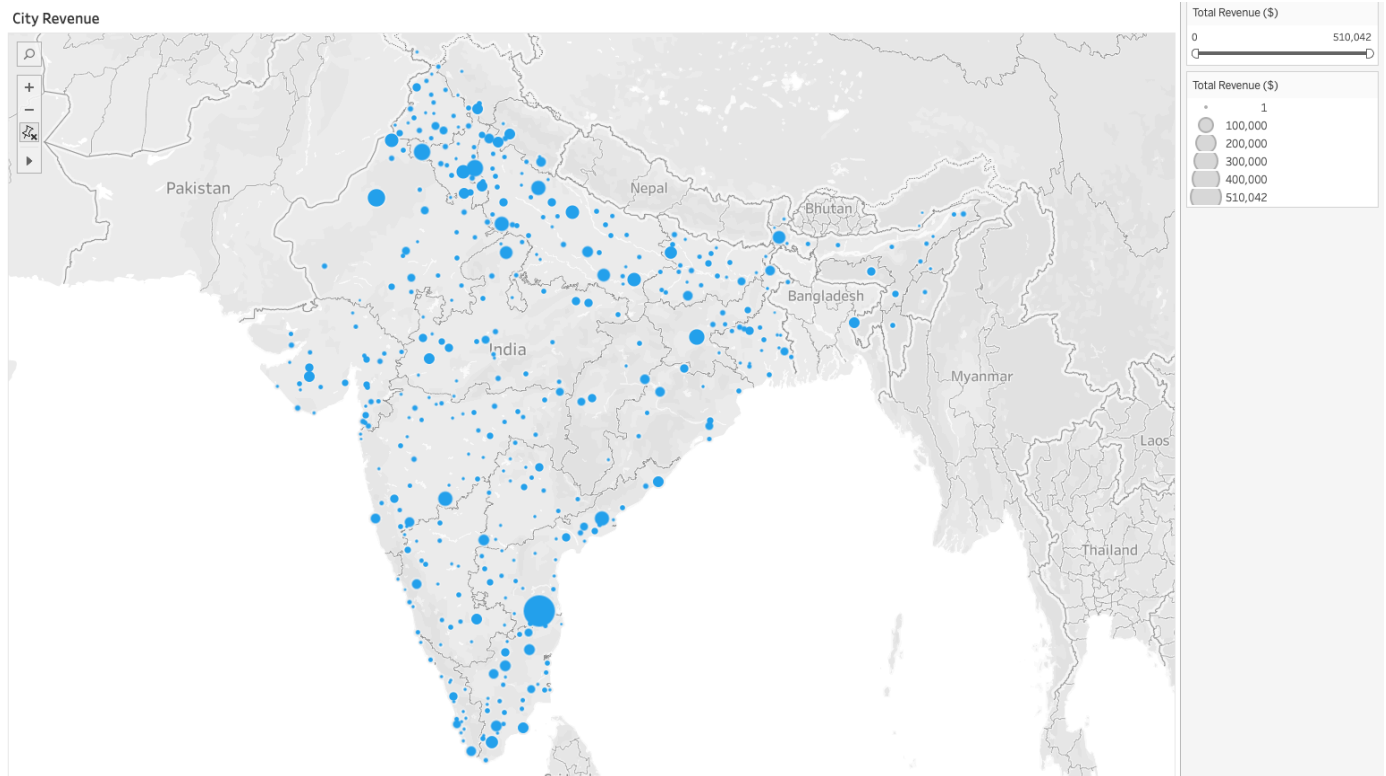
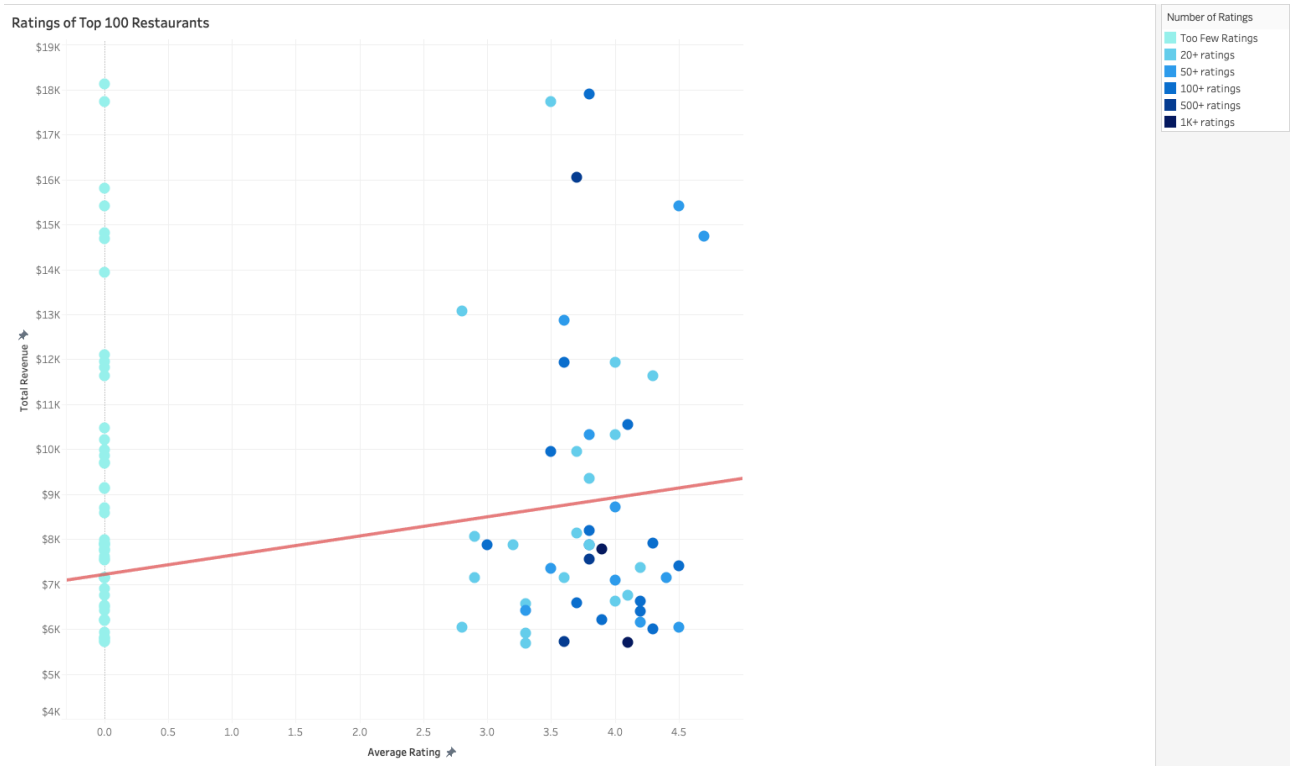# Top 20 Most Popular Restaurants

Top 20 Most Popular Restaurants

- ○ Shown here are the top 20 most popular restaurants. Using the parameter on the right, we can see the top 20 restaurants by total revenue in dollars, or by the number of sales.
- ○ By floating above each restaurant, users can see additional information about the top restaurants such as the cuisine and city.

City Revenue

- ○ Shown here is the total revenue of each city.
- ○ Users can use the slide bar to filter out certain cities by revenue.
  - ■ For example, a user can look at cities that have revenue of less than $100,000.
- ○ Users can also search for certain cities using the search bar.
- ○ Recommendation:
  - ■ 5 cities have a total revenue above $100,000: Tirupati, Bikaner, Sirsa, Sonipat, and Ranchi. Opening new restaurants in these 5 cities likely will generate more revenue rather than focusing on other cities that have not generated as much revenue.
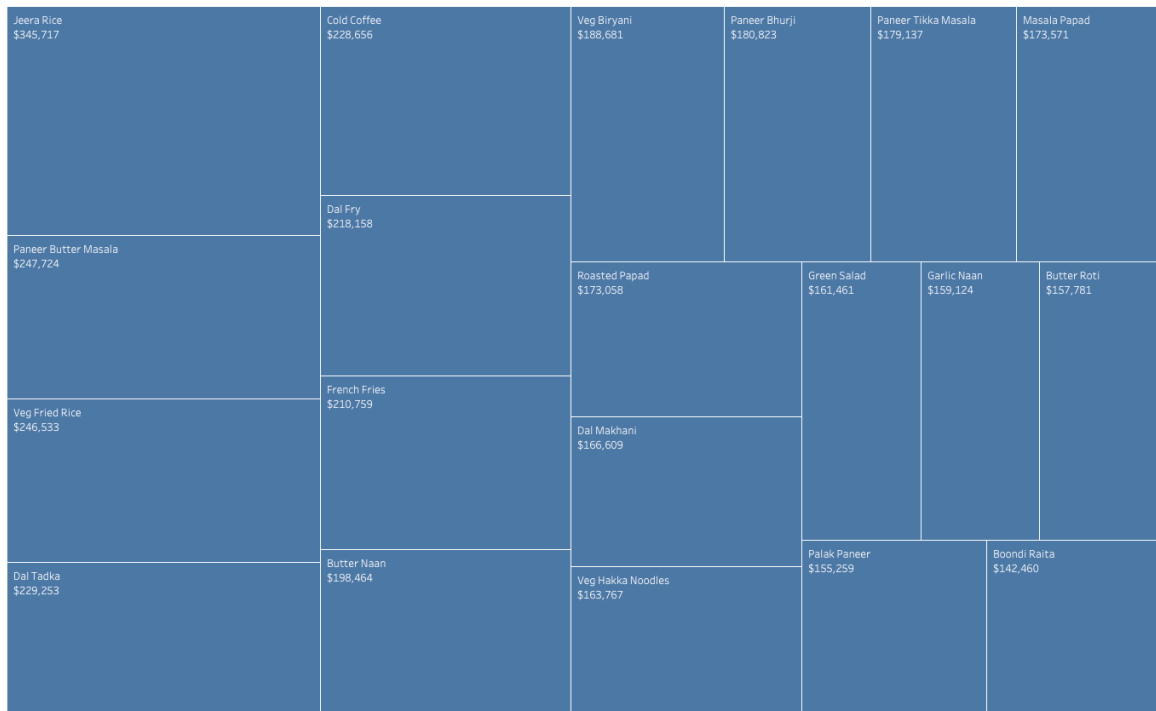
Ratings of Top 100 Restaurants

Ratings of Top 100 Restaurants

- ○ The scatterplot shows the correlation between the top 100 restaurants' average rating and the total revenue the restaurant has generated. The colors indicated how many ratings each restaurant has received.
- ○ The data shows that there is not a strong correlation between having a high average rating and a high total revenue. There are many restaurants with no rating/NULL (depicted at 0 on the x-axis) that have generated a high revenue. Additionally, There is not a strong correlation between receiving a high number of ratings and a high total revenue.
- ○ Recommendation:
    - ■ Although having a high rating certainly does not hurt restaurant business, the data shows it is not an important characteristic for restaurant success. Thus, Zomato should not invest a lot of money or time on increasing restaurants' average rating.

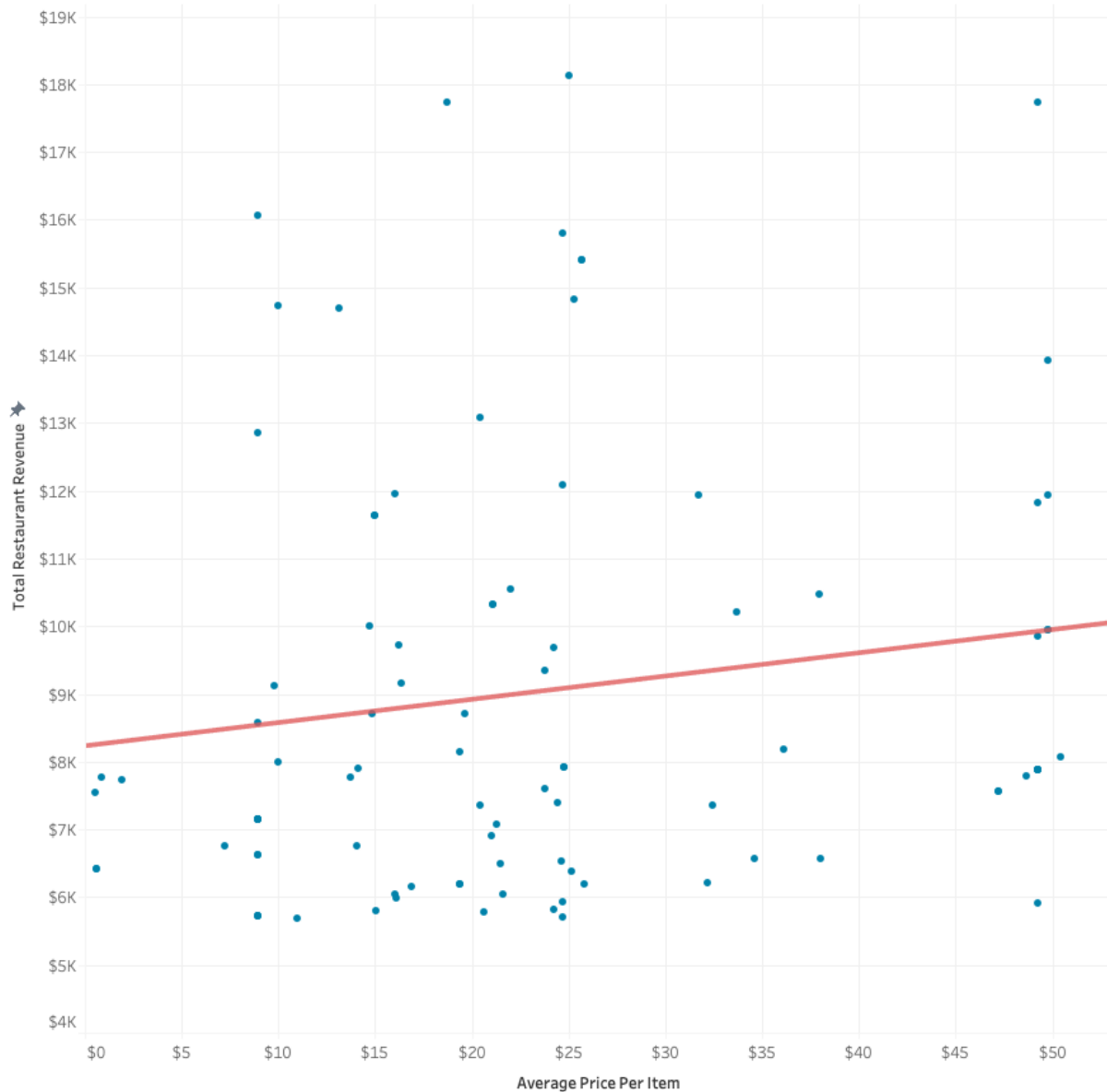# Most Popular Item/Cuisine by Revenue

Most Popular Item
by Revenue

						Item or Cuisine
						◉ Item
						○ Cuisine

Jeera Rice
$345,717

Cold Coffee
$228,656

Veg Biryani
$188,681

Paneer Bhurji
$180,823

Paneer Tikka Masala
$179,137

Masala Papad
$173,571

Dal Fry
$218,158

Paneer Butter Masala
$247,724

Roasted Papad
$173,058

Green Salad
$161,461

Garlic Naan
$159,124

Butter Roti
$157,781

French Fries
$210,759

Veg Fried Rice
$246,533

Dal Makhani
$166,609

Palak Paneer
$155,259

Boondi Raita
$142,460

Dal Tadka
$229,253

Butter Naan
$198,464

Veg Hakka Noodles
$163,767

- ○ The visualization depicts the top 20 most popular items and cuisines and their respective total revenues.
- ○ Recommendation:
  - ■ When acquiring new restaurants, Zomato should choose restaurants that have at least 1 of the top 20 food items, and are defined as 1 of the top 20 cuisines. Additionally, Zomato should inform current restaurants of the top 20 food items and recommend incorporating some of the food items into their menu.
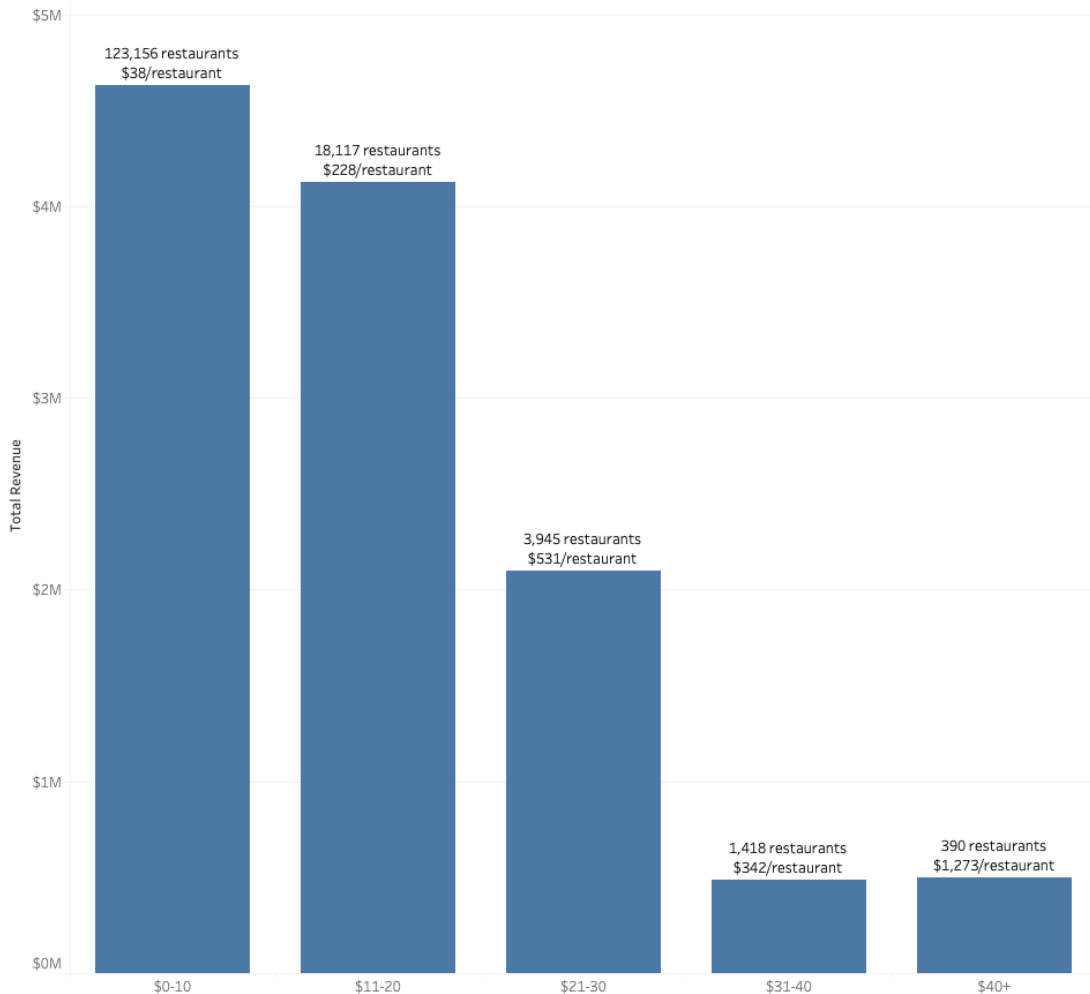
Popular Restaurants' Average Item Price

Average Item Price of Popular Restaurants

- ○ The scatterplot depicts the correlation between the top 100 popular restaurants' average item price and the total restaurant revenue.
- ○ The data shows that restaurants can find success/generate high revenue at almost any price range between $1-$50.
- ○ Recommendation:
  - ■ Zomato should not acquire restaurants that have an average price per item above $51 since there are 0 restaurants in the top 100 that have an average price per item above $50.

Cheap Food Makes the Most Revenue Overall

Cheap Food Makes the Most Revenue Overall

- ○ This visualization shows the average price per item in bins to the total revenue across all restaurants. The data shows that across all restaurants, cheap food ($0-10 per item) makes the most revenue, while more expensive food ($30+ per item) makes the least amount of revenue. If the data is analyzed to find the revenue per restaurant (depicted above each bar), we can see that more expensive restaurants ($21+ per item) add the most revenue per restaurant, while cheap restaurants ($0-10 per item) add the least revenue per restaurant.
- ○ Recommendation:
  - ■ Zomato should focus on acquiring restaurants that have an average price per item of $21-30, because this price bin category adds $531 in revenue per restaurant (2nd highest revenue per restaurant) and has generated more than $2M in total revenue.

Recommendations Review

○ Open new restaurants in these cities: Tirupati, Bikaner, Sirsa, Sonipat, and Ranchi.
○ Do not invest money, time, energy in increasing ratings for restaurants.
○ Acquire restaurants that have 1 of the top 20 food items, and are defined as one of the top 20 cuisines. Inform current restaurants of the top 20 food items and recommend incorporating some of the food items into their menu.
○ Do not acquire restaurants that have an average price per item above $51.
○ Acquire restaurants that have an average price per item of $21-30.

Assumptions

○ Success of a restaurant, cuisine, or food item was defined by having a high total revenue or high number of sales.
○ Data was compiled from 10/4/2017 to 6/26/2020.
○ Null values were excluded from visualizations that needed those values to complete the analysis.
○ When analyzing the cuisines of restaurants, some cuisines were grouped in order to combine similar cuisines. For example, 'Indian' cuisine includes 'Indian, North Indian, South Indian'.