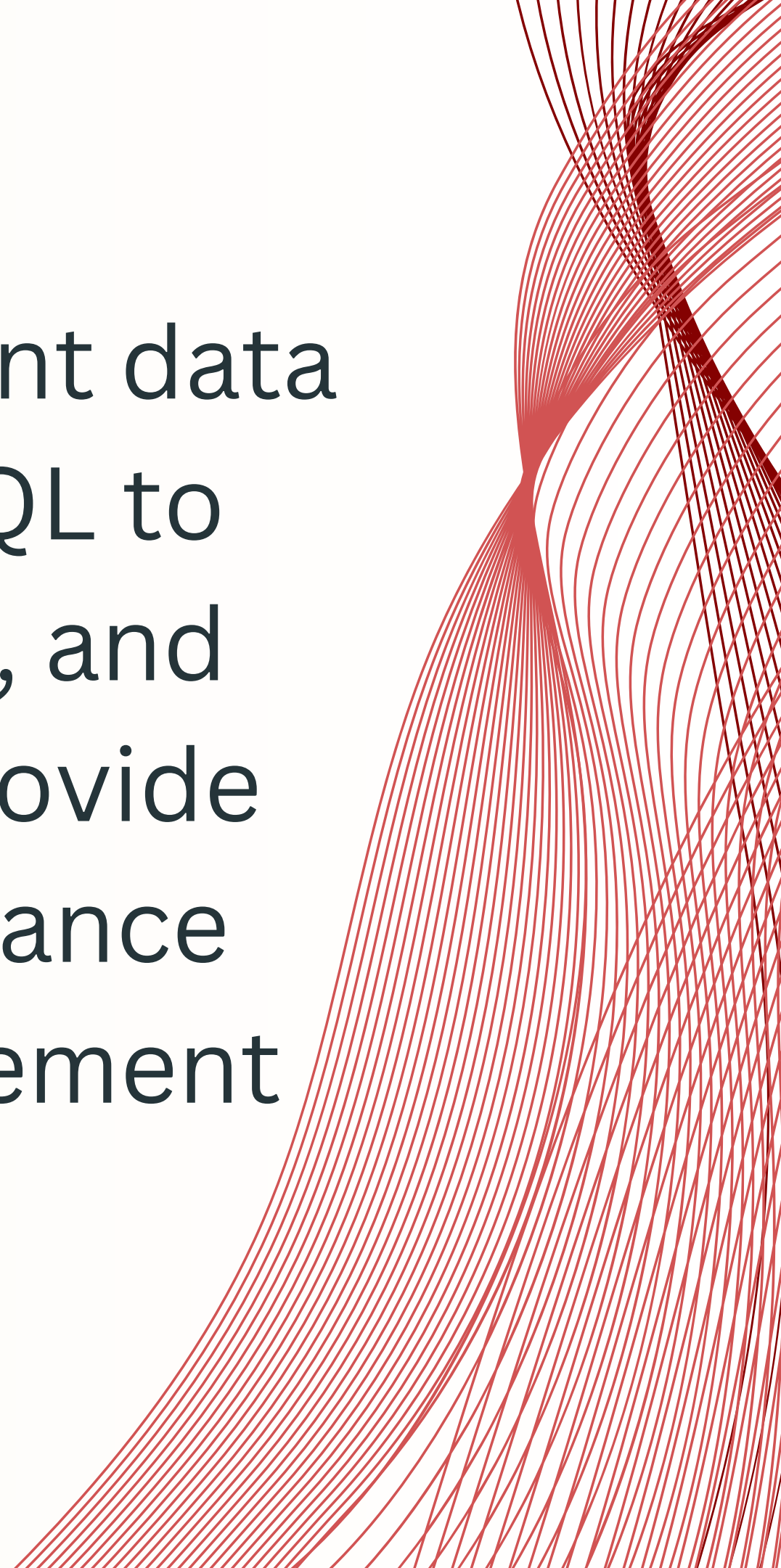


ZOMATO ANALYSIS

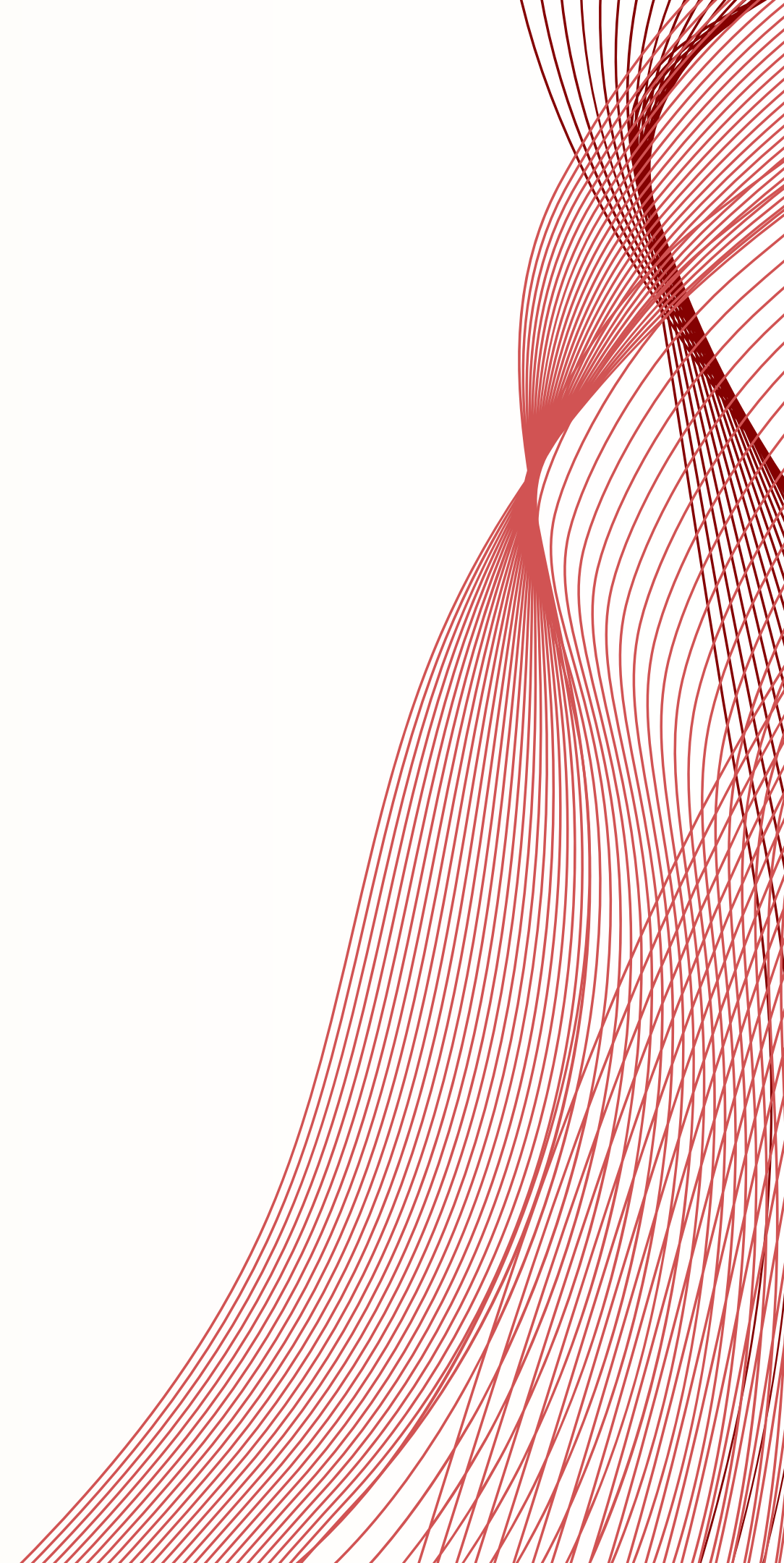


PROJECT OVERVIEW

This analysis examines Zomato restaurant data using Power BI, Excel, Tableau, and SQL to uncover key trends, business insights, and performance metrics. The goal is to provide data-driven recommendations to enhance decision-making for restaurant management and market expansion.



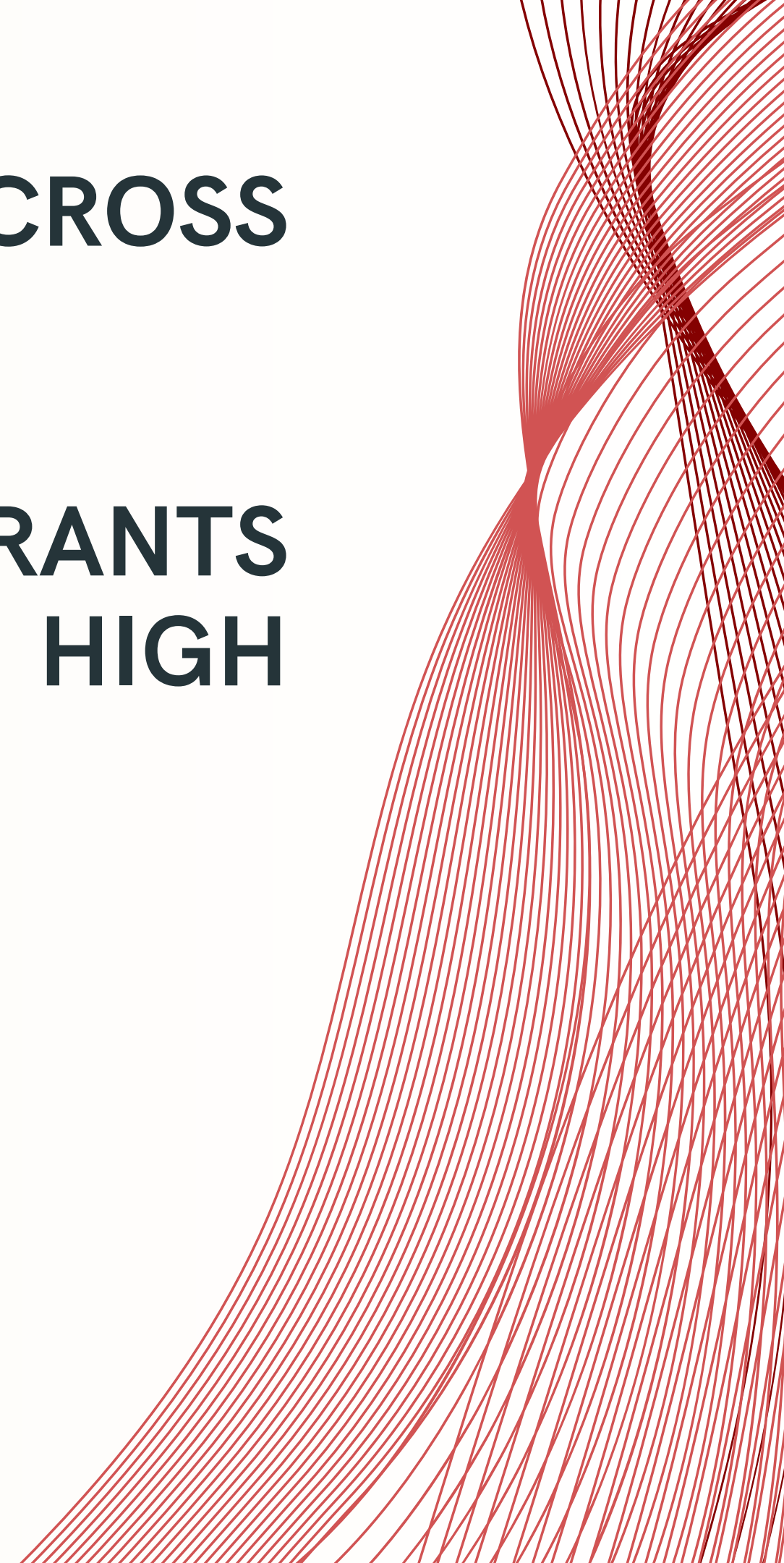
KEY PERFORMANCE INDICATORS (KPIs) & INSIGHTS



1. RESTAURANT DISTRIBUTION ACROSS CITIES & COUNTRIES

- **THE DATASET INCLUDES RESTAURANTS FROM MULTIPLE COUNTRIES, WITH A HIGH CONCENTRATION IN TOP CITIES.**

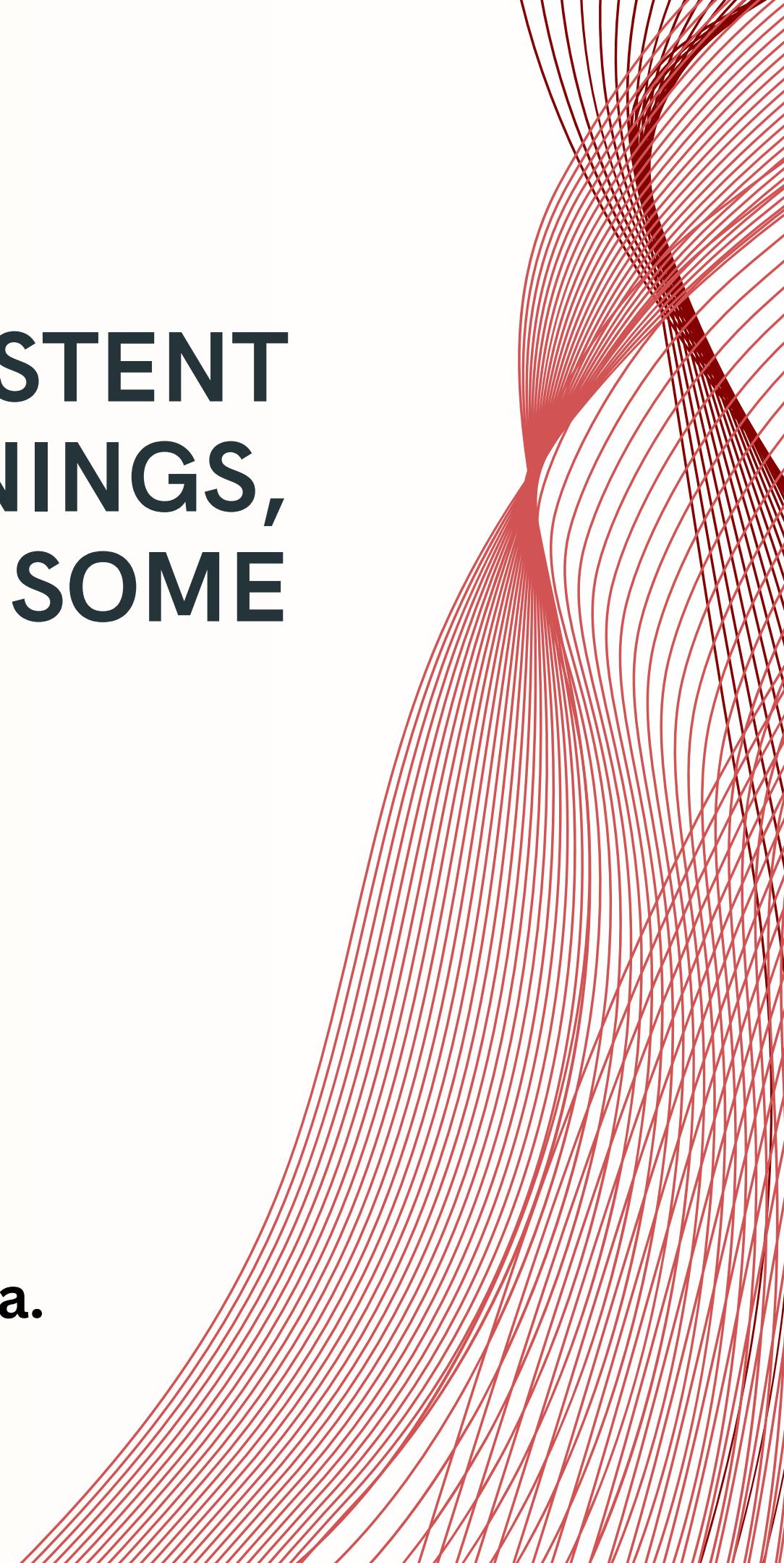
- **Key takeaway: Identifying high-demand areas for expansion.**



2. RESTAURANT OPENINGS OVER TIME

- **TREND ANALYSIS REVEALS A CONSISTENT INCREASE IN NEW RESTAURANT OPENINGS, WITH SEASONAL VARIATIONS IN SOME LOCATIONS.**

- **Key takeaway: Predicting future growth trends based on past data.**



3. AVERAGE RATINGS ANALYSIS

- **MAJORITY OF RESTAURANTS HAVE RATINGS BETWEEN 3.5 AND 4.5, INDICATING OVERALL CUSTOMER SATISFACTION.**

- **Key takeaway: Addressing low-rated restaurants can improve brand reputation.**

4. PRICING & CATEGORY DISTRIBUTION

- **RESTAURANTS CATEGORIZED INTO LOW, MEDIUM, HIGH, AND PREMIUM PRICE SEGMENTS.**

- **Key takeaway: Most restaurants are mid-range (₹500-₹1000), showing pricing trends.**

5. TABLE BOOKING & ONLINE DELIVERY TRENDS

- **ONLINE DELIVERY IS HIGHLY ADOPTED, WHEREAS TABLE BOOKING SERVICES ARE LESS COMMON.**

- **Key takeaway: Expanding table booking services may attract premium customers.**


6. CUISINE POPULARITY & CUSTOMER PREFERENCES

- **THE MOST POPULAR CUISINES INCLUDE NORTH INDIAN, CHINESE, ITALIAN, AND FAST FOOD.**

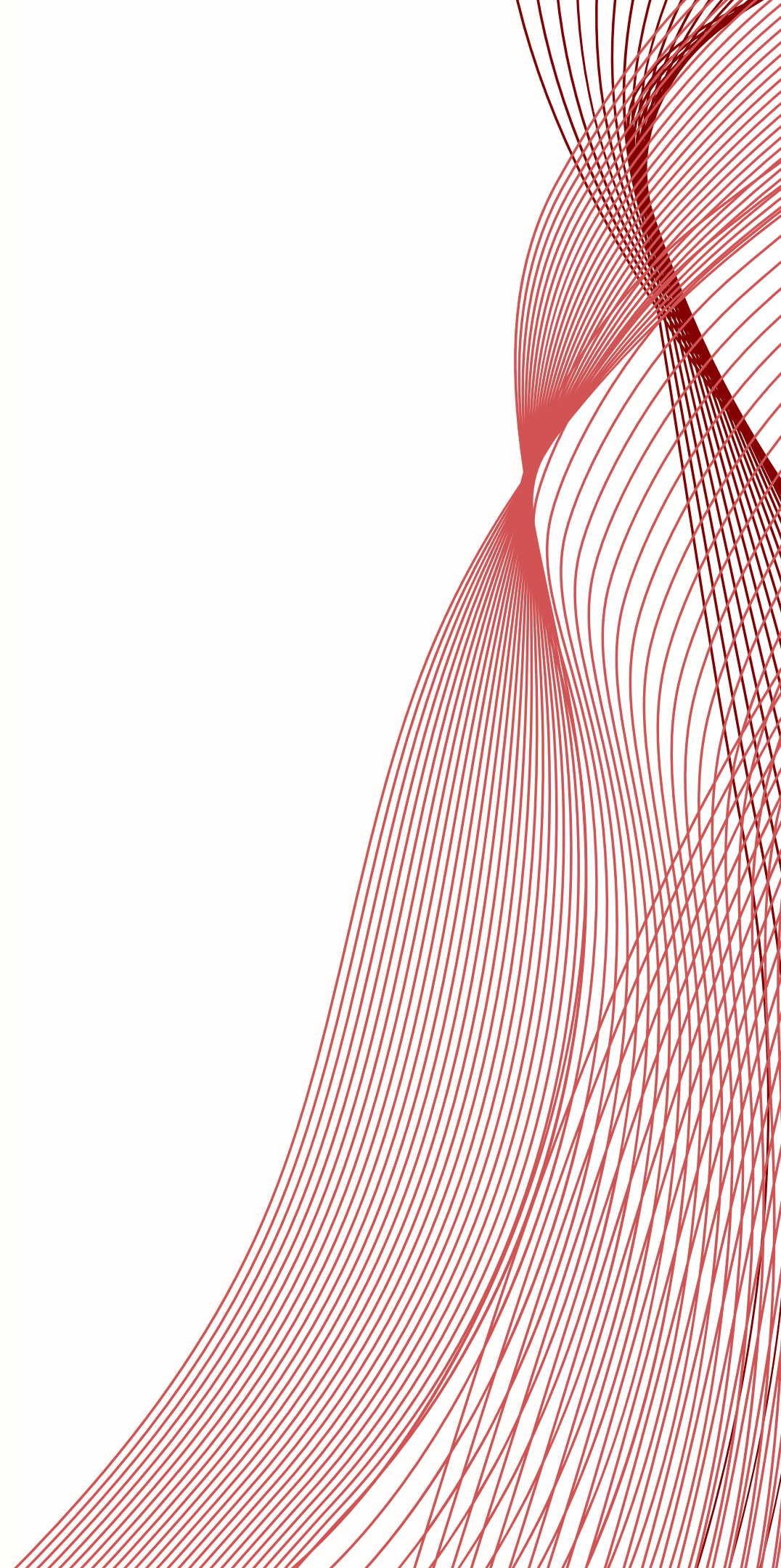
- **Key takeaway: Targeted marketing based on regional cuisine demand can increase customer engagement.**

BUSINESS RECOMMENDATIONS



- 
- ✓ Expand Online Delivery Services – Further investment in delivery partnerships can drive revenue.
 - ✓ Improve Low-Rated Restaurants – Focus on customer feedback analysis to improve ratings.
 - ✓ Increase Table Booking Availability – Many restaurants lack table booking options; enabling this feature could enhance the dine-in experience.
 - ✓ Optimize Pricing Strategy – Introducing premium pricing options may attract high-end customers.
 - ✓ Cuisine-Specific Marketing – Targeted promotions based on regional cuisine popularity can help attract more customers.

Next step:

- Implement customer sentiment analysis using AI for deeper insights
 - Perform a competitive analysis using benchmarking techniques
 - Enhance predictive modeling to forecast restaurant trends
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Conclusion

This Zomato analysis provides data-driven insights into restaurant performance, customer preferences, and market opportunities. Using SQL, Excel, Power BI, and Tableau, we have created a comprehensive dashboard to support business decision-making.

