

A stylized illustration of a restaurant interior. In the background, there is a bar with several bottles on shelves and a chef's hat hanging above. In the foreground, there are five high-top stools. The scene is decorated with hanging plants and warm, circular light fixtures. The overall color palette is soft, featuring muted greens, browns, and warm oranges.

Welcome

25%

Restaurant Growth & Customer Behavior Dashboard

Presented by Sneha Jha



Restaurant Growth & Customer Behavior Dashboard

A comprehensive analytics solution examining 7,000+ restaurants worldwide, delivering actionable insights for hospitality leaders, investors, and delivery platforms.



Project Overview: Transforming Restaurant Data into Strategic Insights

The Challenge

The global restaurant industry generates massive amounts of data, yet many stakeholders struggle to extract meaningful insights that drive growth and profitability.

Our Solution

A full-scale analytics project leveraging Excel, SQL, and Power BI to transform raw restaurant data into visual, interactive intelligence that empowers strategic decision-making.

Rich Dataset: The Foundation of Powerful Analysis



Geographic Intelligence

Restaurant locations, coordinates for mapping, country and city distribution patterns



Operational Metrics

Cuisine types, pricing tiers, seating capacity, service options, operational history



Customer Experience

Ratings, reviews, delivery times, vegan availability, digital engagement metrics



Digital Presence

Online delivery availability, social media followers, customer review volumes

Our dataset encompasses 7,000+ restaurants globally, providing unprecedented depth across location, operations, customer satisfaction, and digital footprint—enabling comprehensive cross-dimensional analysis.

Who Benefits: Built for Industry Decision-Makers



Restaurant Owners

Optimize operations, understand competitive positioning, and identify growth opportunities in existing and new markets.



Hospitality Analysts

Access comprehensive industry trends, benchmark performance metrics, and generate data-driven reports for stakeholders.



Marketing Teams

Understand customer preferences, refine targeting strategies, and measure the impact of digital engagement initiatives.



Investors

Evaluate market opportunities, assess restaurant performance, and make informed investment decisions based on solid data.



Delivery Platform Managers

Analyze delivery performance, optimize partner selection, and improve service efficiency across geographic regions.

Dynamic Filtering: Explore Data Your Way

01

Geographic Exploration

Filter by country, city, or region to understand restaurant distribution and market penetration patterns worldwide.

02

Cuisine & Service Analysis

Compare cuisines, analyze vegan offerings, examine online delivery adoption, and evaluate service option combinations.

03

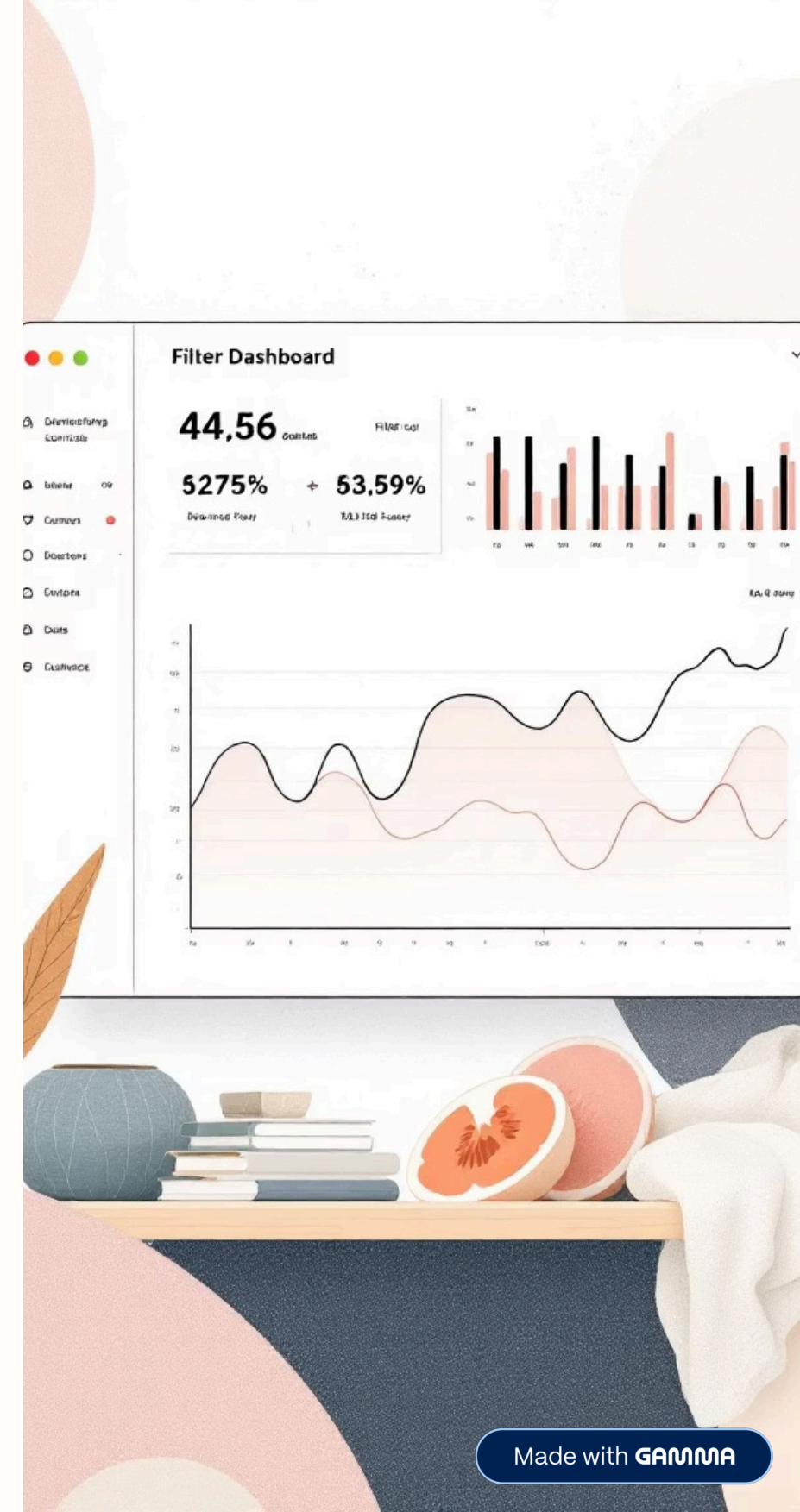
Performance Metrics

Study customer ratings, delivery times, pricing strategies, and seating capacity across different market segments.

04

Digital Engagement

Measure social media presence, review volumes, and correlate digital activity with business performance indicators.



Key Analytics Capabilities

Market Intelligence

- Restaurant distribution mapping across countries and cities
- Cuisine popularity and competitive landscape analysis
- Pricing strategy comparison by location and cuisine type
- Market saturation and expansion opportunity identification

Operational Excellence

- Customer rating trends and satisfaction drivers
- Delivery performance benchmarking and optimization
- Vegan option impact on ratings and customer reach
- Digital presence correlation with business success



Technology Stack: Integrated Analytics Power



Excel

Data cleaning, transformation, pivot table analysis, and preliminary statistical exploration of the dataset.



SQL

Complex querying, data validation, multi-table joins, and extraction of specific insights from the database.



Power BI

Interactive visual dashboards, dynamic filtering, geographic mapping, and real-time exploratory analytics.

This integrated approach demonstrates end-to-end analytical capabilities, from data preparation through advanced visualization, ensuring accuracy, flexibility, and actionable insights at every stage.

Data-Backed Decisions You Can Make

- 1**
Market Expansion Strategy
Identify underserved cities, optimal cuisine types for specific regions, and competitive gaps where new restaurants can thrive.
- 2**
Menu Optimization
Understand which cuisines perform best, how vegan options impact ratings, and what pricing strategies maximize customer satisfaction and profitability.
- 3**
Customer Experience Enhancement
Pinpoint factors that drive higher ratings, optimize delivery times, and improve service offerings based on customer preferences and feedback.
- 4**
Operational Efficiency
Benchmark seating capacity utilization, streamline delivery operations, and allocate resources based on demand patterns and performance data.
- 5**
Marketing & Digital Strategy
Leverage insights on review volumes and social media engagement to refine targeting, boost online presence, and increase customer acquisition.

Impact & Value for the Industry

7K+

Restaurants Analyzed

Comprehensive coverage across global markets

100%

Data-Driven Decisions

Every insight backed by validated analytics

360°

Complete View

From operations to customer experience



This dashboard delivers tangible business value by transforming complex restaurant data into clear, actionable intelligence. Whether you're expanding into new markets, refining your menu, improving customer satisfaction, or optimizing delivery operations, this analytics solution provides the insights you need to compete and succeed in the dynamic global restaurant industry.

Ready to Transform Your Restaurant Strategy?

The Restaurant Growth & Customer Behavior Dashboard empowers hospitality leaders with the analytical capabilities to make confident, data-backed decisions that drive growth, enhance customer satisfaction, and optimize operations across global markets.

Comprehensive Analytics

7,000+ restaurants analyzed across location, cuisine, pricing, ratings, delivery, and digital presence

Actionable Intelligence

Dynamic dashboards enabling market expansion, menu optimization, and operational excellence

Industry-Leading Technology

Integrated Excel, SQL, and Power BI solution demonstrating end-to-end analytical expertise



Thank You!

We appreciate your time and interest in the Restaurant Growth & Customer Behavior Dashboard. We are confident that these insights will empower your business.

