

Overview

- This project focuses on the performance of restaurants listed on Zomato, using key metrics such as total revenue, average order value, cuisine popularity, and customer ratings.
- The goal was to identify which restaurants perform best, which factors drive their success, and how Zomato can leverage these insights to improve partnerships and profitability.
- This analysis prioritizes restaurant-level business intelligence, based on transactional and metadata from Zomato's internal datasets.

Who is Zomato?

- Zomato is a multinational restaurant aggregator and food delivery service that connects customers to a wide variety of restaurants. The platform provides delivery logistics, ratings, customer data, and ordering systems to improve user convenience and merchant visibility.

Dashboard Overview

The Restaurant Analysis Dashboard includes the following interactive components:

- ◆ **Performance-Based Insights**

- Top 10 Restaurants by Revenue: Identifies which restaurants generate the most income.
- Average Order Value by Restaurant: Measures average customer spending per order.
- Total Orders per Restaurant: Highlights popular restaurants based on volume.

- ◆ **Popularity & Ratings**

- Restaurant Ratings Distribution: Shows how highly restaurants are rated by users.
- Cuisine Popularity: Displays frequency and revenue by cuisine category.
- Rating vs Revenue Correlation: Scatter plot to explore whether ratings predict financial success.

- ◆ **Geographic Analysis**

- City-wise Revenue Breakdown: Analyzes how city location affects restaurant performance.

- ◆ **Filters & Slicers**

- Cuisine Type, City, Rating Range

Performance-Based Insights

cuisine

city

rating

All

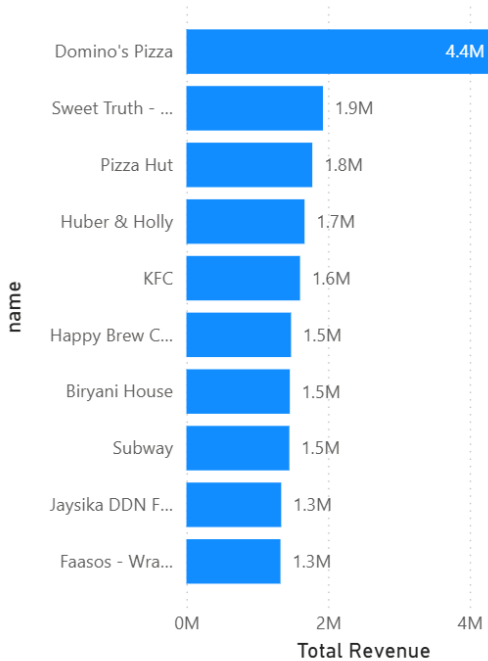
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Filters

Search

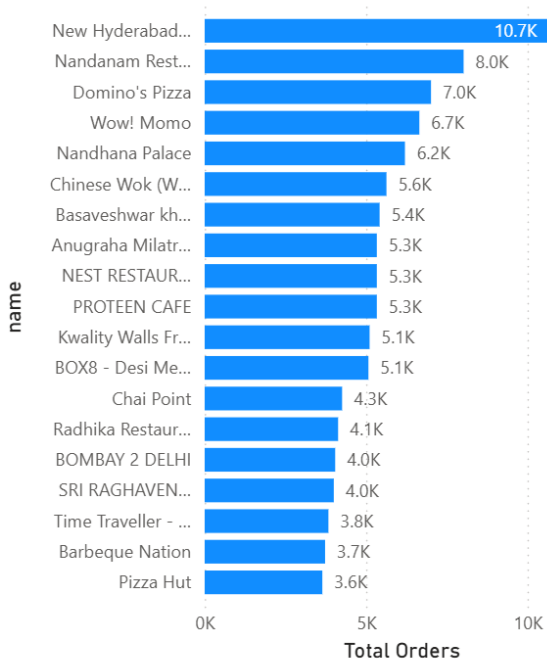
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Total 10 Restaurants by Revenue



name	Average Order Value
Tandy's Fried Chicken	5,046.00
Pizzapuram	4,759.00
Sherowali Sweets	4,759.00
THE CAKE ELEVEN	4,699.00
Blueway Cafea	4,407.00
Gopala Sweets	4,407.00
MOREISH MULTI-CUISINE TAKEAWAY	4,407.00
Sai Kuzhai Puttu	4,407.00
Sri Menaka Tiffen Centre	4,407.00
Shri Barkhadevi Ice Cream	4,380.00
Amrapali Cafe And Family Resturant	4,238.50
Minerva Grand - Blue Fox	4,206.67
Chillies Restaurant - KT Road	4,199.88
SIGNATURE FOODS	4,199.88
SREE KAFE	4,199.88
Chandra Mess	4,199.78
Naveen Chat Centre	4,199.78
Samprada Sweets & Bakers	4,199.78
Signature Fried Chicken	4,199.78
Sri Padmavathi Srinivasa Paradise Biryani	4,199.78
Total	425.25

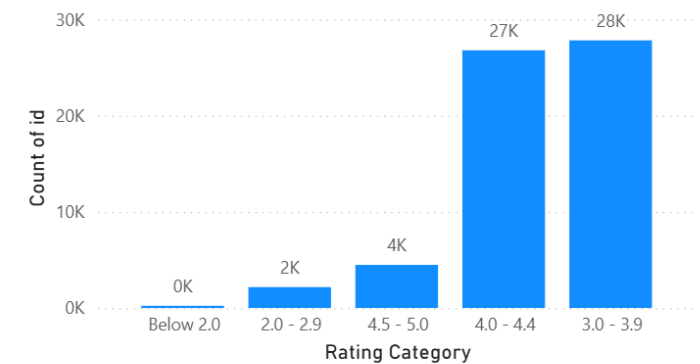
Total Orders by Restaurant



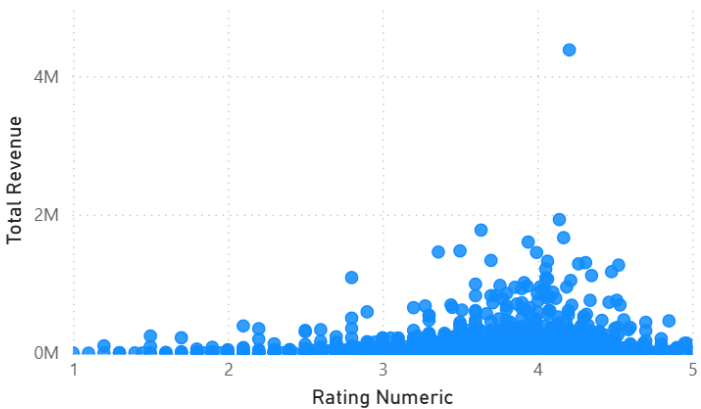
Popularity & Ratings

Popularity & Rating Insights

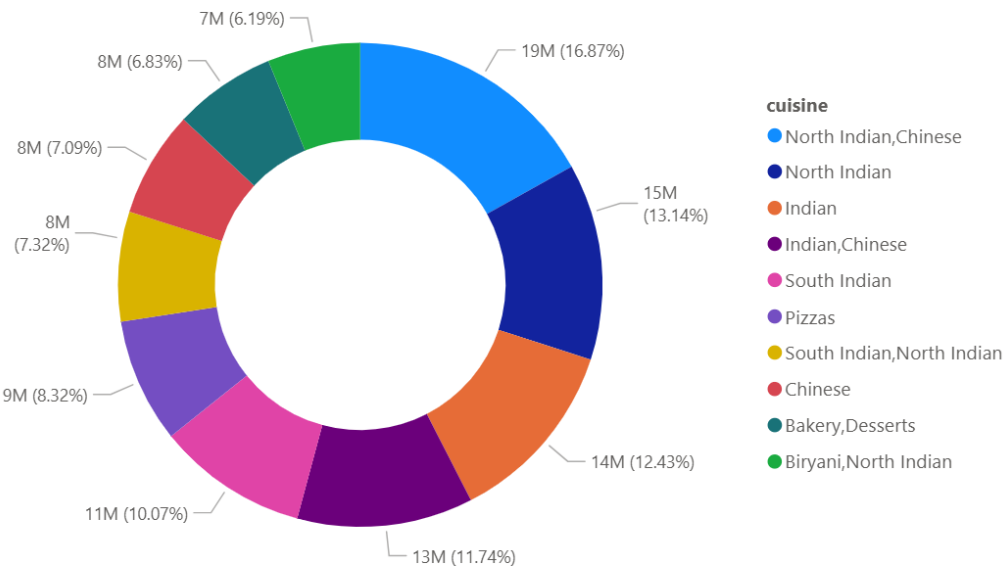
"Distribution of Restaurant Ratings"



Rating vs Revenue Correlation



Total Revenue by cuisine



cuisine

All

city

All

rating

1.00

5.00

Filters



Search

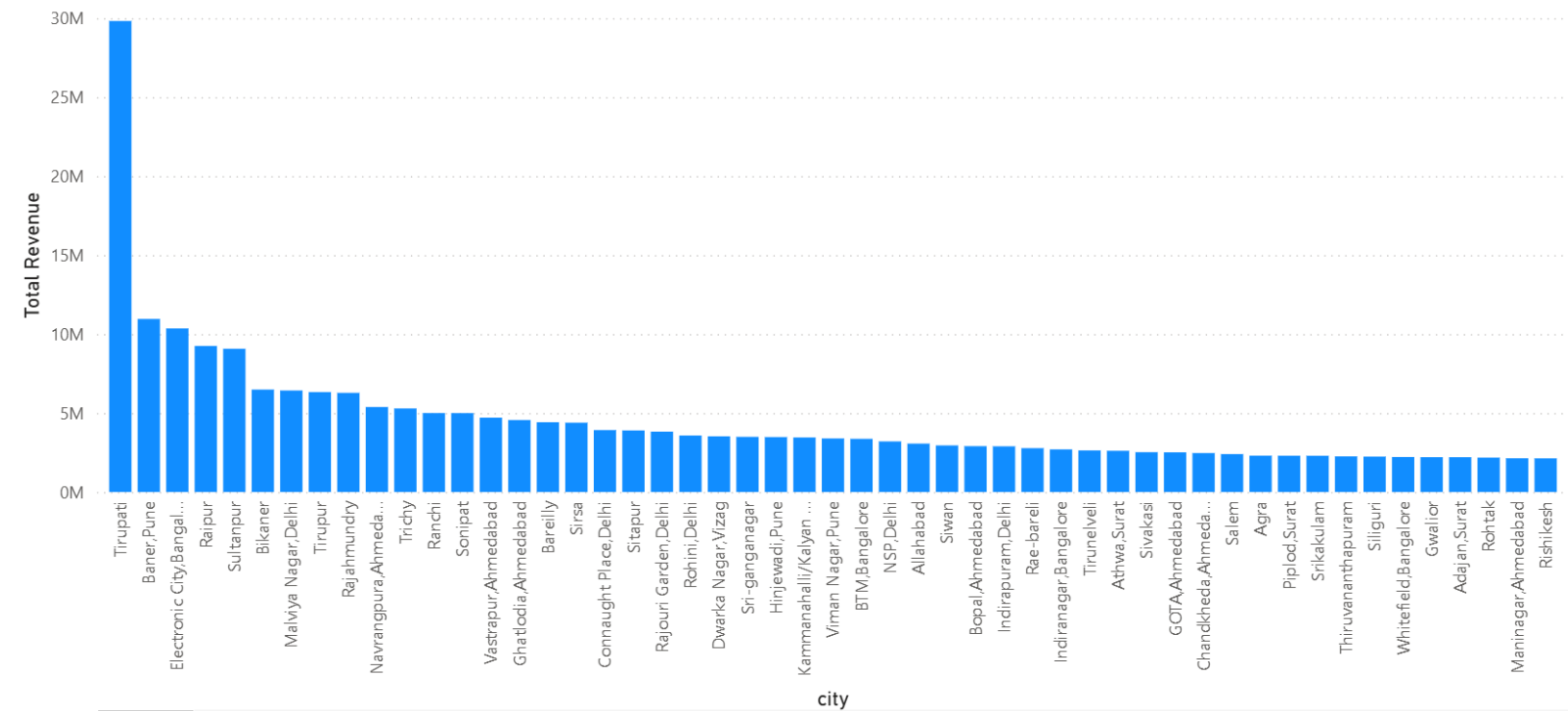
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Geographic Analysis

Geographical Analysis

Total Revenue by city



cuisine

All

city

All

rating

1.00

5.00

Filters

Search

There aren't any filters to display.



Key Findings

Top Performers

- The top 10 restaurants contributed a disproportionately high share of total platform revenue.
- Restaurants with an average order value above 300 tended to outperform in total revenue, even with fewer overall orders.

Impact of Ratings

- Restaurants with ratings above 4.0 consistently ranked higher in revenue.
- Some high-rated restaurants had surprisingly low revenue, suggesting visibility or operational issues.

Cuisine Trends

- Fast Food and Beverages dominated both order volume and total sales.
- Less common cuisines like Italian-American appeared in higher-value orders but lower volume.

City Performance

- Certain cities (e.g., Abohar) had high restaurant density but uneven revenue distribution.
- Some cities had restaurants with strong order volumes but low average order values.

Summary of Insights (Metric and Key Insight)

- Revenue--> Concentrated in top 10% of restaurants
- Average Order Value --> Strong predictor of overall revenue
- Ratings --> Correlate with revenue, but not always a guarantee of success
- Cuisine --> Fast Food and Beverages dominate
- City-Based Performance --> Variability in performance linked to cuisine and pricing

Recommendations

Partner Expansion with Top Performers

- Focus on restaurants that show both high revenue and high customer satisfaction.

Boost Visibility for High-Rated, Low-Revenue Restaurants

- Consider promoting underperforming but high-rated restaurants via platform banners or offers.

Encourage High-Value Orders

- Launch bundle deals or discounts to increase average order value for mid-tier restaurants.

Cuisine-Based Personalization

- Use city-specific trends to promote regionally preferred cuisines more effectively.

Rating Incentives

- Encourage customers to leave ratings to better correlate user feedback with performance analytics.