Zomato Restaurants Analysis

Overview

What: Zomato Restaurants Analysis
Who: Targeted for BI-Analytics Team Lead
Why: Get insights and analyze business performance of restaurant market in India using the Zomato database

Zomato Restaurants Analysis

Restaurant Analysis

1. Veg/non-Veg Analysis
How are the restaurants serving the vegetarian population in the country which has the highest percentage of vegetarians in the world?

2. Sales Analysis
Which cities have larger number of restaurants and sales? Which restaurants have higher sales?

3. Cuisine Analysis
What cuisines are more popular in the Indian restaurant market? Are the r..

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Veg and Non-Veg Analysis

In the world, the highest population of Vegetarians reside in India. About 20% - 39% of Indian population is vegetarians. Are there vegetarians' restaurants to cater these population? How does the customer feel about the vegetarian food vs non-vegetarian food?

1. What percentage of restaurants are vegetarian? What percentage of available food items are suitable for vegetarians? What do the sales look like for veg/non-veg restaurants?

2. The general concept is that higher cost food is more appealing and of higher quality. Does Zomato customers think the same? Do they find higher cost food item better than lower cost food items?..

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[Sales Analysis](#)

Which cities have the largest number of restaurants? Does having more restaurants bring more revenue for the cities' restaurants? How does sales look like over time?

1. Does having large number of restaurants mean more sales for a city?

2. Which Restaurants have the highest sales? What is the per location sales since there are multiple location..

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<u>Cuisine Analysis</u>

Are Restaurants more inclined to have Indian cuisines on their menu? Is there influence from other parts of the world on Indian restaurant industry?

1. What type of cuisines (restaurant type) are popular? What's their total sales?
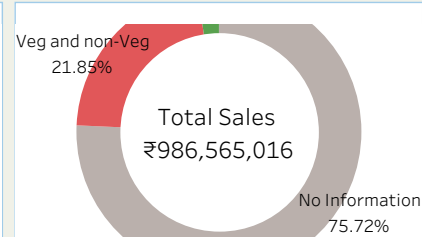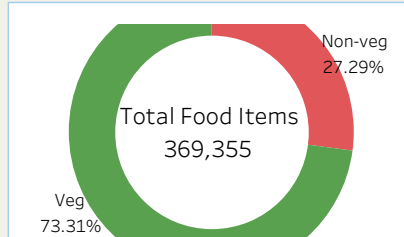*. .*

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Veg/non-Veg Analysis

The Donut charts below show the following **KPIs**: **Total Restaurants**: Percentage of restaurants that sold Veg only, Veg/non-Veg food and restaurants with no food type information...	**Food Rating by Cost:** This chart shows the Rating of Food by Cost for Vegetarian/non-Vegetarian food items. **Cuisine Rating**: This chart shows the ratings received by top cuisines for Vege..

Veg and non-Veg
18.10%

Total Restaurants
148,455

No Information
80.04%

Non-veg
27.29%

Total Food Items
369,355

Veg
73.31%

Veg and non-Veg
21.85%

Total Sales
₹986,565,016

No Information
75.72%

Veg/non-Veg R..
- ⬜ No Inform..
- 🟥 Veg and n..
- 🟩 Veg Only

Veg/non-Veg F..
- 🟥 Non-veg
- 🟩 Veg

Count of Ratin..
- · 1
- ○ 10
- ○ 20
- ○ 30
- ○ 41

Food Rating by Cost

Higher concentration around low-cost food indicate more people finding them appealing and satisfactory.

Cuisine Rating
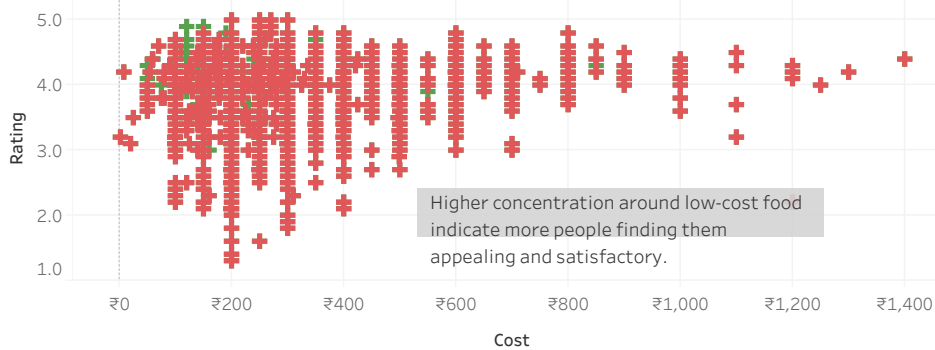
Cuisine	Veg/non-Ve
Chinese, North Indian	Non-veg
	Veg
Chinese, Indian	Non-veg
	Veg
North Indian	Non-veg
	Veg
Indian	Non-veg
	Veg
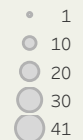
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Sales Analysis

Top Below: KPI and Bar Chart show the Total Sales and change in Sales from the previous year for the collection of restaurants respectively.
Top Right: The line chart shows the Total Sales per quarter and the bar chart shows the percentage change in the sales from previous quarter for the restaurants.
Bottom Right: This chart shows the restaurants with the largest sales and ..

Total Sales

₹987M

Sales Change

▲	342.8%	-18.8%	-57.7%
2017	2018	2019	2020

Total Sales and Total Restaurants by City

City

Sales per Quarter

Quarter of Order Date

Measure Names
- ■ Sales Amount

Sales Change
- ■ Green
- ■ Red

Measure Names
- ■ Count of Res..
- ■ Sales Amount

Sales by Restaurant

Restaurant Name

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Cuisine Analysis
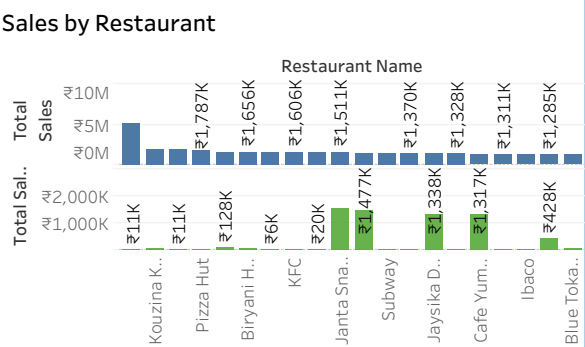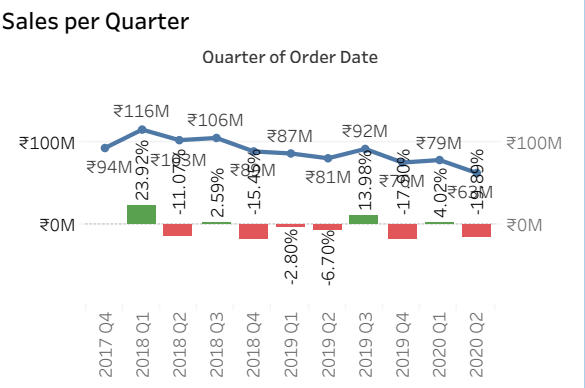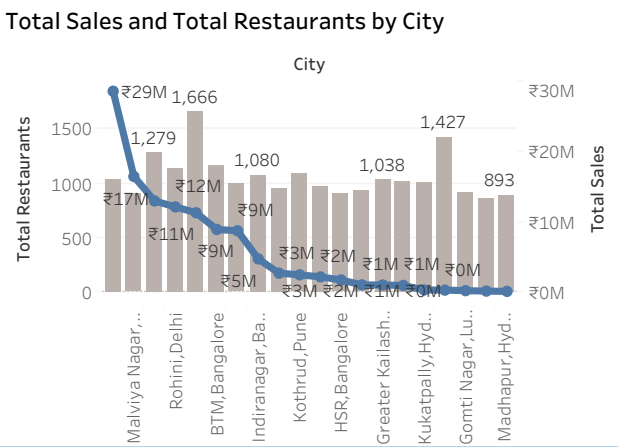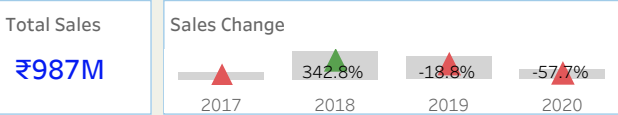
Top Below: KPI and Donut Chart show the Total number of Cuisines and Top 5 cuisines by Sales among the restaurants respectively.

Top Right: The highlight table shows the Cuisines that are adapted by most number of restaurants, indicating the popularity of the cuisines. Also, provides information on the number of resturants that have adapted them and total sales...

Restaurant Type by Total Number of Restaurants

Chinese, North Indian Total Restaurants: 8,759	Chinese Total Restaurants:	Bakery Total
Chinese, Indian Total Restaurants:	North Indian Total Restaurants:	
Indian Total Restaurants:	South Indian Total	Pizzas

Cuisine
- Chinese, Nort..
- Indian
- Chinese, Indian

Count of Re..
2,8175

Sales Amount
₹202M

Total Cuisines

1,406

Top Cuisine Types by Sales

- North Indian ₹34M
- Chinese, North Indian ₹59M
- Chinese, Indian ₹40M
- Indian ₹43M

Restaurants by Average Rating/Total Number of Restaurants

Restaurant Name

Overall Average: 3.7

Average Rating: 3.9, 3.6, 3.9, 3.5, 3.5, 3.9, 4.1, 3.8, 3.2, 3.9, 3.3, 3.9, 4.2, 4.1, 4.1, 0.0, 4.5, 4.4, 3.9, 3.8

Overall Average: 3.7

Total Restaurants: 442, 319, 309, 300, 274, 228, 197, 195, 195, 194, 191, 191, 187, 186, 185, 178, 174, 173, 171, 160

Restaurants: Domino's Pizza, Pizza H.., KFC, Kwal.., Baskin Robbins, Subway, Faasos .., Lunch.., The Bi.., The Good B.., Firangi Bake, Ove.., McDon.., The Be.., Behrouz Biryani, Faasos'.., NIC Na.., Grameen Kulfi, Swee.., Cafe ..

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Conclusions: Veg/non-Veg An..

Only 1.86% of the restaurants are veg only.
18.1% are veg and non-veg type restaurants.
80% of the restaurants don't have any food/category assigned to them.

27.3% of food items are categorized as non-vegetarian food and 73.31% are categorized as vegetarian foods.

Only 2.4% of sales are from restaurants that are veg only. ..

Large number of foods have prices within ₹100 - ₹300 range. Foods costing the same have ratings that vary largely.

Generally, higher costing foods have higher ratings but the number of ratings for higher cost foods are low indicating few numbers of people are eating higher cost foods. Lots of low-cost foods (₹50 - ₹400) have good ratings that are > 3.5. ..

For cuisines that are popular (higher adoption by restaurants), Veg and non-Veg food items have similar popularity among the customers.

About the same number of customers have rated veg and non-veg food ite..

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Conclusion: Sales Analysis

Cities like 'Bikaner', 'Noida-1', 'Indirapuram, Delhi' have the largest numbers of restaurants. Bikaner has 1666 restaurants with ₹11M in sales.

'Electronic City, Bangalore' has the largest cumulative sales of ₹29M with only 1039 restaurants.

The number of cities and sales don't have direct relationship, it is important to understand the populat..

India has lots of chain restaurants. Domino's Pizza has 442 locations with total sales of ₹5M. Kouzina Kafe – The Food Court has 47 locations with ₹2M in sales. Multiple other restaurants have multiple locations. Restaurants with multiple locations have larger cumulative sales.

Restaurants with just a single location or very few locations see large sales per restaurants compared to restaurant chains. Janta Snacks has 1 location with ₹1.5M sales. Happy Brew Café, Jaysika DDN Fast Food and Cafe Yummy all have only 1 location with higher per store sales. Whereas, Domino's Pizza has ₹11K s..

Sales of the restaurants is in a declining trend from Q4 2017 to Q2 2020. Most quarters have seen sales decline from the previous quarter.

Covid may be responsible for the declines in 2020 but the reasons for..

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Conclusion: Cuisine Anal..

Among the 15 most adopted cuisines by the restaurants, 8759 restaurants are branded as "Chinese, North Indian", the cuisine adopted by the largest number of restaurants. "Chinese, Indian" and "Indian" are respectively adopted by 6682 and 6414 restaurants making them 2nd and 3rd popular cuisine types.

Looking at the name of the top cuisines, Indian restaurant industry is influenced by neighboring country China.

Lots of restaurant's cuisines are a fusion of cuisines from around the world for example, 'Chinese, North Indian', 'Continental, Pizzas',..

Multiple chain restaurants like Domino's Pizza, Pizza Hut, KFC etc have larger number of restaurants under their belts.

The presence of these restaurants along with Baskin Robins, Subway, McDonald's to name some is an indication that Indian restaurant market is influence by western foods/restaurants.

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Recommendation

Veg/non-Veg Analysis
-   Restaurants should provide the information on food items and their veg and non-veg category to increase visibility, trust and making it easier for customers to order food.
-   There is very low percentage of vegetarian only restaurant serving the vegetarian population. Restaurant community or prospective restaurant owners could tap into this deficit to attract this population to their restaurants.
-   As lower cost foods are preferred by customers, restaurant owner could focus and increase the variety of low-cost food offered by the restauran..

Sales Analysis
-   Restaurants in certain cities like 'Electronic City, Bangalore', 'Malviya Nagar, Delhi' etc. have more sales, so prospective restaurants owners may benefit from this. But this requires study into demographics and socio-economic aspects of the cities.
-   It is beneficial to have restaurants with 1 or few locations from sales poin..

Cuisine Analysis
-   Bringing food from around the world to test the Indian market could be a good starting approach for someone in the culinary world.
-   Since Indian food with a fusion of Chinese food have large sales so, including Chinese foods in the restaur..