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Analyzing Order & Restaurant Using Power BI

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BUSINESS ANALYTICS

Domain Introduction

Domain: Food & Beverage, Business Analytics

- The food delivery industry is rapidly growing due to digital adoption.
- Analytics helps understand customer preferences, restaurant performance, and optimize operations.
- Insights from such data drive better decision-making and customer satisfaction.



Zomato Ltd



Project Introduction

The project analyzes Zomato's restaurant and order data.

Goal: Transform raw data into actionable business intelligence for demand forecasting, performance analysis, and operational efficiency.

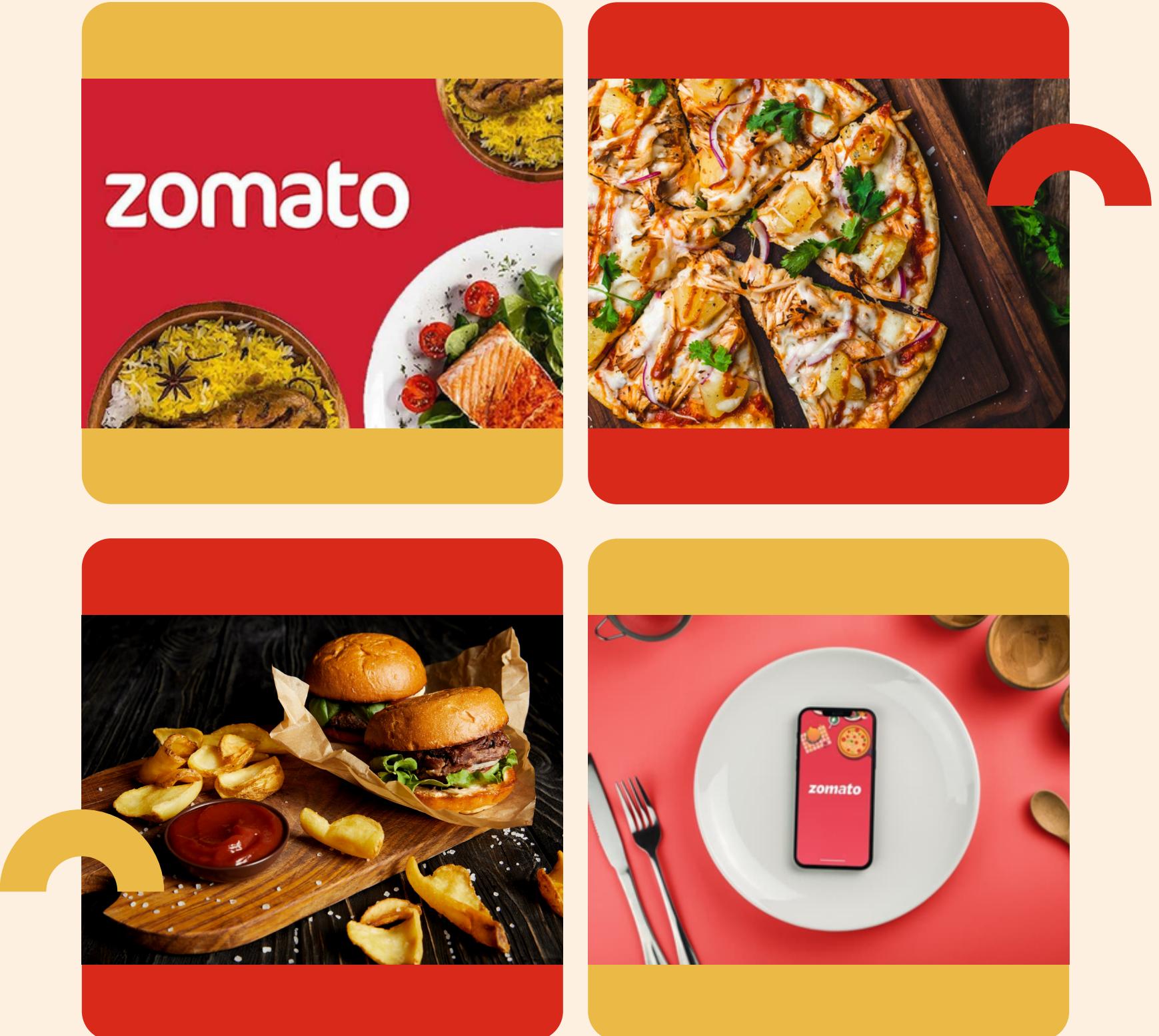
Objective

- To analyze restaurant and order data for customer preferences, revenue impact, and demand trends.
- To build an interactive Power BI dashboard showcasing KPIs and insights for decision-making.



■ ELT / Approach

- **Extract:** Imported data (Zomato_Restaurants & Zomato_Orders) into MySQL.
- **Load:** Cleaned and exported into Excel.
- **Transform:** Data cleaning, preprocessing, joins, and aggregations in SQL & Power BI Query Editor.
- Final dataset used for modeling & visualization in Power BI.



Data Migration

- Data imported from CSV → MySQL Database (ZomatoDB).
- Transformed using SQL (joins, cleaning, aggregation).
- Exported to Excel → Power BI for visualization and reporting.



Exploratory Data Analysis (EDA)



Key Findings:

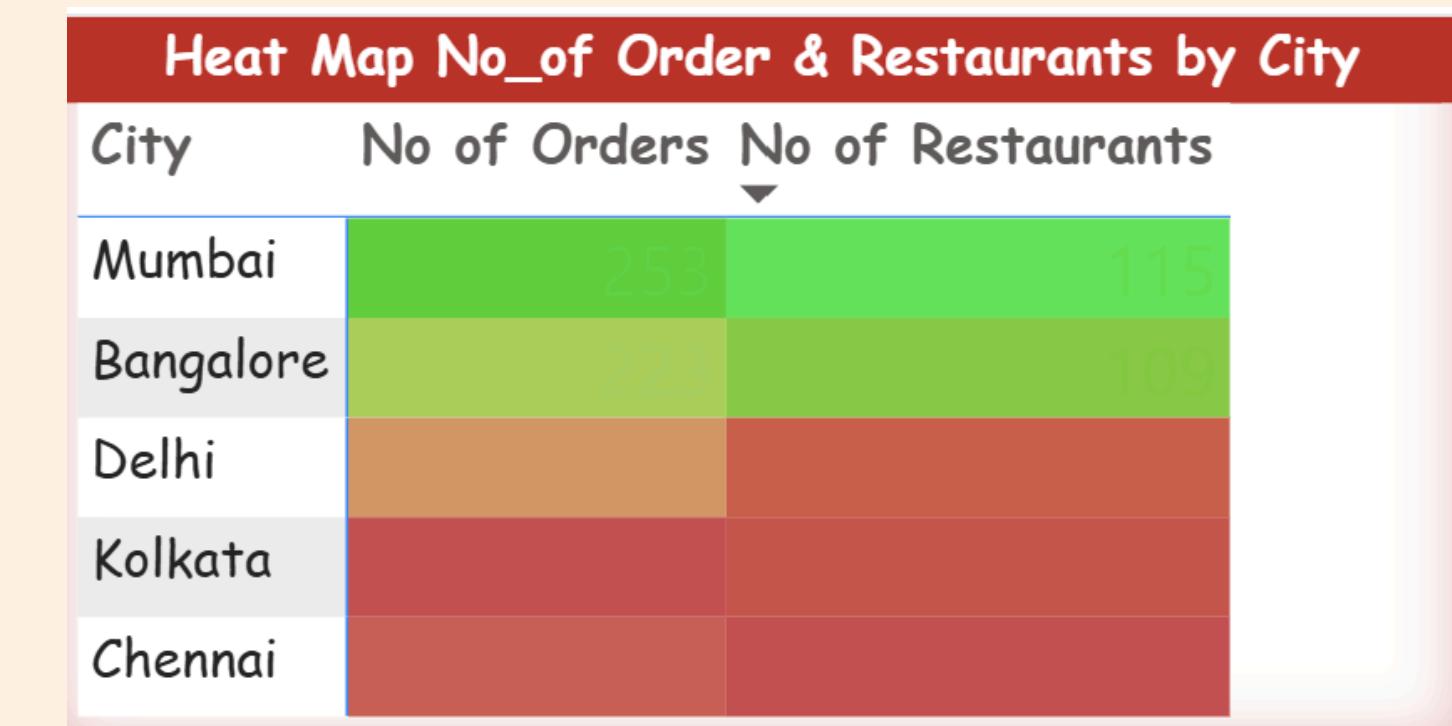
- Mumbai (25.3%) and Bangalore (22.3%) dominate in restaurant density & total orders.
- Order peaks observed in March (110k) and October (104k) → seasonal demand spikes.
- No strong correlation between ratings and factors like delivery time.
- Top Restaurants: ID 302 leads sales, driven by medium price range & menu strategy.
- Revenue concentration: Highest in Bangalore (Area A), lowest in Kolkata (Area E).
- KPI Snapshot: Total Sales – ₹1.04M | Avg. Rating – 3.76

■ Feature Engineering

KPI measures - Such as, Total Revenue, Average Order Value, so on..

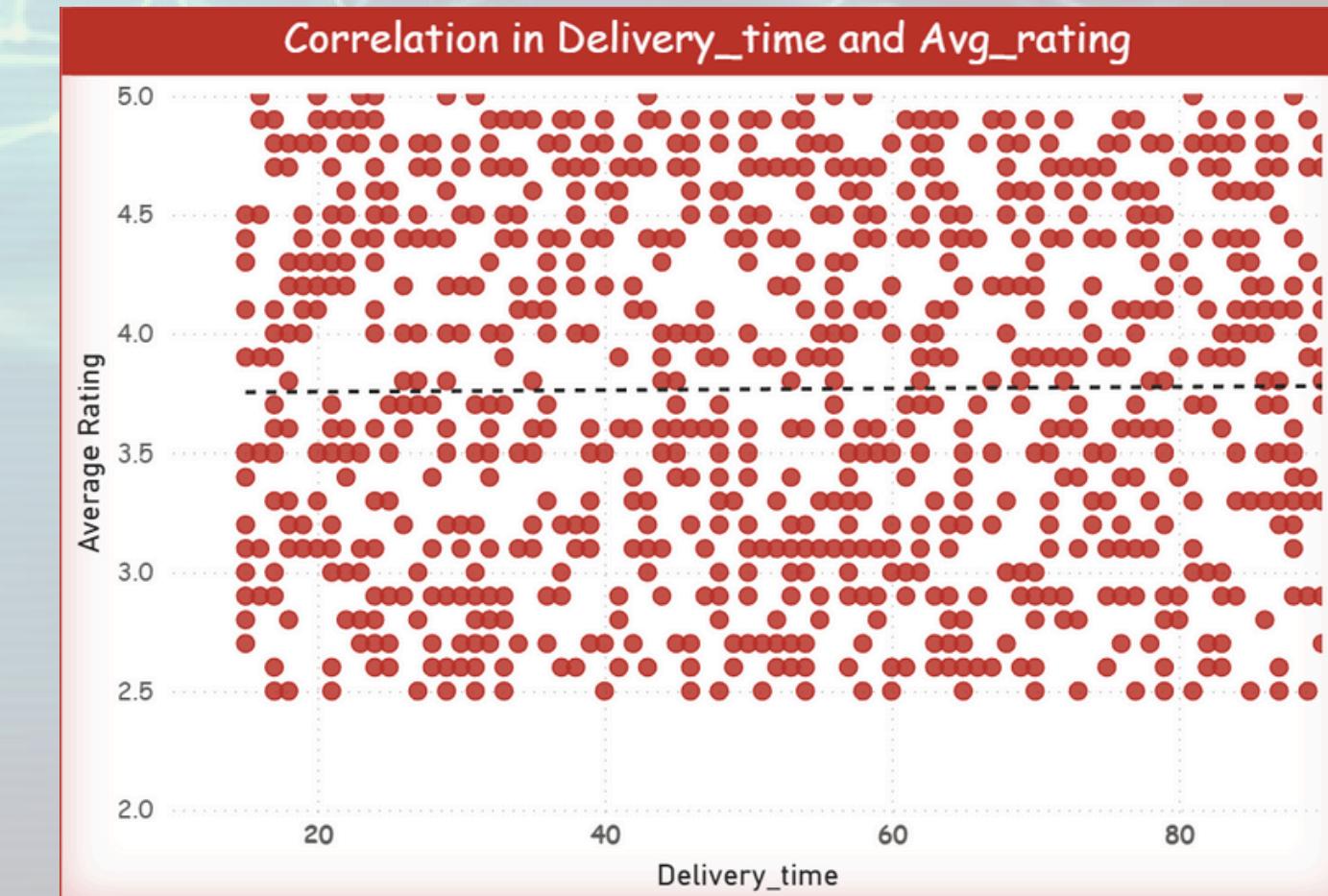
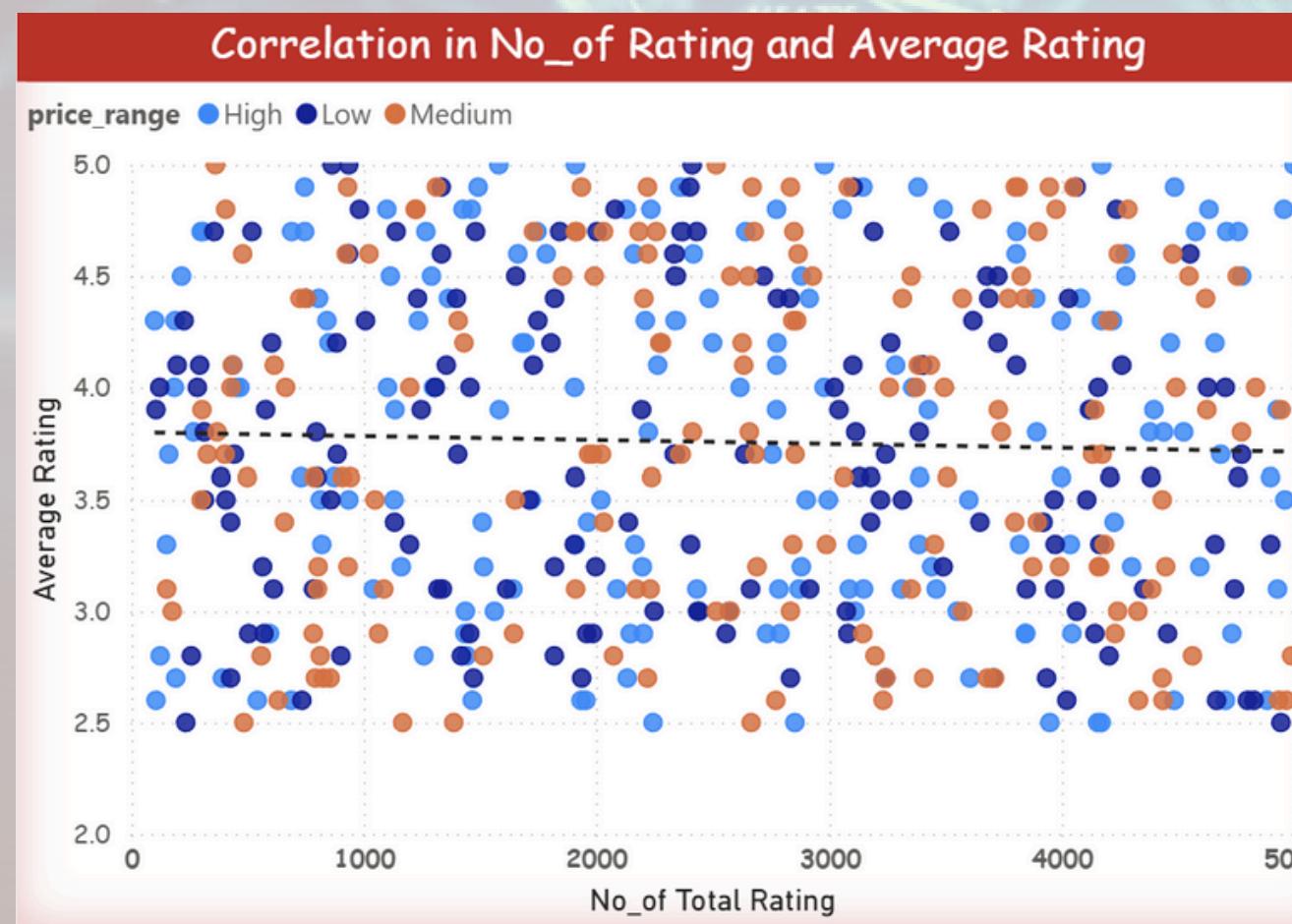


Demand-to-supply ratio

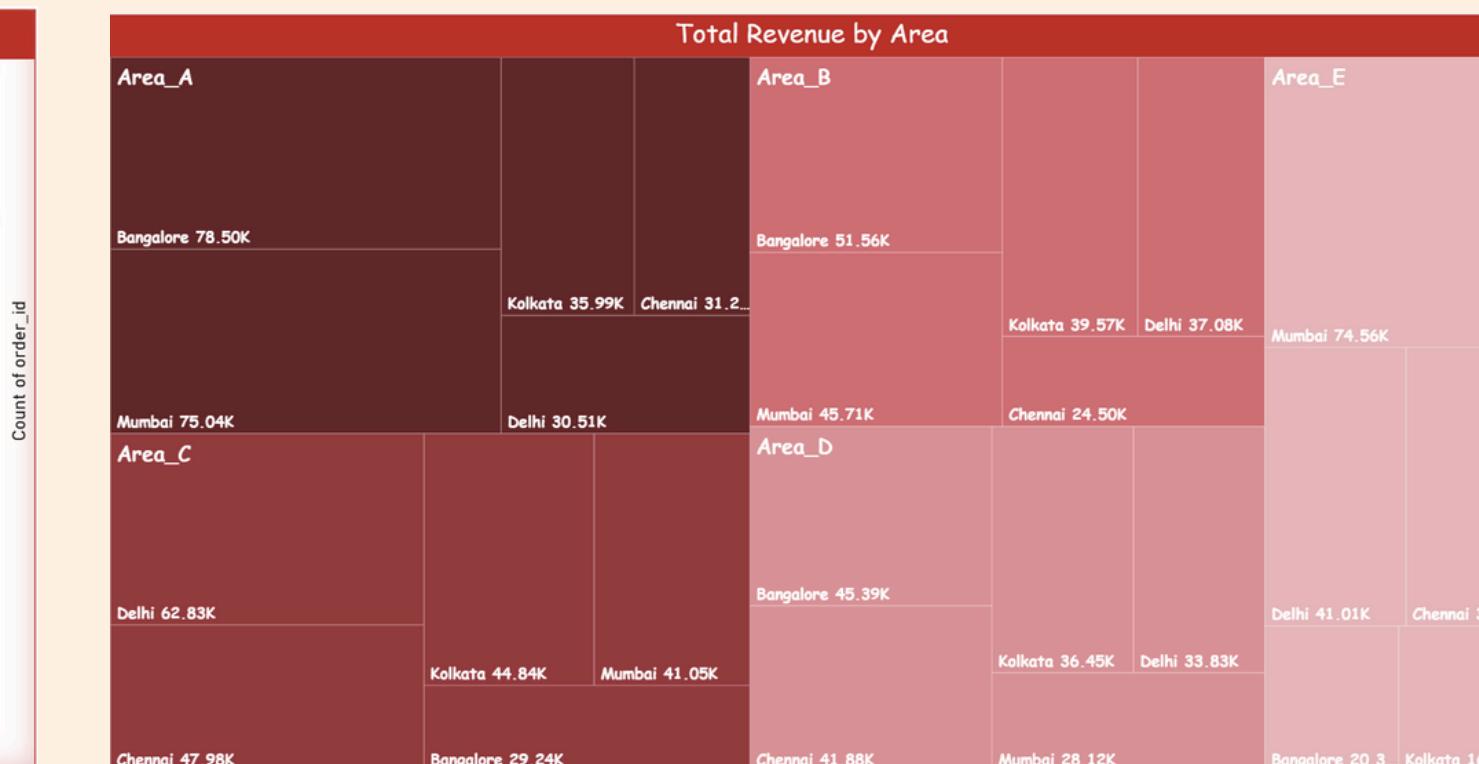
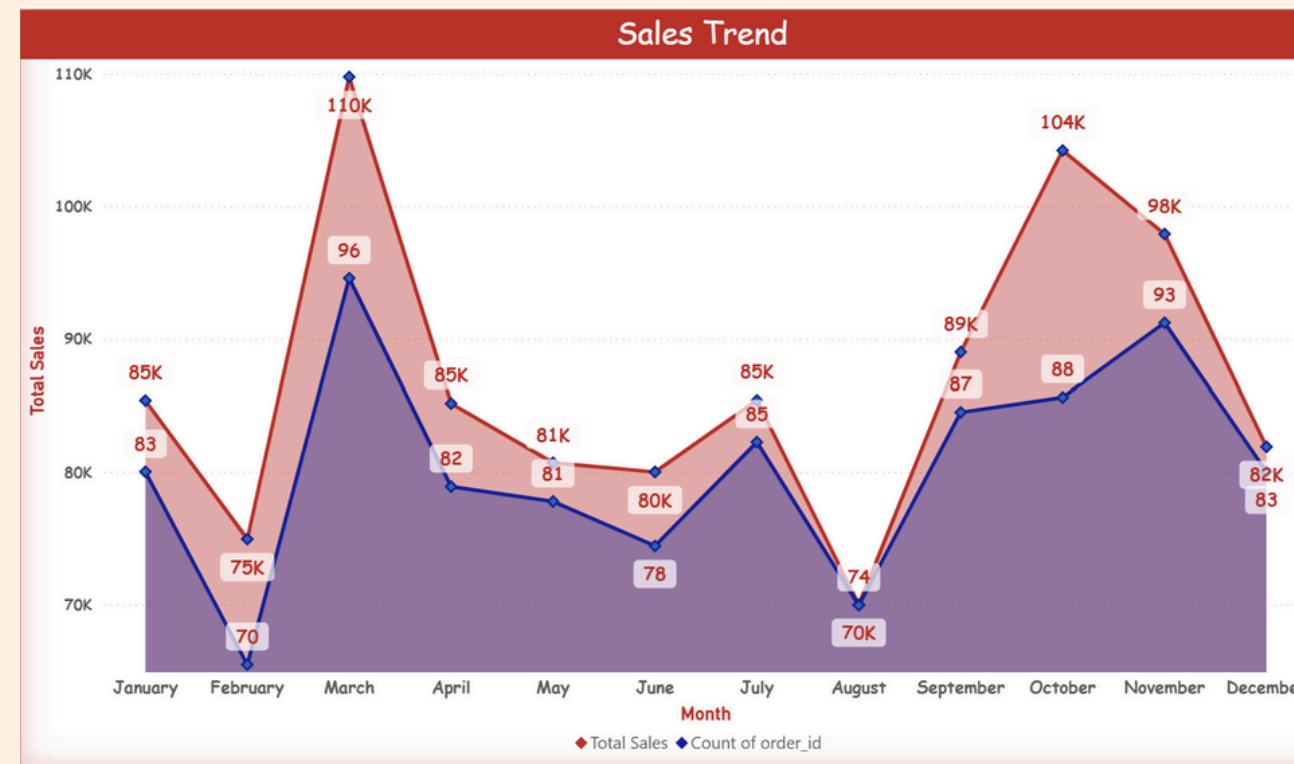
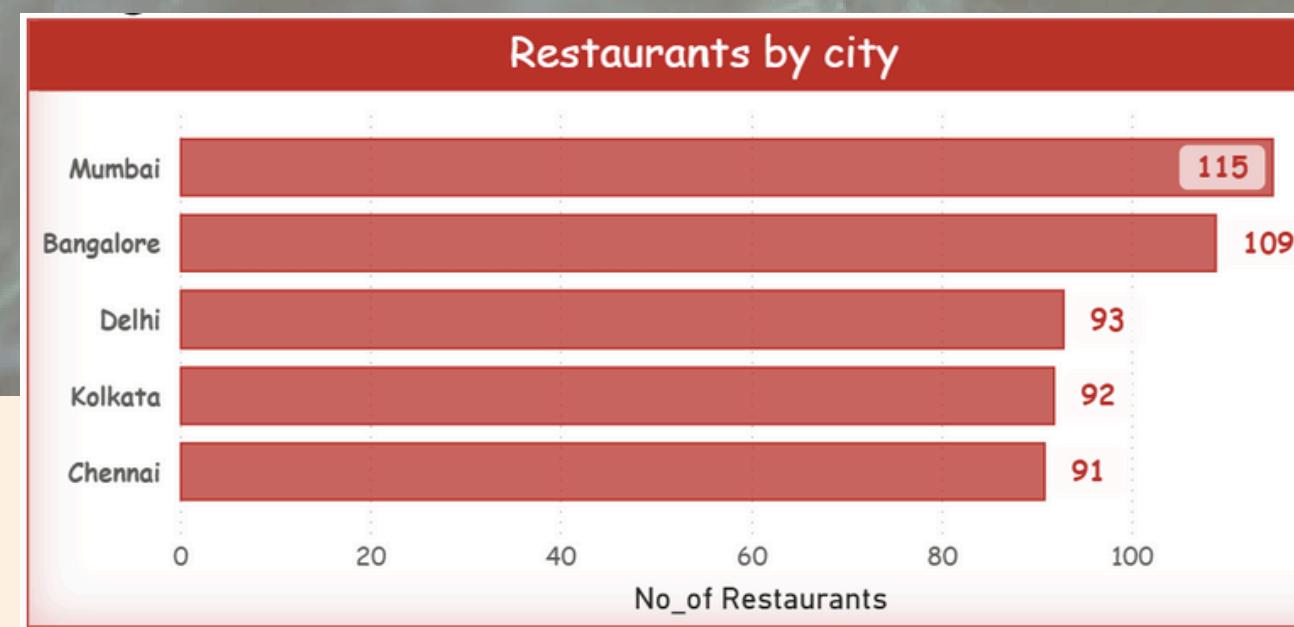


■ Statistical Techniques

- Correlation Analysis: To study the impact of delivery time, and Total Rating on Average ratings.
- Scatter Plots & Trendlines: Used to visually confirm relationships.
- Chosen because correlation helps identify customer satisfaction drivers.



Key Visual Insights



Conclusion

- Metro cities (Mumbai & Bangalore) drive the highest order demand and revenue.
- Price range influences orders more than delivery time; ratings show weak correlation with these factors.
- Top-performing restaurants contribute disproportionately to total sales.
- Mismatch exists between restaurant availability and order density, indicating untapped demand in certain areas.



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Business Suggestions

Focus on Metro Cities:

Prioritize Mumbai & Bangalore, as they drive the majority of orders and revenue.

Strengthen Top Performers:

Partner closely with top 5 restaurants and replicate their success model.

Expand in Demand Gaps:

Increase restaurant availability in high-order but low-supply areas.

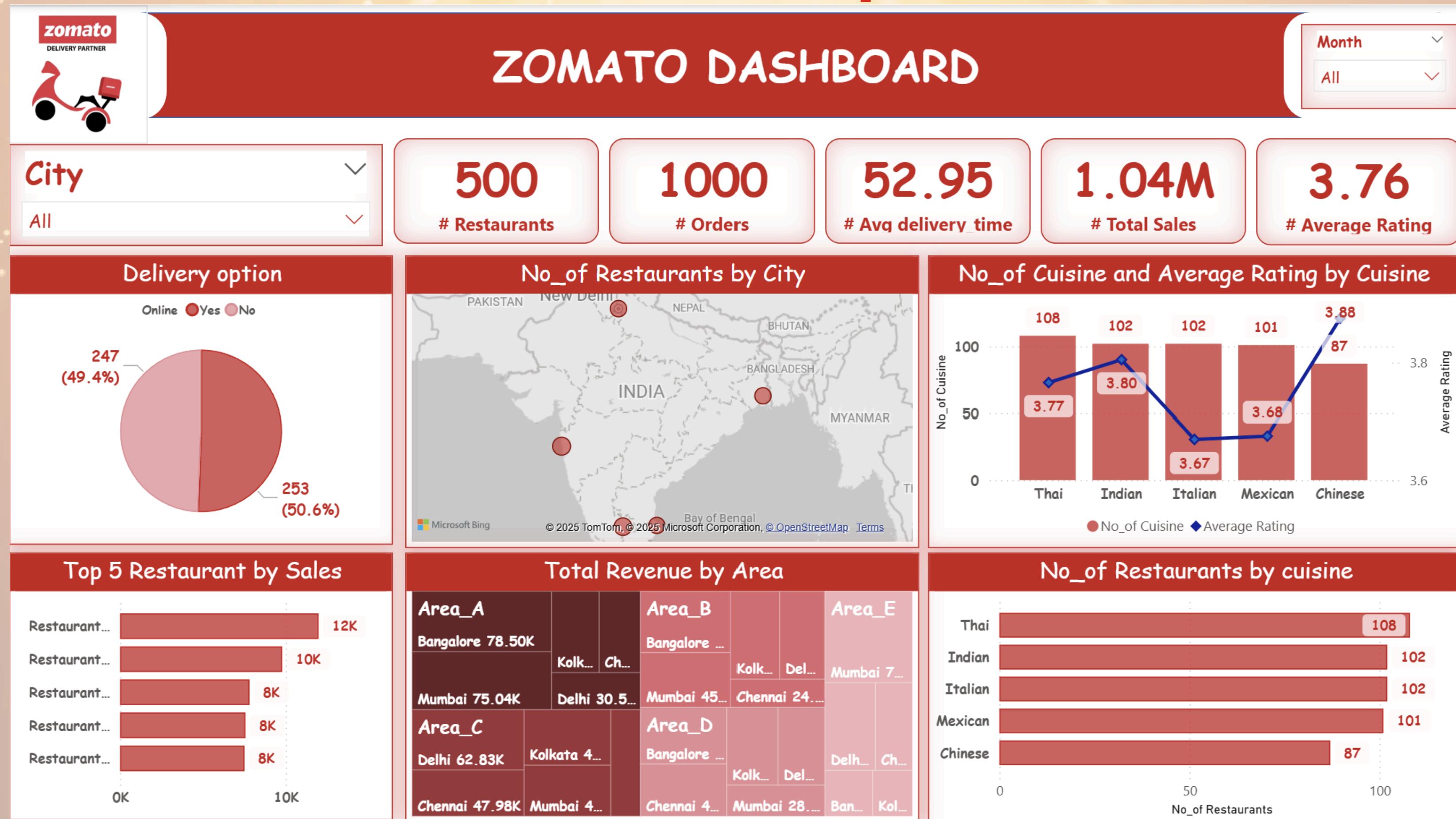
Improve Delivery Efficiency:

While ratings don't strongly correlate, faster delivery may help improve customer loyalty.

Leverage Pricing Strategy:

Promote medium price range menus since they attract the highest order volumes.

Dashboard Snapshot



Thank You!

LET DELVE INTO TASKS IN DETAILS

