

# Zomato Restaurant Performance Analysis

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**Project Focus:** Business Intelligence Analyst Onboarding – Zomato

**Analyst Role:** Junior Analyst

**Area of Analysis:** Restaurant Performance

**Objective:** To evaluate restaurant performance on the Zomato platform, identify top performers, uncover success drivers, and highlight opportunities for growth.

## Executive Summary

This report evaluates restaurant performance on the Zomato platform using Power BI dashboards. The goal was to identify key drivers of success—revenue, order volume, menu structure, customer ratings, and cuisine type—through exploratory data analysis and visual storytelling.

We tested several hypotheses:

- Menu size vs. revenue: While a diverse menu is helpful, overly large menus tend to underperform. Restaurants with 100–300 items are the sweet spot.
- Urban concentration: Cities like Delhi, Kolkata, Bangalore, Chennai, and Hyderabad host the highest revenue generators, supporting the hypothesis that urban centers drive volume.
- Cuisine trends: Less common cuisines such as Sindhi, African, and Nepalese deliver the highest average revenue per restaurant, while common types (North Indian, fast food) dominate in count but not profitability.
- Rating correlation: Revenue peaks for restaurants rated between 4.3 and 4.5, confirming that strong customer experiences drive financial outcomes.

In total, the platform processed 150K orders generating ₹986M+ in revenue. Our findings highlight actionable strategies: promote top-rated restaurants, support menu optimization, focus on emerging cuisines in urban markets, and leverage customer ratings as a revenue lever.

## Key Research Questions

- Which restaurants generate the highest revenue?
- Which restaurants receive the most orders?
- Are there geographic or cuisine-based trends in restaurant performance?
- Does menu size influence revenue?
- Are there any outliers—restaurants with high traffic but low revenue or vice versa?
- Do customer ratings correlate with restaurant revenue or order volume?

## Supplemental Files in Archive

- README.txt: Contains the dashboard URL and filter/slicer usage instructions.
- zomato\_report.pdf: This document contains key findings, insights, and business recommendations.

## **Summary of Dashboard Pages & Insights**

### **Top 10 Restaurants by Total Revenue**

Insight: Domino's Pizza significantly outperforms all other restaurants in revenue, followed by Pizza Hut and Kouzina Kafe.

Recommendation: Investigate Domino's promotional strategies and ordering experience for best practices.

### **KPI Overview & Top Restaurants by Order Count**

Insight: The platform generated over ₹986M in total revenue across 150K orders, averaging ₹6,570 per order. The most active restaurant in terms of order volume is Baskin Robbins, with 1,617 orders, outperforming other top chains like Domino's and KFC in order count but at a lower average order value.

Recommendation: Use these benchmarks when evaluating new restaurant onboarding or pricing adjustments. Consider creating promotional bundles for high-volume, low-ticket vendors like Baskin Robbins to increase revenue per transaction.

### **Restaurant Performance by Location**

Insight: Cities in the north, east, and south corners of India host a concentration of high-revenue restaurants.

Recommendation: Expand operations and regional campaigns in Delhi, Kolkata, Bangalore, Chennai, and Hyderabad—these urban centers consistently deliver high platform revenue.

### **Menu Size vs Revenue**

Insight: While most high-revenue restaurants offer 100–300 items, some with very large menus underperform.

Recommendation: Focus on optimized, curated menus instead of broad, unfocused offerings.

## **Revenue by Cuisine Type**

Insight: Sindhi, African, and Nepalese cuisines average the highest per-restaurant revenue. North Indian and fast food dominate in count but show lower averages.

Recommendation: Encourage underrepresented but high-value cuisines in urban areas with demand for variety.

## **Order Volume vs Revenue**

Insight: A few restaurants generate high revenue from fewer, high-value orders, while others rely on volume.

Recommendation: Create segmented strategies for premium restaurants versus high-volume vendors.

## **Rating vs Revenue**

Insight: Restaurants with a 4.3–4.5 rating range show the highest aggregate revenue.

Recommendation: Improve customer experience to drive ratings into this sweet spot.

## **Conclusions**

- Urban location and a moderately sized, optimized menu are consistent drivers of restaurant revenue.
- High-rated restaurants not only attract more orders but drive higher revenue.
- Certain cuisines, though less common, generate significantly higher per-restaurant revenue.

## **Recommendations to Zomato**

- Incentivize high performers: Feature top-rated, high-revenue restaurants to boost app engagement.
- Focus on emerging cuisines: Promote Sindhi, African, and Nepalese cuisine types in metro cities.
- Support menu optimization: Offer guidance to restaurants on crafting compact, profitable menus.
- City-targeted campaigns: Launch regional marketing campaigns in cities with rising demand.
- Encourage review quality: Encourage customers to leave ratings, aiming for the 4.3+ range.