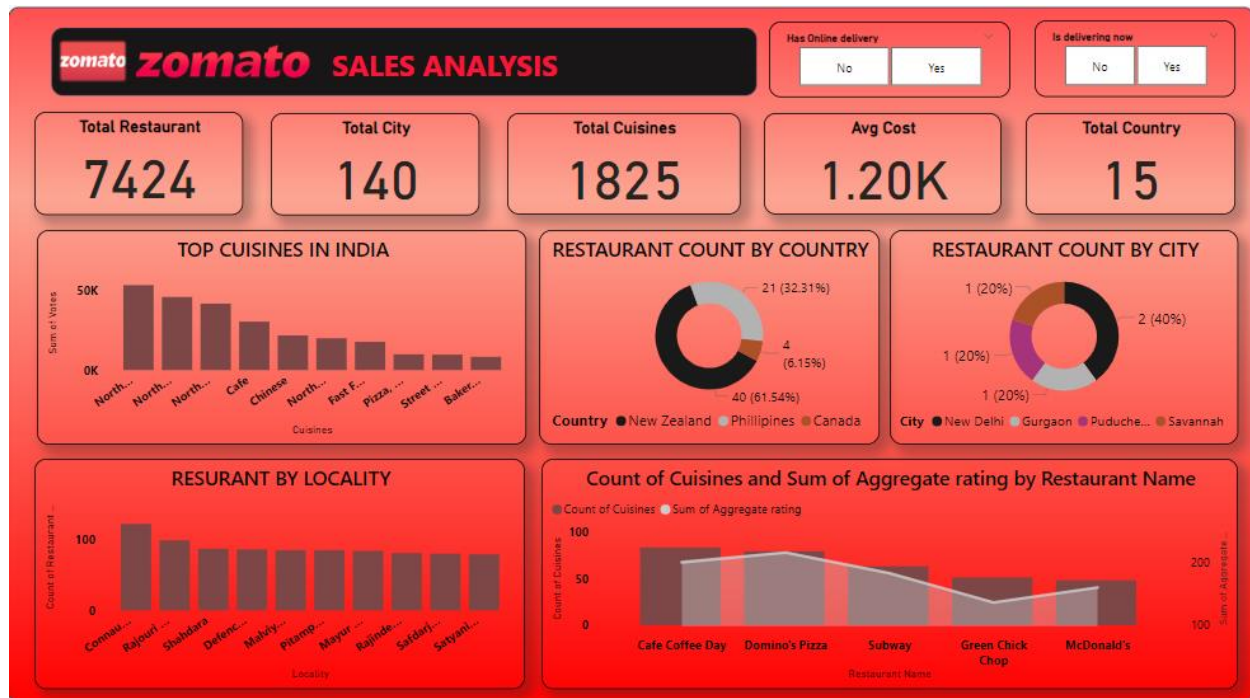# Zomato Sales Analysis



The Zomato Sales Analysis Dashboard provides a comprehensive overview of Zomato's restaurant performance, cuisine popularity, and market distribution across multiple regions. The goal is to offer data-driven insights for strategic decision-making, performance optimization, and market expansion.

**Key Performance Indicators (KPIs):**

- **Total Restaurants:** 7,424
- **Total Cities:** 140
- **Total Cuisines:** 1,825
- **Average Cost:** 1.20K (in local currency)
- **Total Countries:** 15

**Top Insights:**

1. **Top Cuisines in India:**
   - North Indian cuisine dominates the market, followed by Cafe and Chinese cuisines.
2. **Restaurant Count by Country:**
   - Canada leads with 61.54% of restaurants among the top 3 countries analyzed.
   - New Zealand and the Philippines have smaller market shares with 32.31% and 6.15%, respectively.
3. **Restaurant Count by City:**
   - Gurgaon has the highest share (40%) among the cities compared, followed by New Delhi, Puducherry, and Savannah.

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4. **Restaurant by Locality:**
   - Comman, Rajouri, and Shahdara lead in restaurant counts.
5. **Cuisine and Rating Analysis:**
   - Restaurants such as Domino's Pizza, Subway, and Cafe Coffee Day have higher counts of cuisines and ratings compared to others.

**Business Implications:**

- **Market Expansion:** Insights can guide Zomato's expansion strategies based on cuisine popularity and city-specific demand.
- **Operational Efficiency:** Identification of cities and countries with low restaurant counts for targeted marketing efforts.
- **Customer Preferences:** Understanding top cuisines and restaurant ratings aids in improving service offerings.

**Recommendations:**

- Focus marketing efforts on regions with high customer ratings and growing cuisine trends.
- Expand partnerships with top-performing restaurant chains.
- Further segment data by customer demographics for deeper insights.

**Conclusion:**

This Zomato Sales Analysis Dashboard provides a holistic view of market trends and performance metrics, enabling data-driven decision-making for market expansion, customer satisfaction improvement, and operational optimization.