

# Zomato Gold Subscription Analysis Report - Power BI Dashboard

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## Overview

This Power BI report provides a comprehensive analysis of Zomato Gold's subscription and feedback data. The report covers customer ratings, feedback sentiment, restaurant performance, and overall program effectiveness. The goal is to derive actionable insights that can drive better decision-making for improving customer satisfaction, restaurant engagement, and revenue generation.

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## Report Sections and Insights

### 1. Customer Insights

#### Visuals:

- **Bar Chart:** Active vs. Inactive Subscribers
- **Line Graph:** Renewal Rate Trends Over Time
- **Pie Chart:** Rating Distribution (1-5 Stars)

#### Key Metrics:

- **Active Subscribers:** Count of active subscribers.
- **Renewal Rate:** Percentage of renewed subscriptions.
- **Average Rating:** Average customer rating for subscriptions and services.

#### Insights:

- Identified customer retention patterns through renewal rates.
  - Measured the percentage of active subscribers.
  - Assessed customer satisfaction based on average ratings.
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### 2. Restaurant Partner Insights

#### Visuals:

- **Scatter Plot:** Cost-to-Benefit Ratio vs. Revenue Growth
- **KPI Cards:** Top-performing Restaurants
- **Bar Chart:** Revenue from Gold Customers

#### Key Metrics:

- **Top Restaurant Name:** Highest revenue-generating restaurant.
- **Gold Revenue Contribution:** Revenue from Gold members as a percentage of total revenue.
- **Cost-to-Benefit Ratio:** Comparison of restaurant costs vs. benefits from Zomato Gold.

#### Insights:

- Identified restaurants with the best cost-to-benefit ratios.
  - Highlighted revenue contribution from Zomato Gold members.
  - Ranked top-performing restaurants by revenue.
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### 3. Feedback Insights (Sentiment Analysis)

#### Visuals:

- **Pie Chart:** Sentiment Breakdown (Positive, Neutral, Negative)
- **Stacked Bar Chart:** Sentiment Distribution by Restaurant
- **Word Cloud (if applicable):** Frequently used words in feedback.

#### Key Metrics:

- **Sentiment Category:** Positive, Neutral, or Negative.
- **Average Feedback Rating:** Average rating derived from customer reviews.
- **Sentiment Trend Over Time:** Tracking sentiment changes.

#### Insights:

- Positive feedback concentrated around top-rated restaurants.
  - Identified key issues from negative feedback for service improvement.
  - Explored correlations between restaurant ratings and feedback sentiment.
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### 4. Program Effectiveness

#### Visuals:

- **Doughnut Chart:** Revenue Share (Subscriptions vs. Orders)

- **Clustered Bar Chart:** Feedback Sentiment by Region or Restaurant
- **Line Chart:** Subscription Revenue Growth

### Key Metrics:

- **Subscription Revenue Growth:** Increase in revenue from subscriptions over time.
- **Customer Churn Rate:** Percentage of customers canceling subscriptions.
- **Customer Retention Rate:** Percentage of returning customers.

### Insights:

- Revenue from subscriptions showed a consistent growth trend.
- Identified a manageable churn rate with potential areas for retention improvement.
- Verified the business impact of Zomato Gold on restaurant performance.

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## Data Sources

- **Customers Table:** Contains customer names and subscription details.
- **Subscriptions Table:** Includes subscription status, renewal information, and subscription periods.
- **Restaurants Table:** Holds restaurant names, revenue from Gold customers, and associated costs.
- **Feedback Table:** Contains customer feedback comments and ratings.

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## DAX Measures Used

### Key DAX Measures Created:

#### 1. Active Subscribers:

```
DAX
Copy code
Active Subscribers =
CALCULATE (
    COUNTROWS('Subscriptions'),
    'Subscriptions'[Status] = "Active"
)
```

#### 2. Average Rating:

```
DAX
Copy code
Average Rating =
```

```
AVERAGE('Feedback'[Rating])
```

### 3. Renewal Rate:

```
DAX
Copy code
Renewal Rate =
DIVIDE(
    CALCULATE(COUNTROWS('Subscriptions'), 'Subscriptions'[Renewed] =
"Yes"),
    COUNTROWS('Subscriptions')
) * 100
```

### 4. Sentiment Analysis Category:

```
DAX
Copy code
Sentiment Category =
IF('Feedback'[Rating] >= 4, "Positive",
    IF('Feedback'[Rating] = 3, "Neutral", "Negative"))
```

### 5. Gold Revenue Contribution:

```
DAX
Copy code
Gold Revenue Contribution =
DIVIDE(
    SUM('Restaurants'[Revenue_From_Gold_Customers]),
    SUM('Restaurants'[Total_Revenue])
) * 100
```

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## Recommendations

1. **Improve Customer Engagement:** Focus on regions with lower renewal rates and target them with marketing campaigns.
2. **Support Low-Performing Restaurants:** Offer personalized restaurant support programs based on cost-to-benefit ratios.
3. **Enhance Customer Experience:** Address common concerns raised in negative feedback.
4. **Boost Subscription Revenue:** Incentivize renewals through loyalty programs or exclusive offers.

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## Conclusion

This Power BI dashboard helps Zomato Gold analyze its subscription program, identify top-performing restaurants, track revenue growth, and improve customer satisfaction through

feedback sentiment analysis. The report provides actionable insights backed by clear visual representations and calculated metrics.