

"Zomato Data Deep Dive: Understanding Orders, Payments, and Customer Trends"

Executive Summary: Zomato Food Delivery Dashboard

Objective

The primary aim of this dashboard is to provide a comprehensive and interactive view of **Zomato's food delivery performance metrics**, enabling data-driven decision-making for marketing, operations, and customer experience strategies.

Key Performance Indicators (KPIs)

- **Total Sales:** ₹19.07M
- **Average Order Value:** ₹1,579.12
- **Average Delivery Time:** 49.58 minutes
- **Average Customer Rating:** 3.00 stars

These KPIs reflect overall business health, user satisfaction, and logistics performance.

Monthly Sales Trend

- **Stable Sales** from January to September with minor fluctuations.
- **Noticeable Drop** in Q4 (October–December) indicating potential seasonal impacts or operational inefficiencies that need addressing.
 - September: ₹1.82M
 - October: ₹1.00M
 - December: ₹0.85M

Top 5 City-Wise Order Volume

1. **Chennai** – 826 orders
2. **Mumbai** – 741 orders
3. **Aurangabad** – 634 orders
4. **Bangalore** – 479 orders
5. **Pune** – 405 orders

This suggests Chennai and Mumbai are key markets with high customer activity.

Top 5 States by Sales

1. **Maharashtra** – ₹3.40M

2. **Uttar Pradesh** – ₹2.10M
3. **Tamil Nadu** – ₹2.00M
4. **Gujarat** – ₹1.53M
5. **Rajasthan** – ₹1.42M

Strong revenue concentration in Maharashtra and North-South corridor.

Promo Code Insights

- **Yes:** 6147 orders
- **No:** 5932 orders
Slightly higher engagement with promo codes, indicating customers are price-sensitive and respond well to discounts.

Free Delivery Analysis

- **Yes:** ₹9.57M | 6062 orders
- **No:** ₹9.50M | 6017 orders

Orders are almost evenly split, but free delivery has a marginal edge, suggesting it could be a useful marketing lever.

Restaurant Type Sales

- **Quick Bites** – ₹5.11M (Top performing)
- **Casual Dining** – ₹4.49M
- **Café** – ₹1.52M
- **Dessert Parlour** – ₹1.19M
- **Bakery** – ₹1.05M

Quick service outlets dominate, reinforcing the fast-paced delivery nature of the platform.

Payment Method Analysis

Sales Distribution (Pie Chart):

- **Cash** – ₹3.90M
- **Credit Card** – ₹3.85M
- **Debit Card** – ₹3.80M
- **Net Banking** – ₹3.77M
- **UPI** – ₹3.76M

All payment methods are almost equally used, with a slight preference for cash.

Tip Amount (Bar Graph):

Each payment method has generated ₹0.24M in tips, indicating uniform tipping behavior regardless of payment mo

Interactive Filter Panel

- **Order Status:** Cancelled, Delivered, In-Transit
- **Promo Code Applied:** Yes/No
- **Year:** 2023, 2024
- **Month:** All 12 months selectable

This allows deep-dive exploration by time, status, and promo impact.

Conclusions & Recommendations

What's Working

- Strong performance in Maharashtra and Chennai.
- High customer engagement with promotions and free delivery.
- Wide adoption of all payment methods.

Opportunities for Improvement

- Q4 performance drop needs investigation.
- Average delivery time (49.58 min) could be optimized further.
- Customer rating is average (3.00), indicating potential dissatisfaction.

Action Points

- Launch a campaign to boost sales during Q4 (Oct–Dec).
- Improve delivery logistics in low-performing cities.
- Launch satisfaction surveys to identify service pain points.
- Introduce loyalty programs to boost retention and ratings.