"Zomato Data Deep Dive: Understanding Orders, Payments, and Customer Trends"Zomato food delivery data analysis

Key Performance Indicators (KPIs)

Total Revenue

- Sum of **Order Amount (INR)**.

- Useful for understanding the overall earnings.

Average Order Value (AOV)

- **Total Order Amount (INR) / Total Number of Orders**.

- Indicates the average spend per order.

Average Delivery Time

- **Average of Delivery Time (mins)**.

- Reflects efficiency in order fulfilment.

Average Rating (Measure)

- **Average of Rating**.

- Measures customer satisfaction.

📊 Graph Representations

1. Find Revenue Trends Based on Month?

2.Find Top 5 City Based on No of Orders?

3.Find Promo Code Applies Based No of Order?

4. Find Top 5 State Based on Total Sales?

5. Find No of Order and Total Sales Based on Free Delivery YES or NO?

6.Find Total Sales Based on Payment Method?

7.Find Total Sales Base on Restaurant Type?

8. Find Sum of Tip amount Based on Payment Method?

- **Primary Red:** #CB202D or #E23744
- **Secondary White:** #FFFFFF
- **Text/Accent Dark Grey:** #2D2D2D