

ZOMATO BANGALORE DELIVERY OUTLET DATA

Business Intelligence Report

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Executive Summary

This report analyzes Zomato's Bangalore delivery outlet data to uncover insights and provide data-driven recommendations for business improvement. The analysis covers delivery partners, top restaurants, customer order counts, top-selling food items, and monthly order distribution.

Introduction

The purpose of this report is to analyze Zomato's delivery outlet data in Bangalore to identify patterns and trends, and to provide actionable recommendations for enhancing operational efficiency and customer satisfaction.

Research Summary

Zomato's Operations

Zomato operates as an online food delivery platform, connecting customers with restaurants and managing delivery logistics. Key performance metrics include delivery times, order accuracy, and customer satisfaction.

Relevant BI Techniques

- Power BI: Used for data visualization and interactive dashboards.
- SQL: Utilized for data extraction and manipulation.
- Predictive Analytics: Applied to forecast trends and patterns.

Data Collection and Preparation

The data analyzed includes:

- Delivery Partner Data
- Restaurant Data
- Customer Order Data
- Food Item Data
- Monthly Order Data

Data Analysis

Delivery Partner Analysis

Count of Order ID by Delivery Boy:

- Suresh: 7 orders
- Amit: 6 orders
- Gyandeep: 4 orders
- Kartik: 4 orders

- Lokesh: 4 orders

Top Restaurants Analysis

Top Restaurant by Order Count:

- KFC: 8 orders
- Domino's: 5 orders
- Dosa Plaza: 5 orders
- Box8: 4 orders
- China Town: 3 orders

Order Count by Customer Analysis

Order Count by Customer:

- Ankit: 5 orders

- Khushboo: 5 orders
- Neha: 5 orders
- Nitish: 5 orders
- Vartika: 5 orders

Top Selling Food Analysis

Top Selling Food Items:

- Choco Lava Cake: 13 orders
- Chicken Wings: 8 orders
- Non-Veg Pizza: 5 orders
- Masala Dosa: 4 orders
- Rice Meal: 4 orders
- Schezwan Noodles: 4 orders
- Veg Manchurian: 4 orders
- Chicken Popcorn: 3 orders

- Rava Idli: 3 orders
- Roti Meal: 1 order
- Veg Pizza: 1 order

Order Count by Month Analysis

Order Distribution by Month:

- May: 28%
- June: 32%
- July: 40%

Key Insights and Recommendations

Insights

1. Delivery Partner Efficiency:

- Suresh has the highest order count, indicating potential efficiency or a higher workload.

2. Restaurant Popularity:

- KFC is the top restaurant, suggesting strong customer preference for its offerings.

3. Customer Order Patterns:

- Customers like Ankit, Khushboo, Neha, Nitish, and Vartika have consistent ordering patterns, indicating loyal customers.

4. Popular Food Items:

- Choco Lava Cake is the most popular item, significantly outperforming other food items.

5. Monthly Order Trends:

- Orders increased from May to July, with the highest order count in July.

Recommendations

1. Optimize Delivery Operations:

- Analyze delivery routes and times for each delivery partner, particularly focusing on Suresh, to improve overall efficiency.

2. Restaurant Partnerships:

- Strengthen partnerships with top-performing restaurants like KFC and Domino's to enhance menu offerings and promotions.

3. Customer Retention Strategies:

- Implement loyalty programs and targeted promotions for frequent customers like Ankit and Khushboo to maintain and increase their engagement.

4. Menu Optimization:

- Highlight and promote top-selling items like Choco Lava Cake and Chicken Wings to attract more orders.

5. Manage Demand Spikes:

- Prepare for peak order periods in July by increasing staffing and optimizing order handling processes.

Conclusion

The analysis of Zomato's Bangalore delivery outlet data reveals key insights into delivery partner performance, restaurant popularity, customer order patterns, top-selling food items, and monthly order trends. By implementing the recommendations provided, Zomato can enhance its operational efficiency, customer satisfaction, and overall business performance.

Appendix

- Additional charts, tables, and supporting documents.