

Zomato Report

Executive Summary

This analysis evaluates Zomato's restaurant performance, customer behavior, and sales trends using three years of order data. The dataset includes approximately 150,000 orders from 78,000 customers, generating an estimated ₹987 million in total earnings. Clear seasonal patterns emerge, with revenue softening during mid-year months and strengthening again in November and December.

Customer demand is concentrated around a few dominant cuisines which consistently lead to both order volume and earnings contribution. These categories represent the core drivers of platform engagement and customer preference.

A significant data quality concern was identified: a substantial portion of orders is associated with a "Blank" restaurant category due to missing restaurant IDs. This gap limits the precision of restaurant-level insights and should be addressed to improve future analysis and reporting accuracy. Thus, the report will carry the "Blank" within the analysis. However, the report can be adjusted by the user with the filters provided.

KPI's Provided Top (Left-Right)

1. Average Revenue
2. Total Orders
3. Total Revenue
4. Total Customers

Visual Charts (Left-Right)

1. Top Restaurants by Revenue

This will provide the Top earnings for the Top 20 Restaurants. As "Blank" will appear as it is missing restaurant ID's. However, if it is removed you have a clear picture of the Top restaurants which would consist of Domino's Pizza (MY FIRST JOB AS A TEENAGER), Kouzina Kafe, and Sweet Tooth as the Top 3 earnings.

2. Total Revenue by Year

This is a line visual that shows revenue has had a big increase from 2017 to 2018. Then there has been a decrease in revenue from 2019 and 2020. This decrease in revenue may suggest an increase in cost of the cuisine.

3. Top Cuisines

This is the Top 20 Cuisines earnings. As you view the chart the Top 6 are all above over 20M those cuisines consist of the following: North Indian, Chinese \$45M, Indian \$43M, North Indian \$34M, Chinese \$27M, Indian Chinese \$26M, and South Indian \$22M.

4. Total Orders by Cuisine

The distribution of orders aligns closely with revenue trends, with major cuisine categories accounting for the majority of orders, while minor categories contribute only marginally to overall volume.

5. Restaurant Earnings VS. Order Volume

This shows that many restaurants earnings are very low not surpassing the \$2M mark. The highest earning restaurant if we exclude “Blank” would be Dominos Pizza at \$5M. The “Blank” restaurant brings an issue as the data is not all available for “Blank”.

Visuals (Top Right Slicers)

1. Order Date (Date Slicer)

This is your filter where you can select certain date frames to see earnings.

2. Cuisine (Category Slicer)

A filter to select specific cuisines. “Blank” is an option as you can select or remove.

Recommendations to the Business

1. Fix the missing data for “Blank” to provide accurate restaurant information that will pertain to revenue, orders, and order volume.
2. Inquire into the decline from 2019-2020. Could it be due to price increase, product change, marketing, promotions, and time of sales.
3. Use the Top 6 who gained over \$20M in earnings to close sales gaps in other areas of opportunities. Conduct more sales with the Top 6 cuisines. Promote more with marketing and broadcast promotions.
4. Conducting analysis of sales decline of cuisines from 2019-2020.
5. Cuisine labels should be refined to ensure consistent categorization across the dataset and to remove duplicate entries.

Research Questions Answered

1. Which restaurants generated the highest total revenue over the 3-year period?
Dominos Pizza- \$22M the leader in revenue. Keventers, Sweet Truth, Faasos, McCafé, and KFC follow after with strong revenue. “Blank” contributes however affects accuracy.
2. Is there a correlation between order volume and total revenue across restaurants?
There's a strong positive correlation as order volume increases, revenue rises.
Domino's and Pizza Hut are the outstanding. Domino's- \$5,025,266. Pizza Hut- \$1,792,693.
3. Which cuisines are most frequently ordered, and do they align with top revenue?
Most ordered cuisine:
North Indian, Chinese- 6K orders 10.98%
Indian- 6K 10.88%
Chinese- 5K 8.58%
North Indian- 5K 8.11% From Pie Chart
4. Which cuisines contribute most to overall revenue?
Cuisines contribute most to overall revenue:
North Indian, Chinese- \$45M
Indian- \$43M
Chinese- \$34M
5. Data LIMITATION- How does the presence of missing restaurant ID's “Blank” affect the revenue attribution? (Due to it always being the highest)
It ranks the highest even though it is missing restaurant ID. This skews the top-performers. Due to not ID it may actual be hiding information on high revenue restaurants.

Conclusion

The analysis reveals Zomato's strongest revenue contributors, highlighting the cuisines that drive the majority of sales and the distinct seasonal patterns influencing customer demand. These findings provide a data backed understanding of how customers preferences and time based trends shape overall performance, offering valuable insights into where it performs most effectively and where targeted strategies may further enhance growth.

Regardless of these insights, there is data quality challenges. Particularly missing restaurant ID's which causes restrictions in achieving full analytical accuracy. If these inconsistencies are addressed it will improve the data reliability. This would then allow for more better performance tracking and enabling Zomato to strengthen its strategic data-driven process to make overall better decisions for improvement.

Hypothesis Conclusion

Based on the results of the Zomato Strategic Revenue Performance Analysis, the hypothesis that restaurants with higher revenue is strongly supported by the data. The scatter plot comparing restaurants earning to order volume shows a clear positive relationship. Restaurants with more orders consistently achieve higher revenue, with Domino's Pizza (First Job as A Teenager prefer Pizza Hut) and Pizza Hut standing out as major outliers due to their exceptionally high order counts and their earnings that correlate with them as well. Additionally, the cuisine analysis reinforces this same trend. The cuisines with the highest number of orders such as North Indian, Indian and Chinese are also the top contributors to total revenue, indicating that customer demand directly translates into financial performance. While customer ratings were not in visual directly you see that the top earning restaurants are well-known restaurants that typically maintain customer satisfaction, which would suggest that ratings would likely play a role in repeat orders, customer and revenue. Overall, the data shows that order volume is a primary key in driving revenue and when with a strong well-established reputation this will lead to a higher financial outcome. This would validate the hypothesis.