

ZOMATO BUSINESS ANALYSIS

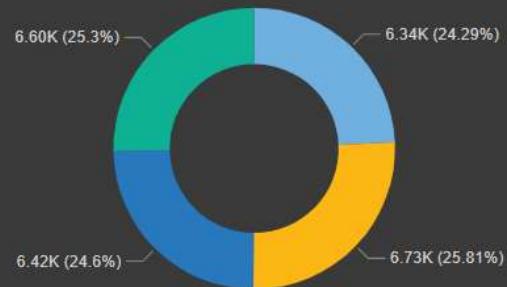
FINAL PROJECT

Sum of sales_amount by DayOfWeek

187995.29K

Wednesday

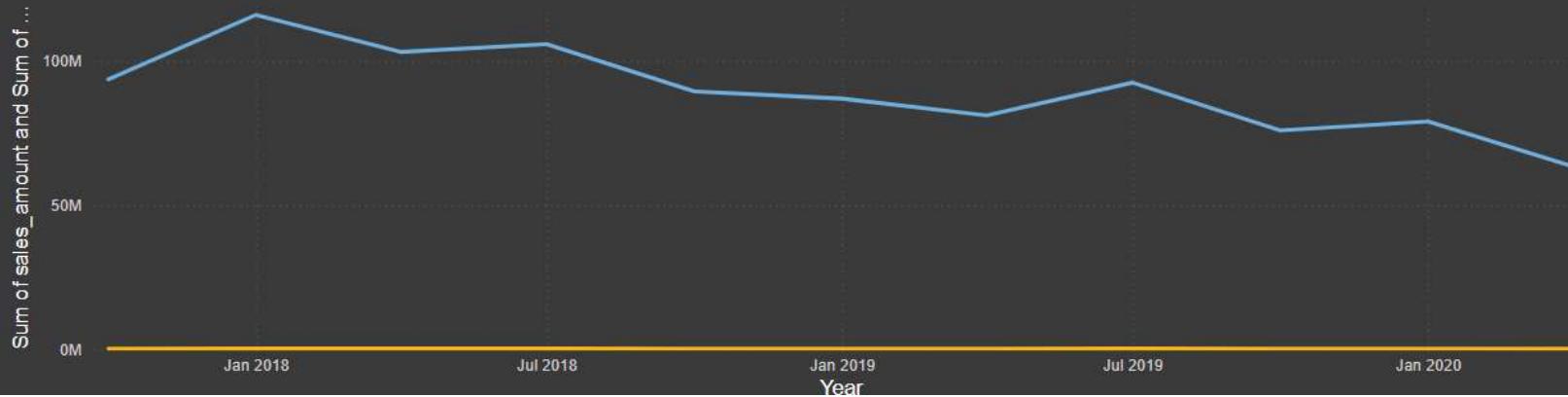
Average of sales_amount by Year



DayOfWeek
Friday
Monday
Saturday
Sunday
Thursday
Tuesday
Wednesday

Sum of sales_amount and Sum of sales_qty by Year and Quarter

- Sum of sales_amount
- Sum of sales_qty



SALE TRENDS OVER TIME

2019 HAD THE HIGHEST AVERAGE SALES:

- SALES PERFORMANCE PEAKED IN 2019, WHICH COULD INDICATE A STRONG ECONOMIC ENVIRONMENT OR EFFECTIVE SALES STRATEGIES DURING THAT YEAR.

FRIDAYS GENERATE THE MOST REVENUE:

- DESPITE BEING THE BUSIEST DAY IN TERMS OF REVENUE, THIS DOES NOT NECESSARILY CORRELATE WITH THE HIGHEST TRAFFIC OR CONVERSION RATES, AS FRIDAYS MAY ATTRACT INTENTIONAL BUYERS WITH HIGHER PURCHASE VALUES.

SATURDAYS SHOW CONSISTENT GROWTH:

- WHILE NOT THE BUSIEST DAY, SATURDAYS HAVE EXPERIENCED STEADY INCREASES IN SALES OVER THE PAST FOUR YEARS. THIS TREND SUGGESTS THAT CONSUMER BEHAVIOR IS SHIFTING, POSSIBLY DUE TO LIFESTYLE CHANGES OR TARGETED MARKETING EFFORTS.

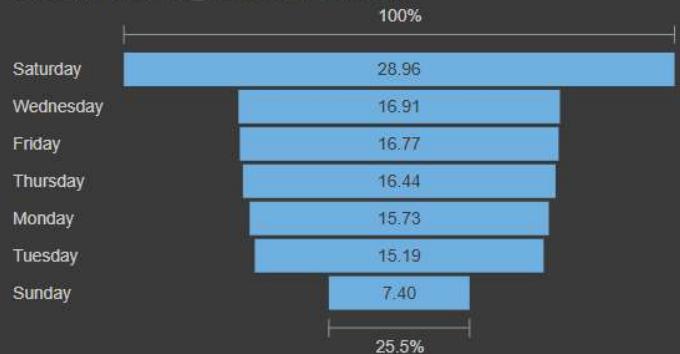
TUESDAYS ARE DECLINING IN SALES:

- OVER THE PAST FOUR YEARS, TUESDAYS HAVE SEEN A CONSISTENT DECLINE IN SALES PERFORMANCE. THIS COULD REFLECT CHANGING CONSUMER HABITS OR REDUCED EFFECTIVENESS OF PROMOTIONS ON THIS DAY.

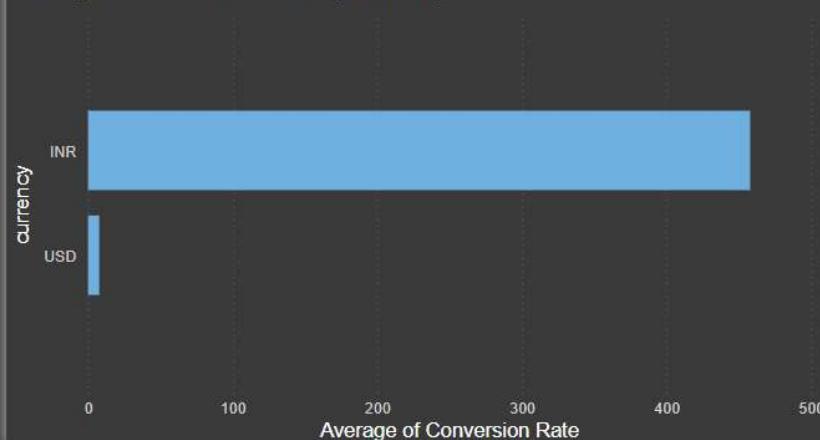
ANALYSIS AND RECOMMENDATIONS

- **LEVERAGE FRIDAYS FOR MAXIMUM REVENUE:**
FOCUS MARKETING CAMPAIGNS AND PROMOTIONS ON FRIDAYS TO CAPITALIZE ON HIGHER SPENDING PATTERNS. OPTIMIZE STAFFING AND INVENTORY TO HANDLE INCREASED DEMAND.
- **INVEST IN SATURDAY GROWTH:**
SINCE SATURDAYS ARE STEADILY GROWING, CONSIDER ENHANCING CUSTOMER ENGAGEMENT THROUGH WEEKEND-SPECIFIC CAMPAIGNS OR LOYALTY PROGRAMS.
- **REVITALIZE TUESDAYS:**
INVESTIGATE THE REASONS BEHIND DECLINING SALES ON TUESDAYS. THIS COULD INVOLVE ANALYZING CUSTOMER BEHAVIOR, RETHINKING PROMOTIONAL STRATEGIES, OR INTRODUCING SPECIAL OFFERS TO BOOST TRAFFIC AND CONVERSIONS.
- **UTILIZE DATA VISUALIZATION FOR DECISION-MAKING:**
EMPLOY TOOLS LIKE LINE GRAPHS AND HEAT MAPS TO TRACK TRENDS OVER TIME AND ACROSS DAYS OF THE WEEK. VISUAL STORYTELLING CAN HELP IDENTIFY PATTERNS AND COMMUNICATE INSIGHTS EFFECTIVELY TO STAKEHOLDERS³⁶.
- **BY FOCUSING ON THESE TRENDS AND STRATEGICALLY ADAPTING SALES EFFORTS, BUSINESSES CAN OPTIMIZE PERFORMANCE ACROSS DIFFERENT TIME FRAMES WHILE ADDRESSING AREAS OF CONCERN.**

Average of sales_qty by DayOfWeek



Average of Conversion Rate by currency



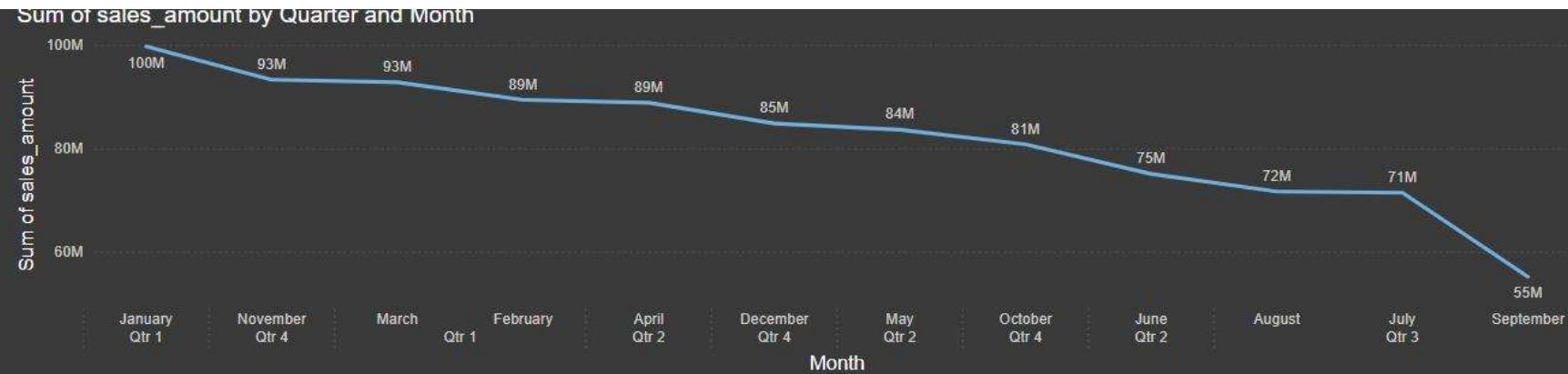
Thursday	1510944.00	70591
	Average of sales_amount	user_id
Friday	1477458.00	62645
	Average of sales_amount	user_id
Friday	1338264.00	94568
	Average of sales_amount	user_id
Tuesday	1316921.00	1159
	Average of sales_amount	user_id
Friday	1283875.00	15402
	Average of sales_amount	user_id
Friday	1283875.00	23667
	Average of sales_amount	user_id
Monday	1235347.00	83766
	Average of sales_amount	user_id
Tuesday	1228148.00	64054
	Average of sales_amount	user_id
Thursday	746613.50	16975
	Average of sales_amount	user_id

SALES QUANTITY BY DAY OF THE WEEK

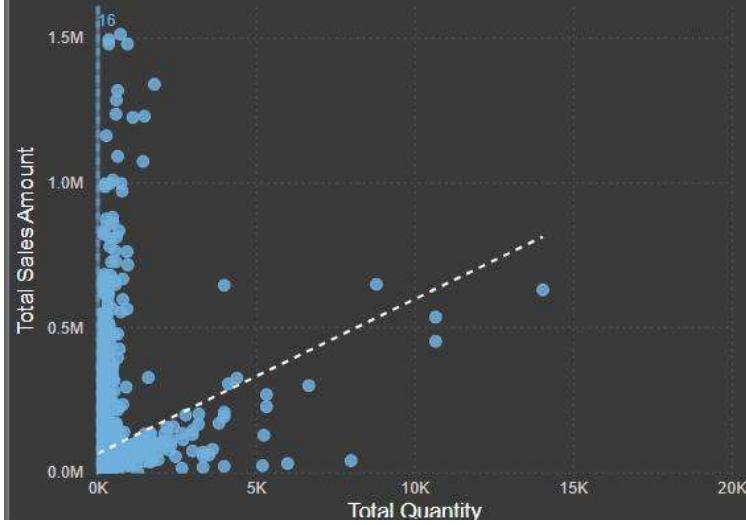
- SATURDAY IS THE BEST DAY FOR SALES QUANTITY: IT ACCOUNTS FOR THE HIGHEST PERCENTAGE OF SALES QUANTITY AT 28.96%.
- SUNDAY IS THE WORST DAY FOR SALES QUANTITY: IT HAS THE LOWEST PERCENTAGE AT 7.40%.
- THE OTHER DAYS ARE RELATIVELY SIMILAR: WEDNESDAY, FRIDAY, THURSDAY, MONDAY, AND TUESDAY HAVE SALES QUANTITIES BETWEEN 15.19% AND 16.91%.

AVERAGE SALES VS. CONVERSION RATES

- CONVERSION RATE BY CURRENCY
- INR (INDIAN RUPEE) HAS A SIGNIFICANTLY HIGHER CONVERSION RATE COMPARED TO USD (US DOLLAR). BASED ON THE SCALE, INR'S CONVERSION RATE IS FAR GREATER THAN 300, WHEREAS USD IS SIGNIFICANTLY LOWER, APPEARING TO BE BELOW 100.
- AVERAGE SALES AMOUNT
- THURSDAY: AVERAGE SALES AMOUNT IS 1,510,944.00, ASSOCIATED WITH USER ID 70591.
- FRIDAY: AVERAGE SALES AMOUNT VARIES, WITH INSTANCES OF 1,477,458.00 (USER ID 62645), 1,338,264.00 (USER ID 94568), AND 1,283,875.00 (USER IDs 15402 AND 23667).
- TUESDAY: AVERAGE SALES AMOUNT IS 1,316,921.00 (USER ID 1159) AND 1,228,148.00 (USER ID 64054).
- MONDAY: AVERAGE SALES AMOUNT IS 1,235,347.00, ASSOCIATED WITH USER ID 83766.
- THURSDAY: AVERAGE SALES AMOUNT IS 746613.50 ASSOCIATED WITH USER ID 16975.
- THIS INFORMATION COULD BE USED TO IDENTIFY TRENDS IN SALES PERFORMANCE, SUCH AS WHICH DAYS OF THE WEEK ARE MOST PROFITABLE, WHICH CURRENCIES HAVE THE BEST CONVERSION RATES, AND WHICH USER IDs ARE ASSOCIATED WITH HIGHER SALES AMOUNTS.



Total Quantity and Total Sales Amount by Restaurant ID



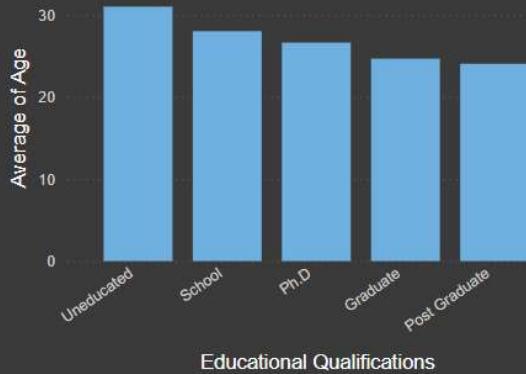
Total Sales Amount and Sum of Restaurant ID



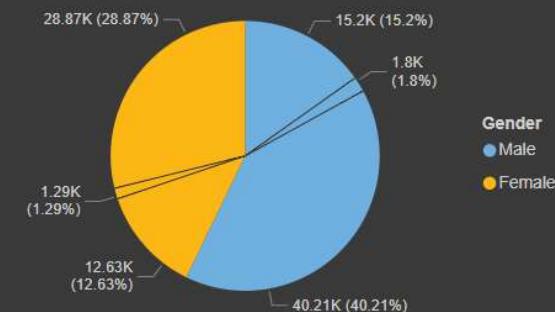
SALES TRENDS & RESTAURANT ANALYSIS

- SUM OF SALES AMOUNT BY QUARTER AND MONTH:
 - SHOWS A GENERAL DOWNWARD TREND IN TOTAL SALES AMOUNT OVER THE PERIOD FROM JANUARY TO SEPTEMBER. SALES PEAK IN JANUARY-MARCH AND DECLINE THROUGH THE REST OF THE OBSERVED PERIOD.
- TOTAL QUANTITY AND TOTAL SALES AMOUNT BY RESTAURANT ID:
 - THIS SCATTER PLOT SHOWS THE RELATIONSHIP BETWEEN THE QUANTITY OF ITEMS SOLD AND THE TOTAL SALES AMOUNT FOR EACH RESTAURANT.
 - THE GENERAL UPWARD TREND (INDICATED BY THE DOTTED LINE) SUGGESTS A POSITIVE CORRELATION: AS THE QUANTITY OF ITEMS SOLD INCREASES, SO DOES THE TOTAL SALES AMOUNT.
 - THERE ARE SOME OUTLIERS – RESTAURANTS WITH HIGH SALES AMOUNTS BUT RELATIVELY LOWER QUANTITIES (OR VICE VERSA).
- TOTAL SALES AMOUNT AND SUM OF RESTAURANT ID:
 - THE DONUT CHART VISUALIZES THE PROPORTION OF TOTAL SALES AMOUNT COMPARED TO THE SUM OF RESTAURANT IDs.
 - "TOTAL SALES AMOUNT" CONTRIBUTES A LARGER PORTION COMPARED TO "SUM OF RESTAURANT ID."

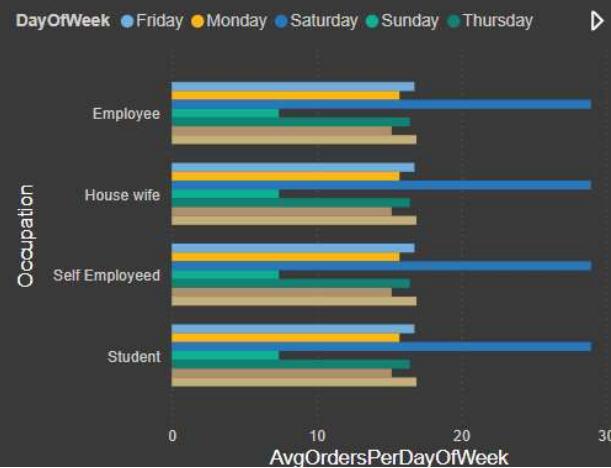
Average of Age by Educational Qualifications



Count of Monthly Income by Gender and Marital Status



AvgOrdersPerDayOfWeek by Occupation and DayOfWeek



RFM SEGMENTATION

Segment	Score Range	Characteristics
Champions	444-555	Recent, frequent, high spending
Loyal Customers	341-443	Regular purchasers, high loyalty
Potential Loyalists	331-340	Recent, good potential
Promising	311-330	Recent, needs engagement
Need Attention	244-310	Declining activity
At Risk	144-243	Lapsing customers
Lost	<144	Inactive for long periods

COMBINED ANALYSIS & POTENTIAL INSIGHTS:

- OVERALL SALES PERFORMANCE: THE DATA SUGGESTS A POTENTIAL ISSUE WITH DECLINING SALES OVER THE MONTHS. FURTHER INVESTIGATION IS NEEDED TO UNDERSTAND THE REASONS FOR THIS DECLINE.
- CURRENCY OPTIMIZATION: THE SIGNIFICANTLY HIGHER CONVERSION RATE OF INR COMPARED TO USD . DATA SUGGESTS THAT THE BUSINESS MAY BE PARTICULARLY SUCCESSFUL IN THE INDIAN MARKET OR THAT THERE MAY BE OPPORTUNITIES TO IMPROVE USD CONVERSION RATES.
- WEEKEND STRATEGY: SATURDAY'S STRONG SALES QUANTITY HIGHLIGHTS THE IMPORTANCE OF WEEKEND SALES. SUNDAY'S LOW PERFORMANCE SUGGESTS A NEED TO INVESTIGATE AND POTENTIALLY IMPLEMENT STRATEGIES TO IMPROVE SALES ON SUNDAYS.
- RESTAURANT PERFORMANCE: THE RESTAURANT ID ANALYSIS ALLOWS FOR THE IDENTIFICATION OF TOP-PERFORMING RESTAURANTS (HIGH SALES AND QUANTITY) AND UNDERPERFORMING ONES. FURTHER ANALYSIS COULD EXPLORE FACTORS CONTRIBUTING TO THE SUCCESS OR FAILURE OF INDIVIDUAL RESTAURANTS.
- USER ID PERFORMANCE: BY TRACKING SALES AND USER IDs YOU CAN IDENTIFY TOP-PERFORMING SALES PEOPLE AND REWARD THEM ACCORDINGLY.