Zomato Sales Analysis:

Project Overview

I am hired as a junior analyst at Zomato and should analyze the business performance of restaurants and data for Insights and to create a dashboard in the format of a Report to generate sales based on the customers behavior and orders.

Data source

Orders Data: The primary table used for this analysis is "Orders.csv file" containing information about sales amount made by the restaurant and generated an order id.

Restaurants Data: The secondary table used for the analysis is "Restaurants.csv file" containing information about the restaurant's names, city, ratings and cuisines.

Users Data: Third table used for analysis is "Users.csv file" containing information about User name, age, gender and occupation.

Tools:

Excel: Data cleaning

Power BI: Creating Reports

Data Cleaning:

In the initial stage of the phase, I performed the following tasks:

Data Loading and inspection

Handling missing values

Data cleaning and formatting

Exploratory Data Analysis:

What are the KPI's?

What are the sales over by month?

What are the sales with orders by month?

What are the top cuisines with orders and average sales?

What are the top restaurants by sales with ratings and count of Orders and Users?

How much revenue generated by occupation and with their income?

What are the total sales by ratings with count of orders?

Analysis:

Sales are highest in Q4, suggesting stronger performance in festive or holiday seasons.

Total Sales vs. Count of Orders by Month shows that high sales do not always correlate with high order volume.

A positive correlation between ratings and sales is visible; ratings range 3.7 to 4.2.

Higher-rated restaurants consistently generate more revenue and customer engagement.

Students appear to be a key customer segment, possibly driven by affordability, digital literacy, and convenience.

Sales are highest for products rated between 3.5 to 4.5.

Indicates a strong customer preference for highly rated products.

Recommendations:

By Month

- Launch promotional campaigns and discount events in **Q4** to leverage high seasonal traffic.

- Investigate low-performing months (July–September) to address pain points in demand or offerings.

Orders & Sales Correlation

- Enhance product value proposition during months with lower order volume but higher sales to sustain revenue.

- Balance marketing budgets to focus not only on order count but also on average transaction value.

Cuisine Strategy

- Expand menu options under high-performing cuisines (North Indian, Chinese).

- Promote underperforming cuisines with combo offers or spotlight features to diversify demand.

- Monitor average sales per cuisine to identify premium or high-margin dishes.

Restaurant-Level Focus

- Encourage restaurants to improve service quality and collect positive reviews to boost ratings.

- Use customer feedback to refine menus, pricing, and overall experience.

Target by Demographics

- Students are key—offer student discounts or loyalty programs.

- Tailor offerings to suit employee and housewife segments through strategic bundles or ads.

Quality & Ratings

- Maintain strict quality control and monitor reviews.

- Promote high-rated products and take corrective actions for low-rated items.

Conclusion:

The data-driven insights from the dashboard reveal crucial trends and performance drivers across sales, orders, cuisines, customer demographics, and ratings:

1. Seasonal patterns play a major role, with sales peaking in Q4—prompting the need for event-driven campaigns.

2. Higher sales don't always mean higher orders, suggesting businesses should focus on increasing average order value alongside volume.

3. Cuisine popularity, especially North Indian and Chinese, reflects customer preferences that can be further monetized with targeted promotions.

4. Restaurant ratings strongly influence sales, proving that customer satisfaction is a key revenue lever.

5. Students and mid-to-high income groups drive sales, suggesting tailored targeting can enhance engagement.

6. Product quality and high ratings are essential for sustained growth—businesses must actively manage reputation and satisfaction.

Recommendations:

- ➢ Develop marketing strategies to promote products during the last quarter of the year.
- ➢ Consider offering seasonal promotions, discounts to capitalize on the seasonal trend.
- ➢ Focus marketing efforts on months with high sales and order counts.
- ➢ Adjust resource allocation according to the demand patterns observed in the data.
- ➢ Analyze the menu items within each cuisine to identify opportunities to increase average sales amount.
- ➢ Focus on quality control to maintain high ratings and drive sales.
- ➢ Encourage positive reviews.
- ➢ Business should identify products with low ratings and take corrective actions, such as improving product quality.