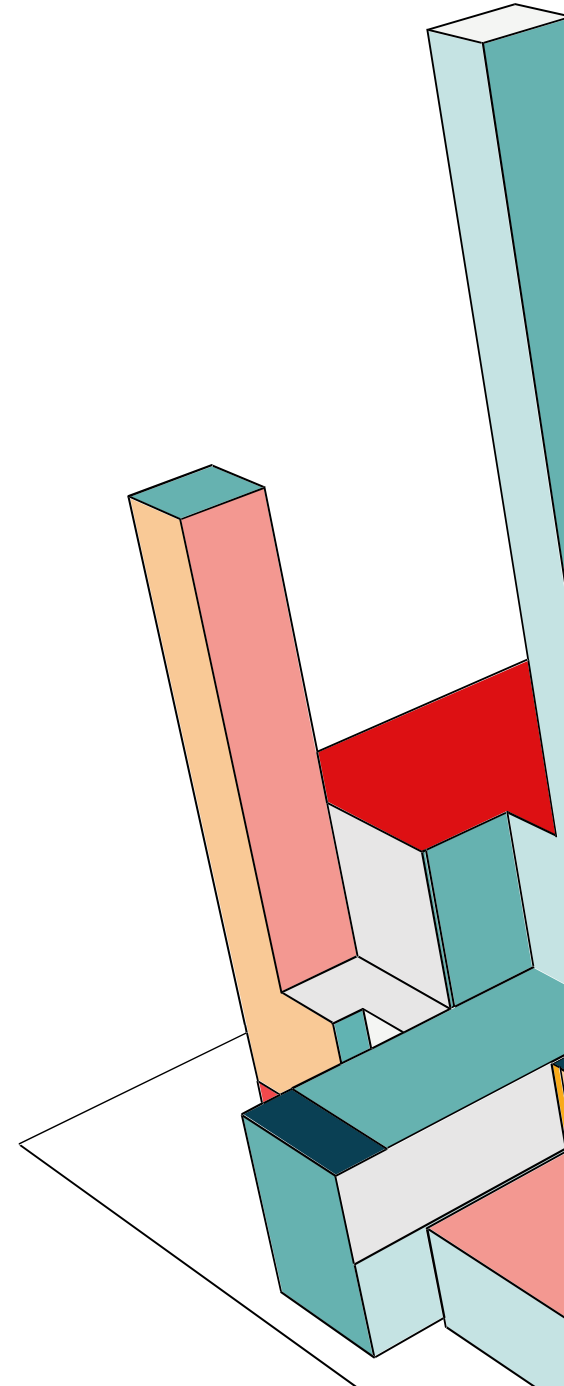


BASIC PRESENTATION

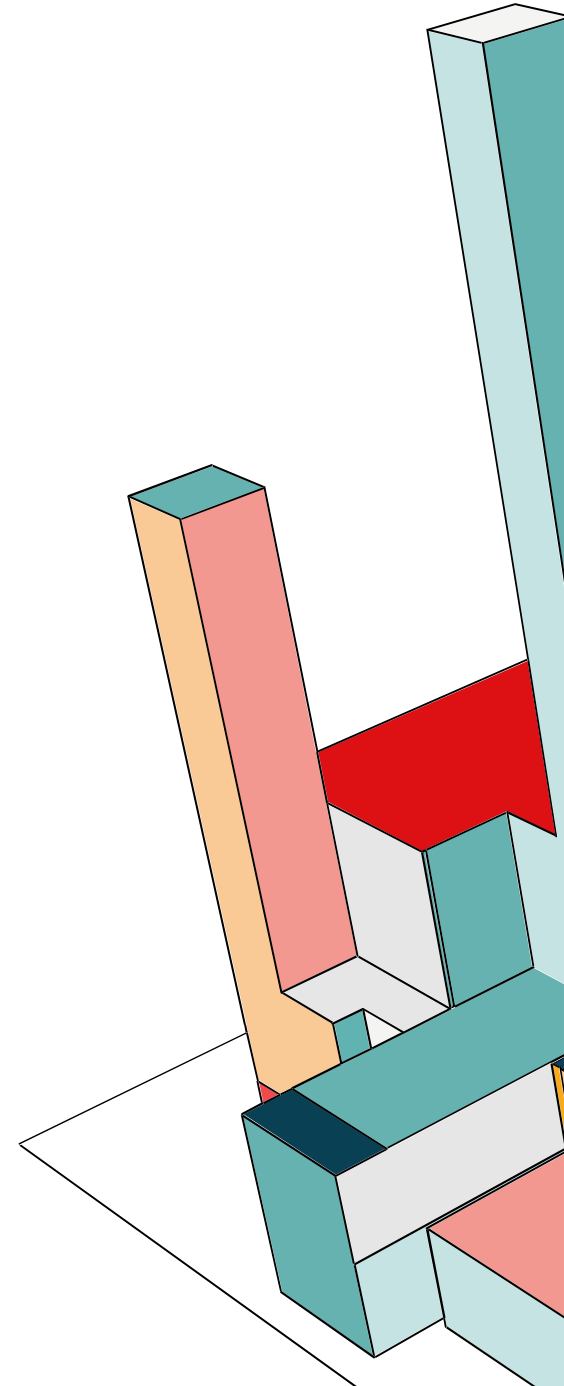
AGENDA

- Hypothesis and Initial thoughts
- Overview of Data
- City by Sales Amount
- City by Sales Amount pt. 2
- Cuisine Insights
- Cuisine Insights pt. 2
- Sales and Order Seasonality
- Sales/Order Insights
- Final Takeaways and Last Comments
- Thank You
- Appendix



HYPOTHESIS & INITIAL THOUGHTS

- What we Believe at First Glance
 - See higher trends in Italian and American Cuisine
 - Maybe see Pizza being highest
 - Seasonality to sales
 - Amount of sales by geography will be close in total number
- What analysis will show.
 - Sales data analysis to support where next location should be
 - A clear picture of open date window and cuisine to focus on.



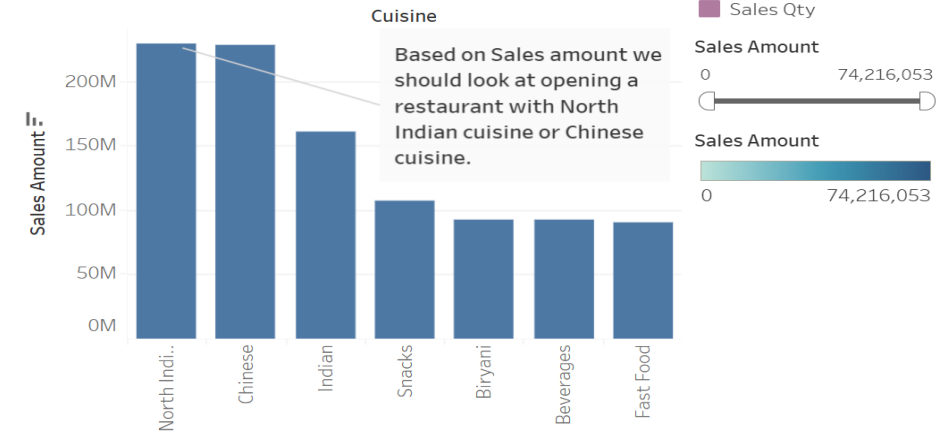
OVERVIEW OF DATA

Sales amt vs City (2)

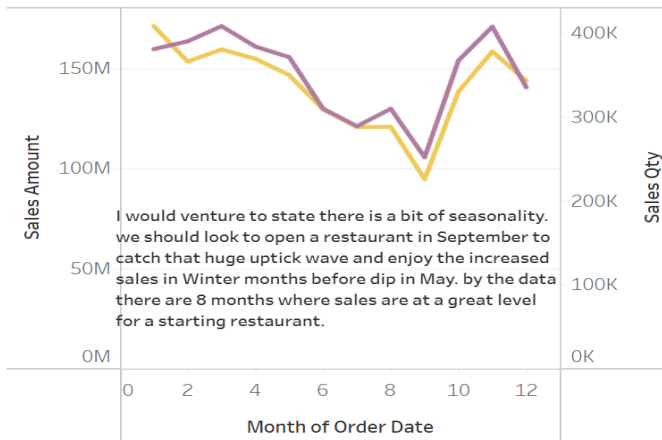
City	
Tirupati	74,216,053
Electronic City,Bangal..	51,456,105
Baner,Pune	45,552,013
Raipur	39,300,603
Malviya Nagar,Delhi	29,445,067
Sultanpur	27,382,138
Indirapuram,Delhi	22,089,229
Vastrapur,Ahmedabad	22,019,735
Navrangpura,Ahmeda..	21,920,294
Rohini,Delhi	21,230,193
Bikaner	20,757,226
Tirupur	19,591,665
Sirsa	19,031,868
Bopal,Ahmedabad	19,009,829
Sonipat	17,690,761

Callout: Huge difference in sales amount between Sitapur(#3 city) and Sirsi(#2 city). For this reason I believe we should look at opening up a restaurnt in Tirupati or Sirsi

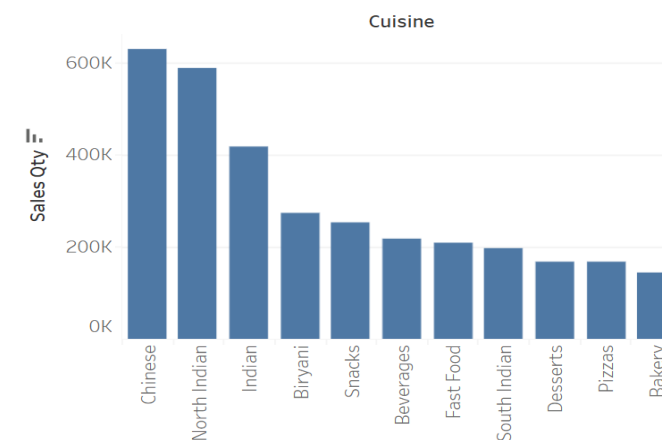
Sales amount vs. cuisine



Sum sales and qty vs. Month



Sales qty Vs. Cuisine



Sales amt vs City (2)

City	
Tirupati	74,216,053
Electronic City,Bangalore	51,456,105
Baner,Pune	45,552,013
Raipur	39,300,603
Malviya Nagar,Delhi	29,445,067
Sultanpur	27,382,138
Indirapuram,Delhi	22,089,229
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Bikaner	20,757,226
Tirupur	19,591,665
Sirsa	19,031,868
Bopal,Ahmedabad	19,009,829
Sonipat	17,690,761
Hinjewadi,Pune	17,380,833
Ghatlodia,Ahmedabad	17,311,720
GOTA,Ahmedabad	15,587,237
BTM,Bangalore	15,537,131
Chandkheda,Ahmedabad	14,933,868
Viman Nagar,Pune	14,895,770
Connaught Place,Delhi	14,752,444
Ranchi	14,371,012
NSP,Delhi	14,254,077
Agra	14,236,646
Rajouri Garden,Delhi	14,042,900
Trichy	13,384,076
Rajahmundry	12,590,437
Rohtak	12,251,251

CITY BY SALES AMOUNT

- Table shows total sales amount by city.
 - Sales amount is sales \$
- Anything above 30mil is significant.
- Top 3 cities are seeing significant sales totals
- **Callout:** Tirupati has a significantly higher total sales amount then next closest city

Sales amt vs City (2)

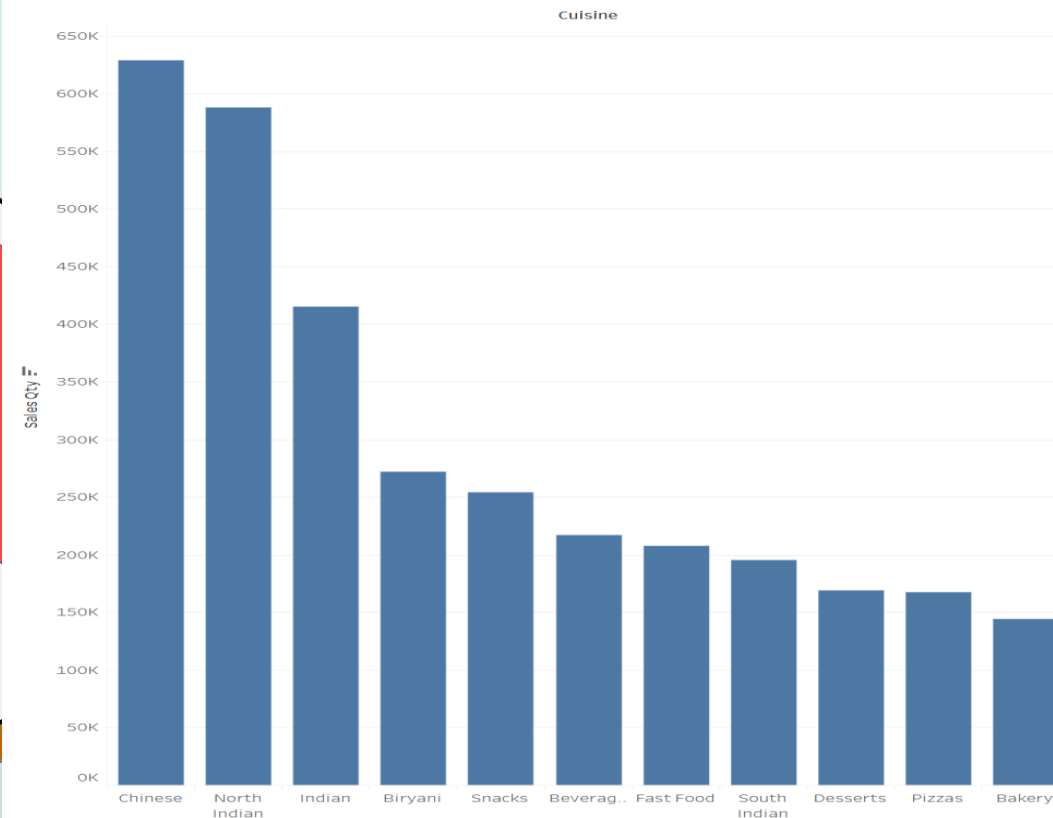
City	
Tirupati	74,216,053 24,159
Electronic City,Bangalore	51,456,105 638,941
Baner,Pune	45,552,013 43,622
Raipur	39,300,603 27,600
Malviya Nagar,Delhi	29,445,067 37,408
Sultanpur	27,382,138 14,531
Indirapuram,Delhi	22,089,229 24,629
Vastrapur,Ahmedabad	22,019,735 10,520
Navrangpura,Ahmedabad	21,920,294 14,117
Rohini,Delhi	21,230,193 33,155
Bikaner	20,757,226 30,422
Tirupur	19,591,665 9,232
Sirsa	19,031,868 16,509
Bopal,Ahmedabad	19,009,829 12,702
Sonipat	17,690,761 8,663
Hinjewadi,Pune	17,380,833 20,827
Ghatlodia,Ahmedabad	17,311,720 12,308

CITY BY SALES AMOUNT

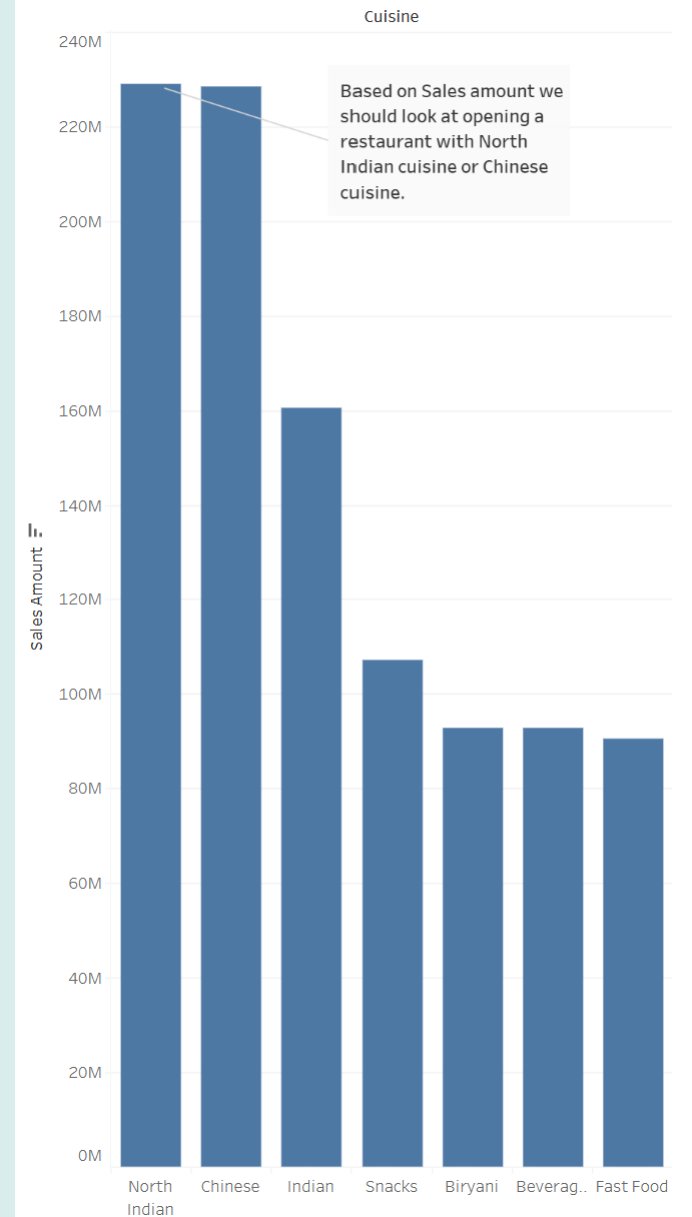
- Table shows number underneath as sales qty by city.
 - Sales qty is #of orders
- We can see the correlation between sales quantity and sales amount (i.e. how many sales does it take to earn that amount of sales dollars)
- Callout:** for Tirupati, total of 24,159 total sales with total sales dollars of 74mil. Less total sales more total money.
- Callout:** Electronic City, which is 23mil less in total sales dollars had 638k total number of sales. A lot of orders for similar but less capital gain.
- Recommendation:** Future location should be located in Tirupati

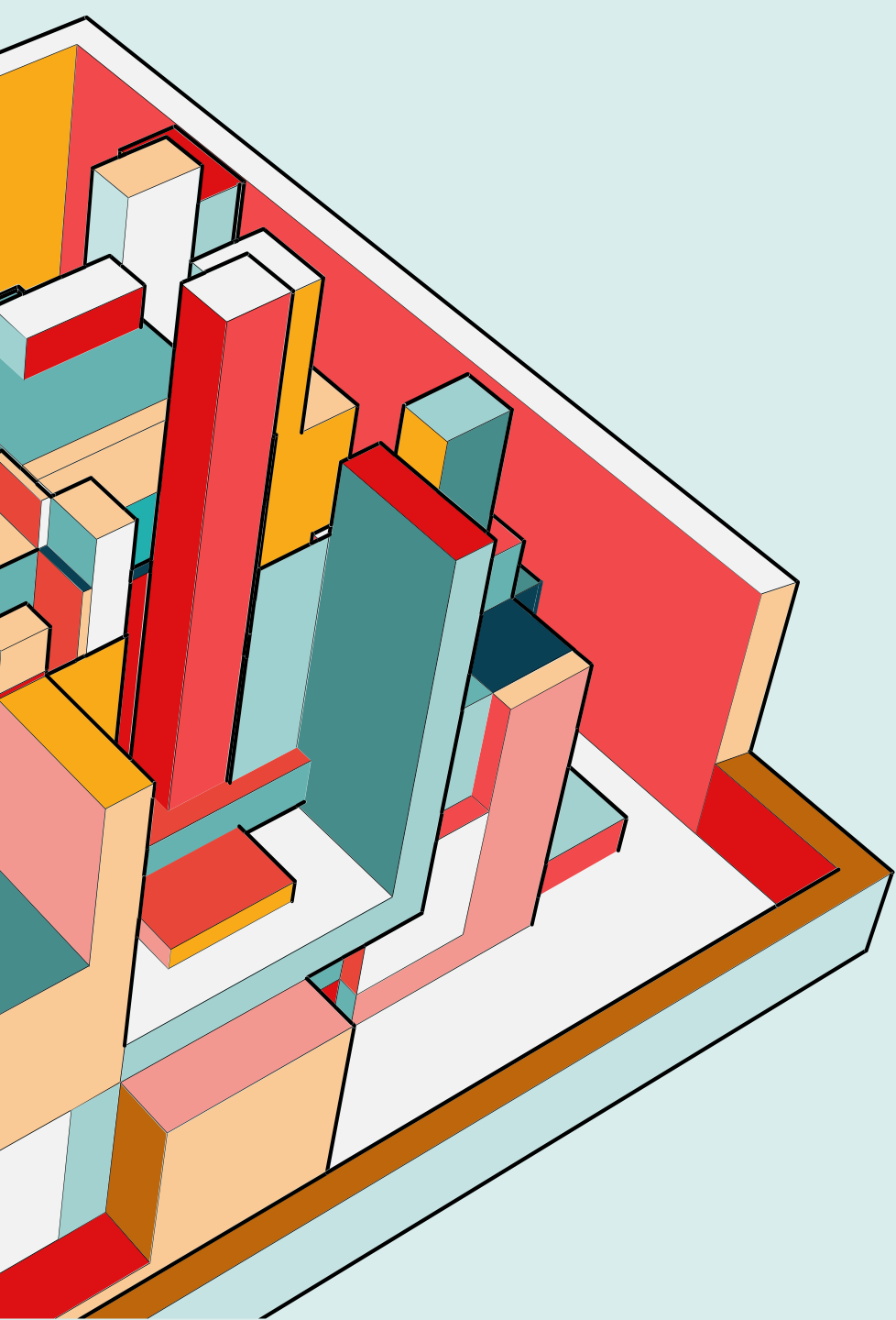
CUISINE INSIGHTS

Sales qty Vs. Cuisine



Sales amount vs. cuisine

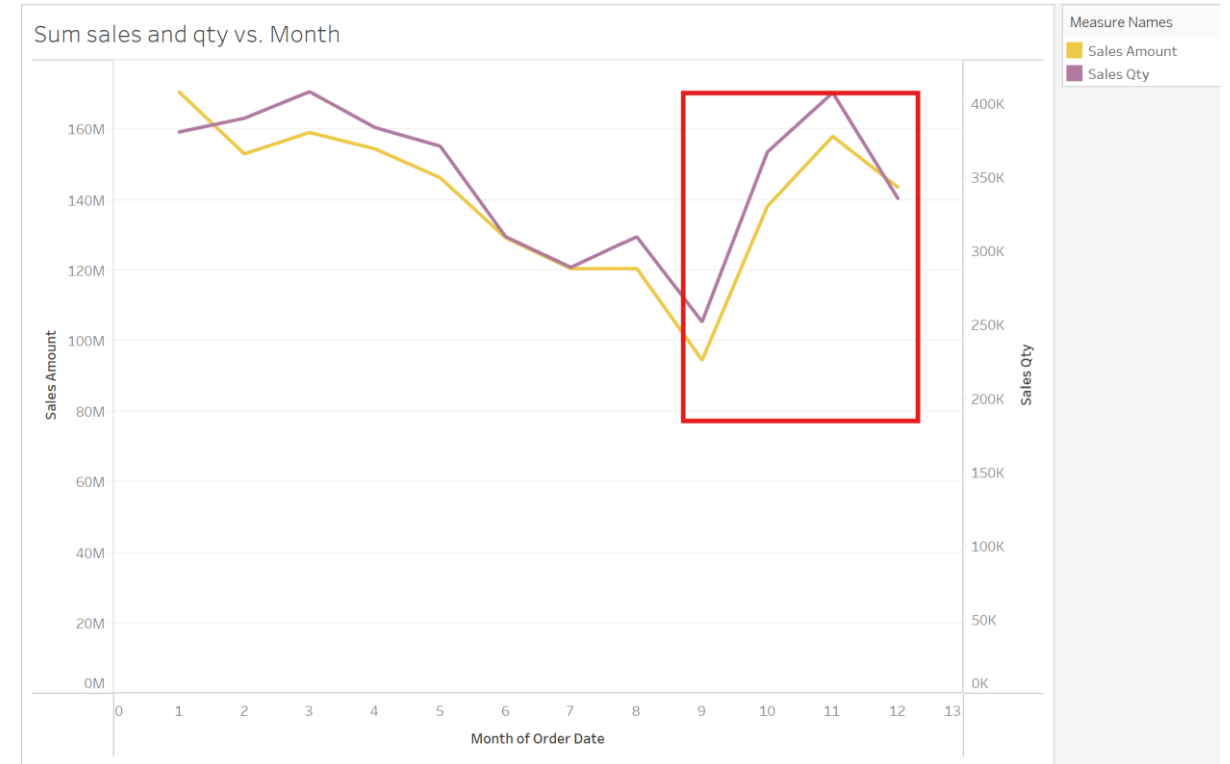
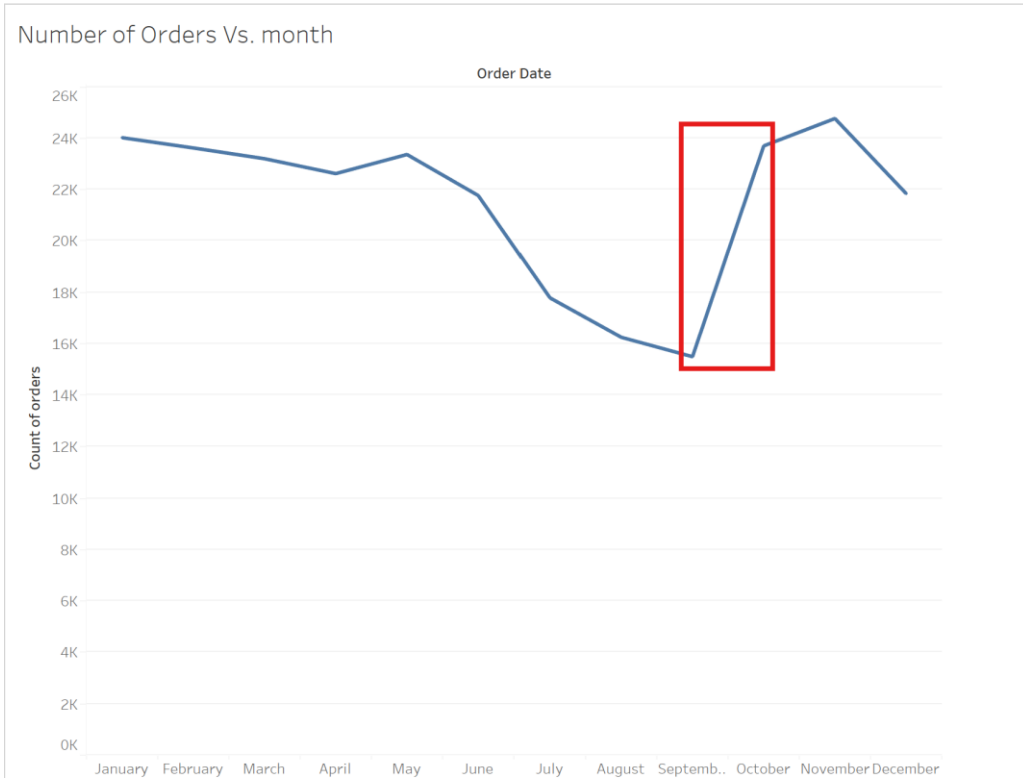




CUISINE INSIGHTS

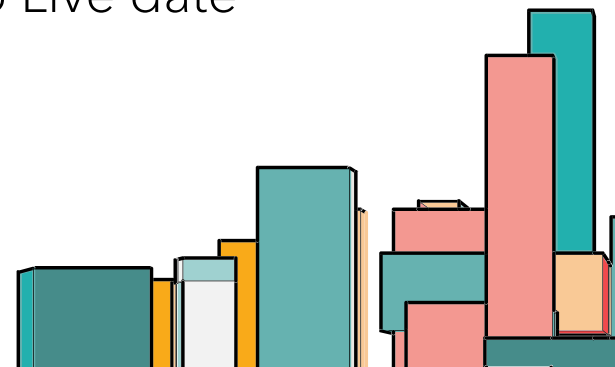
- Previous slide shows to bar charts for cuisine broken down by sales amount and sales quantity.
- Huge difference between top two cuisines and the field.
- Chinese and North Indian cuisine are top for both sales amount and sales quantity
- **Recommendations:** Future restaurant cuisine should be one of these.

SALES AND ORDER SEASONALITY



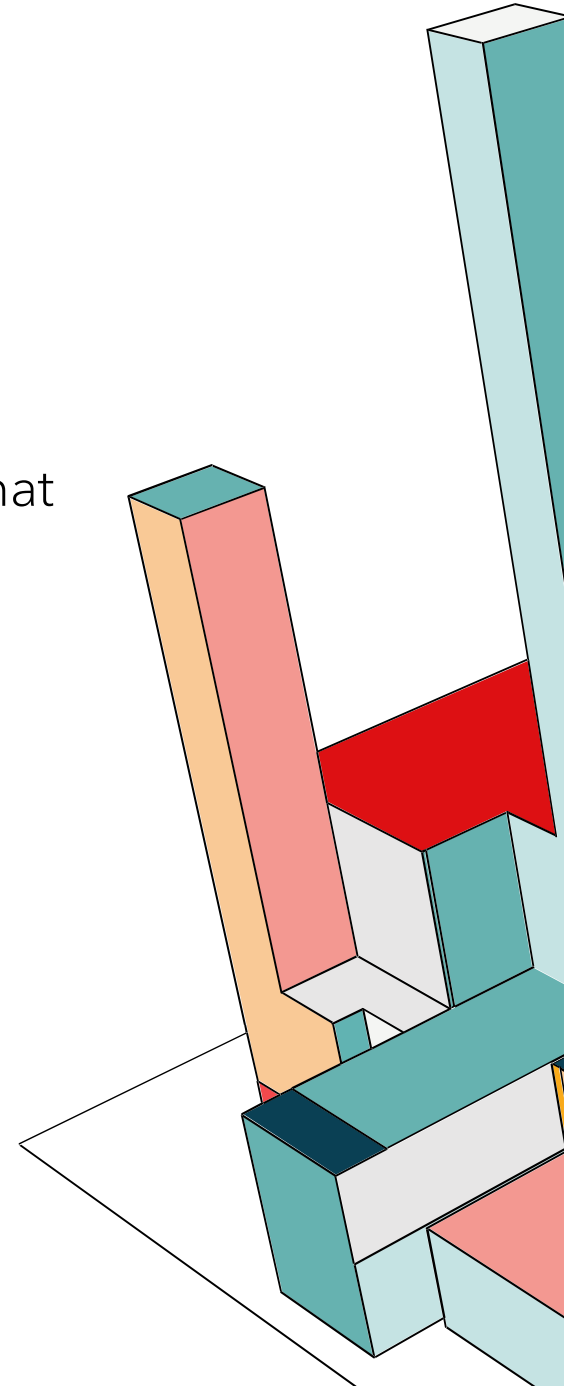
SALES/ORDER INSIGHTS

- As you can see in both orders by month and sales qty & sales amt, there is clear seasonality.
- There is a palpable dip in the summer months with peak lows in September.
- Huge spike to peak conditions October to November leading to a slow decrease through May.
- Summer is low Season, Fall and Winter being High season
- Callout: if opening in September for a launch into October we will see almost 8 months of optimal sales
- **Recommendation:** when opening new location, need to consider a Go Live date somewhere in October to take advantage of seasonality.



FINAL TAKEAWAYS & LAST COMMENTS

- Further analysis may be needed, but we uncovered a great deal of information regarding sales analysis, where to open new location, and what potential sales look like.
- Potential city for new location: Tirupati
- Potential Cuisines: North Indian Cuisine or Chinese Cuisine
- Peak Months: October and November
- Peak Seasons: Fall and Winter Months
- Low Season: Summer
- Lastly, all information looks very promising and to see full data set please see appendix and tableau workbook.



THANK YOU

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Data Analyst

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www.companyname.com

I Look forward to further analysis!



APPENDIX

Tableau Public Workbook -

https://public.tableau.com/views/FinalProject-SalesAnalysis/ZomatoNewLocationSalesAnalysis?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

