“360-DEGREE BUSSINESS ANALYSIS OF ONLINE DELIVERY APPS”

“ST JOHNS COLLEGE"

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ABSTRACT

Online food delivery apps have revolutionized the way we eat, offering convenience and a vast selection of restaurants at our fingertips. This abstract explores the key aspects of this booming business mode:The analysis dives into the Indian online food delivery landscape, outlining customer preferences, competition (Swiggy, Uber Eats etc.), and current trendsUnderstanding customer behavior is crucial. We'll examine who uses these apps, their ordering habits, and what factors influence their restaurant choices.:The value proposition for restaurants will be explored, including how they benefit from app visibility, commission structures, and marketing potential.A user-friendly app is essential. We'll assess the ease of use, ordering process, restaurant discovery features, and available payment options.The analysis will explore Zomato's revenue streams, such as commissions and subscription services (Zomato Gold), alongside their cost structure (marketing, logistics).The abstract concludes by identifying potential challenges and opportunities, considering technological advancements, competition, and regulatory changes.

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CHAPTER 1

INTRODUCTION

- ## Problem Statement

Zomato's online delivery app has transformed the food industry, but faces challenges in a competitive market. This analysis aims to identify areas for improvement by examining customer behavior, restaurant partnerships, app functionality, and financial performance. Can Zomato optimize its app and operations to enhance user experience, attract more restaurants, and achieve sustainable growth?

- ## Proposed Solution

Analyze Zomato's delivery app to optimize growth:Conduct market research to understand customer trends and competitor strategies.Analyze user data to improve user experience and target marketing efforts.Partner with restaurants to develop mutually beneficial commission structures.Evaluate app functionality to ensure a smooth user experience.Analyze financials to identify revenue opportunities and cost efficiencies.Identify future challenges and opportunities to solidify market position.By implementing this analysis, Zomato can gain valuable insights to strengthen their app and business.

- **Feature**

A business analysis of an online delivery app like Zomato should consider a variety of features to provide a comprehensive picture. Here are some key aspects to include:

Customer-Centric Features:User Experience (UX) Analysis: Evaluate the app's ease of use, navigation, search functionality, and overall design.

Customer Segmentation: Identify different user groups and their ordering habits (frequency, preferred cuisines etc.).

Customer Acquisition and Retention: Analyze strategies for attracting new users and keeping existing ones engaged (promotions, loyalty programs).

Restaurant-Centric Features:Onboarding and Partnership Analysis: Evaluate the process for restaurants to join the platform and the value proposition offered (increased reach, marketing opportunities).

Commission Structure Analysis: Assess the fairness and competitiveness of commission rates charged to restaurants.

Restaurant Performance Analysis: Identify metrics used to track restaurant performance on the platform (delivery times, customer reviews etc.).

Logistics and Delivery Management: Analyze the efficiency of Zomato's delivery network, including delivery partner management and order fulfillment times.

Technology Infrastructure: Evaluate the scalability and reliability of the app's underlying technology.

Data Analytics: Assess Zomato's ability to utilize data to optimize operations, personalize user experiences, and target marketing efforts.

- Advantages

Boost Customer Satisfaction: By understanding user behavior and preferences, Zomato can improve the app's features and functionalities to make the ordering process smoother and more enjoyable. This can lead to higher customer satisfaction and loyalty.

Optimize Restaurant Partnerships: Analyzing data can reveal which restaurants are most popular and profitable. This allows Zomato to develop targeted marketing campaigns and commission structures that benefit both Zomato and the restaurants.

Drive Revenue Growth: Identifying revenue streams with high potential and areas where costs can be reduced allows Zomato to maximize profits. Additionally, understanding customer behavior can help personalize marketing efforts, leading to more orders and increased revenue.

Gain a Competitive Edge: Analyzing competitor strategies and market trends allows Zomato to stay ahead of the curve. This can involve implementing innovative features, offering unique delivery options, or targeting specific customer segments that competitors might be overlooking.

Make Data-Driven Decisions: Business analysis moves decision-making from intuition to a data-driven approach. This ensures that resources are allocated strategically for maximum impact, leading to more effective marketing campaigns, app improvements, and overall business strategy.

Prepare for the Future: By understanding current trends and potential challenges, Zomato can proactively adapt its business model to changing market conditions and technological advancements. This future-proofing helps Zomato maintain its position as a leader in the online delivery market.

In conclusion, business analysis equips Zomato with valuable insights to optimize its app, strengthen restaurant partnerships, and ultimately achieve sustainable growth in the competitive online delivery landscape.

- **Scope**

Industry and Market Analysis:

Customer trends: Analyze customer preferences, including ordering frequency, preferred cuisines, and delivery expectations.

Competitive landscape: Identify key competitors (Swiggy, Uber Eats etc.), their strengths and weaknesses, and their market share.

Regulatory environment: Stay updated on regulations impacting delivery services, such as licensing requirements and data privacy laws.

Customer Analysis:Customer segmentation: Identify different user groups based on demographics, ordering habits, and value preferences.

Customer journey mapping: Analyze the entire customer experience, from app discovery to order placement and delivery.

Customer satisfaction: Measure user satisfaction through surveys and reviews to identify areas for improvement.

Retention strategies: Develop strategies to retain existing customers and increase order frequency.

Restaurant Analysis:Restaurant value proposition: Analyze how Zomato benefits restaurants (increased reach, marketing opportunities, etc.).

Commission structure: Evaluate the commission structure for restaurants and its impact on their profitability.

Onboarding and training: Assess the process for onboarding restaurants and providing them with training on the platform.

Restaurant satisfaction: Measure restaurant satisfaction with Zomato's services and identify areas for improvement.

App Functionality Analysis:User interface (UI) and user experience (UX): Evaluate the ease of use, navigation, and overall user experience of the Zomato app.

Ordering process: Analyze the efficiency and clarity of the ordering process, including menu browsing and checkout.

Restaurant discovery features: Assess the effectiveness of features that help users find restaurants, such as search filters and recommendations.

Payment options: Ensure the app offers a variety of secure and convenient payment methods.

Financial Performance Analysis:Revenue streams: Identify all sources of revenue for Zomato, including commissions, delivery fees, and subscription services (Zomato Gold).

Cost structure: Analyze the breakdown of Zomato's costs, such as marketing, logistics, and technology maintenance.

Profitability: Evaluate the overall profitability of Zomato's online delivery business.

Growth opportunities: Identify potential new revenue streams or cost-saving measures.

Future Considerations:Technological advancements: Analyze how emerging technologies like AI and automation can improve the delivery process.

Sustainability: Explore ways to make the delivery process more sustainable, such as promoting eco-friendly packaging options.

Competition: Develop strategies to stay ahead of the competition by offering innovative features and superior customer service.

By comprehensively analyzing these areas, Zomato can gain valuable insights to optimize their online delivery app, strengthen their market position, and achieve sustainable growth.

CHAPTER 2

SERVICES AND TOOLS REQUIRED

2.1 Services Used

- **Data Collection and Storage Services**: Banks need to collect and store customer data in real-time. This could be achieved through services like Azure Data Factory, Azure Event Hubs, or AWS Kinesis for real-time data collection, and Azure SQL Database or AWS RDS for data storage.

- **Data Processing Services**: Services like Azure Stream Analytics or AWS Kinesis Data Analytics can be used to process the real-time data.

- **Machine Learning Services**: Azure Machine Learning or AWS SageMaker can be used to build predictive models based on historical data.

2.2 Tools and Software used

Tools:

- **PowerBI**: The main tool for this project is PowerBI, which will be used to create interactive dashboards for real-time data visualization.

- **Power Query**: This is a data connection technology that enables you to discover, connect, combine, and refine data across a wide variety of sources.

Software Requirements:

- **PowerBI Desktop**: This is a Windows application that you can use to create reports and publish them to PowerBI.

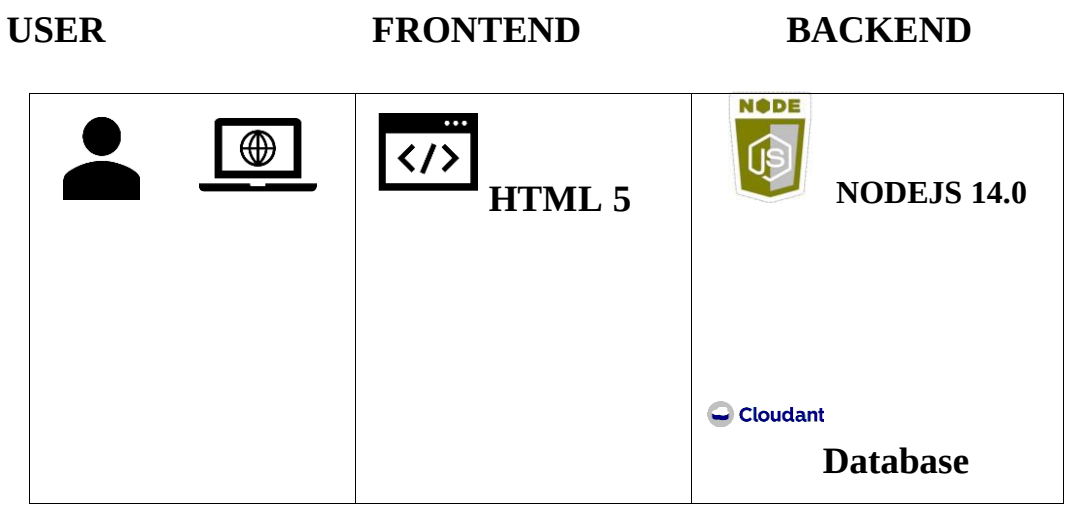
- **PowerBI Service**: This is an online SaaS (Software as a Service) service that you use to publish reports, create new dashboards, and share insights.

- **PowerBI Mobile**: This is a mobile application that you can use to access your reports and dashboards on the go.

CHAPTER 3

PROJECT ARCHITECTURE

3.1 Architecture



Here's a high-level architecture for the project:

- **Data Collection**: Real-time customer data is collected from various sources like bank transactions, customer interactions, etc. This could be achieved using services like Azure Event Hubs or AWS Kinesis.
- **Data Storage**: The collected data is stored in a database for processing. Azure SQL Database or AWS RDS can be used for this purpose.
- **Data Processing**: The stored data is processed in real-time using services like Azure Stream Analytics or AWS Kinesis Data Analytics.
- **Machine Learning**: Predictive models are built based on processed data using Azure Machine Learning or AWS SageMaker. These models can help in predicting customer behavior, detecting fraud, etc.
- **Data Visualization**: The processed data and the results from the predictive models are visualized in real-time using PowerBI. PowerBI allows you to create interactive dashboards that can provide valuable insights into the data.
- **Data Access**: The dashboards created in PowerBI can be accessed through PowerBI Desktop, PowerBI Service (online), and PowerBI Mobile.

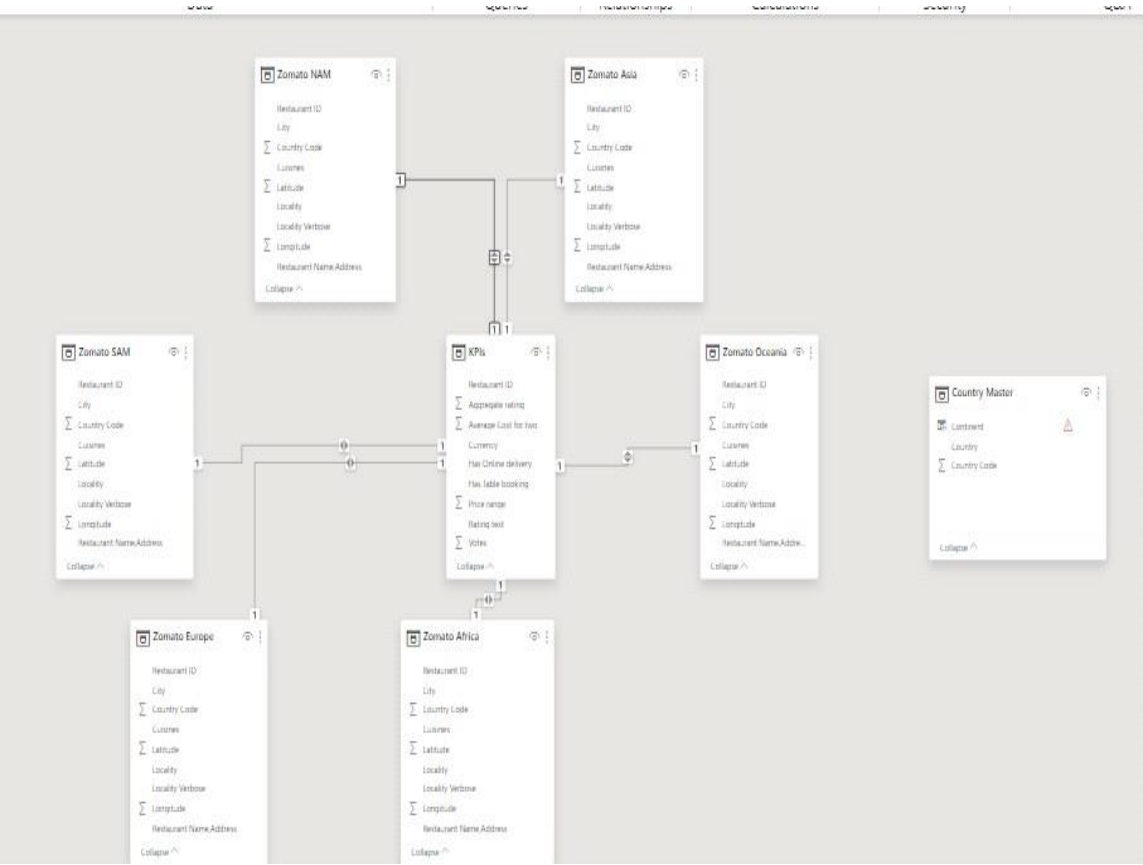
This architecture provides a comprehensive solution for real-time analysis of bank customers. However, it's important to note that the specific architecture may vary depending on the bank's existing infrastructure, specific requirements, and budget. It's also important to ensure that all tools and services comply with relevant data privacy and security regulations.

CHAPTER 4

MODELING AND RESULT

Manage relationship

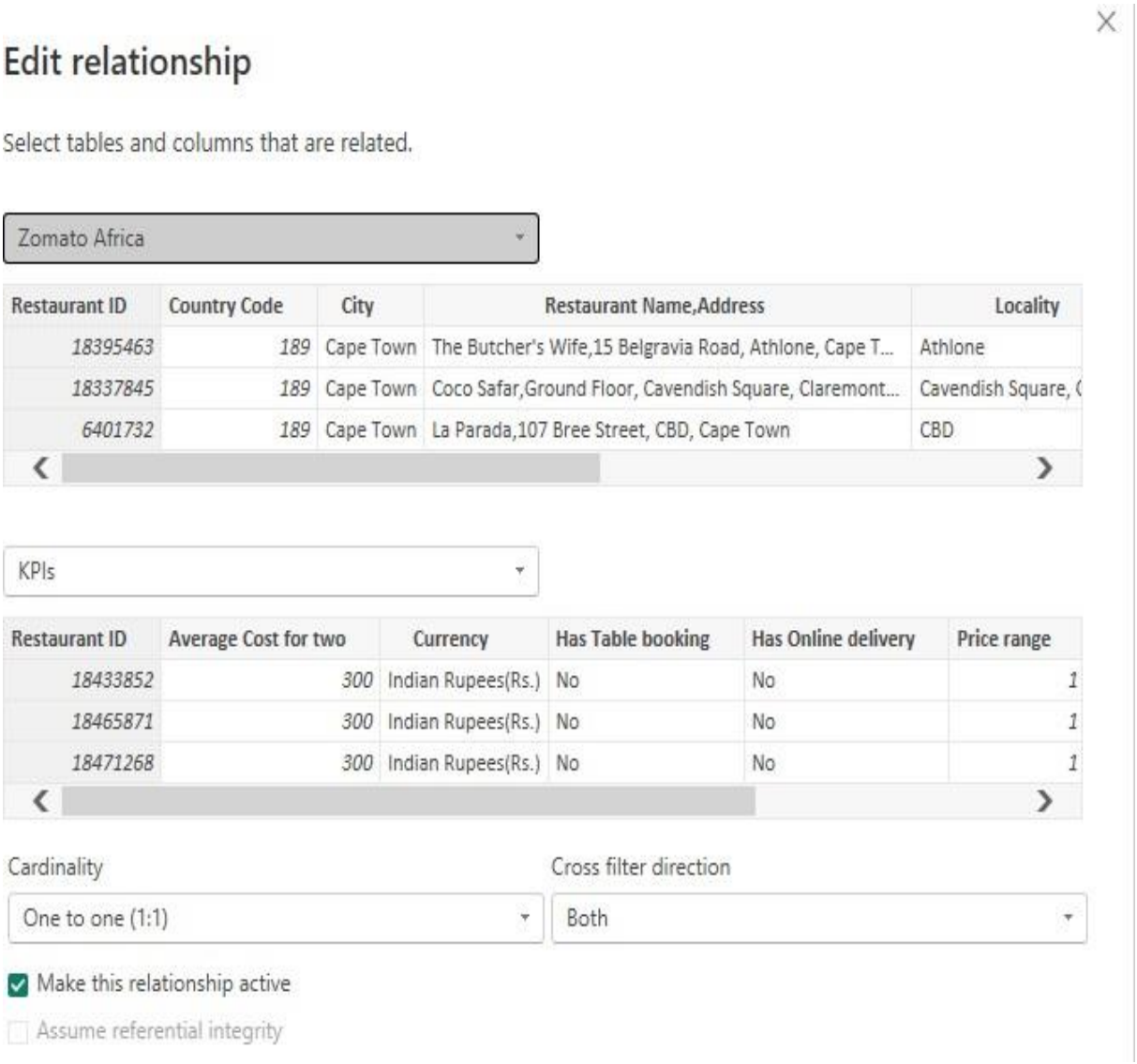
The “disp” file will be used as the main connector as it contains most key identifier (country,kpi,restaurant name) which can be use to relates the 8 data files together. The 'restaurant name' file is use to link the country zomato app geographically with “restaurant id”



MANAGE RELATIONSHIP

Manage relationships

Active	From: Table (Column)	To: Table (Column)
☑	Zomato Africa (Restaurant ID)	KPIs (Restaurant ID)
☑	Zomato Asia (Restaurant ID)	KPIs (Restaurant ID)
☑	Zomato Europe (Restaurant ID)	KPIs (Restaurant ID)
☑	Zomato NAM (Restaurant ID)	KPIs (Restaurant ID)
☐	Zomato Oceania (Restaurant ID)	KPIs (Restaurant ID)
☐	Zomato SAM (Restaurant ID)	KPIs (Restaurant ID)



Modelling for Restaurant and country

```
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    {"City", type text}, {"Restaurant Name,Address", type text}, {"Locality", type text}, {"Locality Verbose",
    type text}, {"Longitude", type number}, {"Latitude", type number}, {"Cuisines", type text}})
```
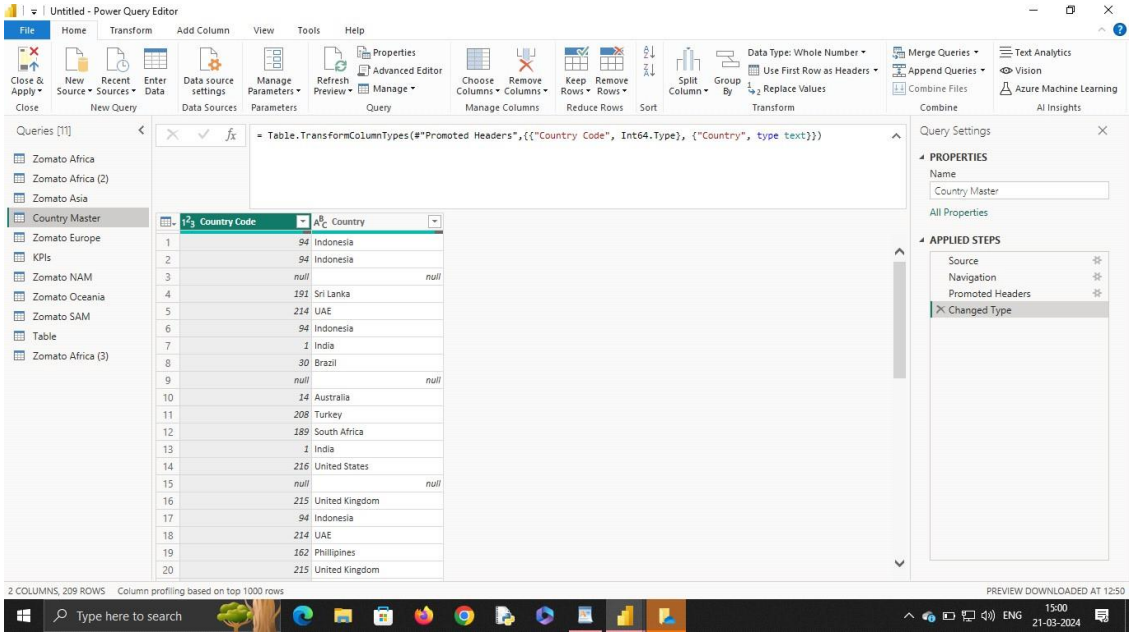
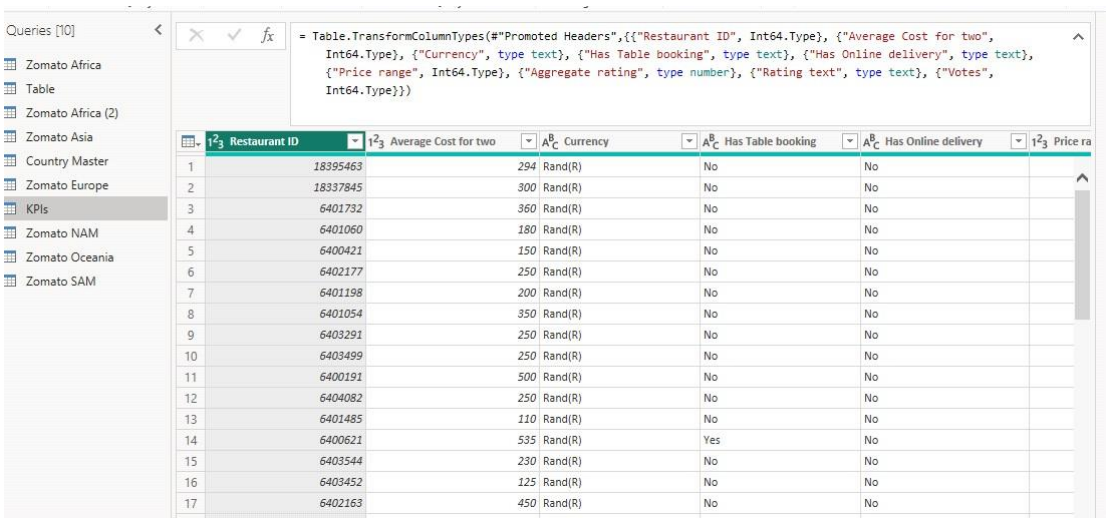

	Restaurant ID	Country Code	City	Restaurant Name,Address	Loc
1	6600681	30	Brasí_lia	Chez Michou,SCLN, 208, Bloco A, Loja 30, Asa Norte, Brasí_lia	Asa I
2	6601005	30	Brasí_lia	Cafí© Daniel Briand,SCLN 104, Bloco A, Loja 26, Asa Norte, Brasí_lia	Asa I
3	6600292	30	Brasí_lia	Casa do Biscoito Mineiro,SCLN 210, Bloco D, Loja 36/48, Asa Norte, Br...	Asa I
4	6600441	30	Brasí_lia	Maori,CLN 110, Bloco D, Loja 28, Asa Norte, Brasí_lia	Asa I
5	6600970	30	Brasí_lia	Pizza íæ Bessa,SCS 214, Bloco C, Loja 40, Asa Sul, Brasí_lia	Asa
6	6600379	30	Brasí_lia	Sushi Loko,SCS 213, Bloco C, Loja 35, Asa Sul, Brasí_lia	Asa
7	6600214	30	Brasí_lia	Beirute,CLS 109, Bloco A, Loja 2/6, Asa Sul, Brasí_lia	Asa
8	6601218	30	Brasí_lia	New Koto,SCS 212, Bloco B, Loja 26, Asa Sul, Brasí_lia	Asa
9	6600060	30	Brasí_lia	Sandubas Cafí©,Edifí_cio Josí© Severo, SCS 6, Bloco A, Loja 99, Asa Sul...	Asa
10	6600083	30	Brasí_lia	Villa Tevere,CLS 115, Bloco A, Loja 2, Asa Sul, Brasí_lia	Asa
11	6601515	30	Brasí_lia	Rovereto,Rua 13 Norte, Lote 4, íguas Claras, Brasí_lia	íguas
12	6601361	30	Brasí_lia	Buena Carne,Avenida Araucíçrias, 1325, Loja 19, íguas Claras, Brasí_lia	íguas
13	6601602	30	Brasí_lia	Taco Pep,Vila Malls, Avenida das Castanheiras, Lote 1060, í€guas Clara...	íguas
14	6601589	30	Brasí_lia	Coco Bambu,Brasí_lia Shopping - Piso 2, SCN 5, Bloco A, Asa Norte, Bra...	Bras
15	6601862	30	Brasí_lia	Taypíç,Fashion Park, Shis QI 17, Bloco G, Loja 208, Lago Sul, Brasí_lia	Lago

```
= Table.TransformColumnTypes(#"Promoted Headers",{{"Restaurant ID", Int64.Type}, {"Country Code", Int64.Type},
    {"City", type text}, {"Restaurant Name,Address", type text}, {"Locality", type text}, {"Locality Verbose",
    type text}, {"Longitude", type number}, {"Latitude", type number}, {"Cuisines", type text}})
```

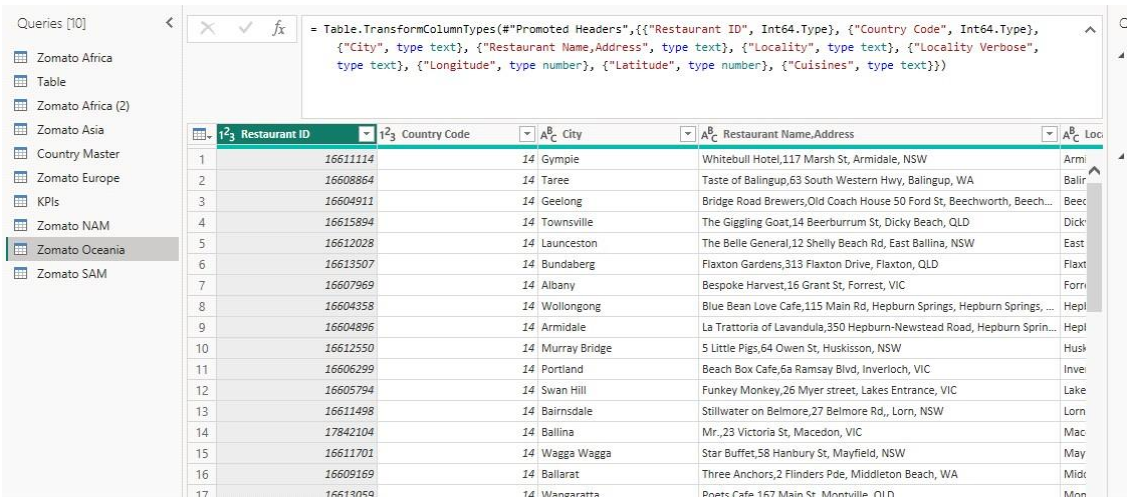
	Restaurant ID	Country Code	City	Restaurant Name,Address	Loc
1	6900714	215	Birmingham	Pepe's Piri Piri,254-256 Alum Rock Road, Alum Rock, Birmingham B8 3...	Alum
2	6900883	215	Birmingham	Ju Ju's Cafe,1 Canal Square, Brindleyplace, Birmingham B16 8EH	Brin
3	6900374	215	Birmingham	Bank,4 Brindleyplace, Brindleyplace, Birmingham B1 2JB	Brin
4	6900224	215	Birmingham	Chaophraya,Middle Mall, Bullring Shopping Centre, Special street, Bull...	Bullr
5	6900160	215	Birmingham	Handmade Burger Co.,Unit 3, St Martin Square, Bullring Shopping Cent...	Bullr
6	6900050	215	Birmingham	Jamie's Italian,Middle Mall, Bullring Shopping Centre, Bullring, Birming...	Bullr
7	6900724	215	Birmingham	Bodega,12 Bennetts Hill, City Centre, Birmingham B2 5RS	City
8	6901081	215	Birmingham	San Carlo,4 Temple Street, City Centre, Birmingham B2 5BN	City
9	6900674	215	Birmingham	Purnell's,55 Cornwall Street, Colmore Business District, Birmingham B...	Colm
10	6901062	215	Birmingham	The Warehouse Cafe,54-57 Allison Street, Digbeth, Birmingham B5 5TH	Digb
11	6900669	215	Birmingham	Fiesta del Asado,229 Hagley Road, Edgbaston, Birmingham B16 9RP	Edgb
12	6900811	215	Birmingham	Istanbul Restaurant,2 Stockwell Road, Handsworth, Birmingham B21 9RJ	Hand
13	6901051	215	Birmingham	The Plough,21 High Street, Harborne, Birmingham B17 9NT	Harb
14	6900388	215	Birmingham	Lasan Restaurant,3-4 Dakota Buildings, James Street, Saint Paul's Squa...	Jewe
15	18273002	215	Birmingham	Damascena Coffee House,133 Alcester Road, Moseley, Birmingham	Mos
16	6901231	215	Birmingham	Tipu Sultan,43 Alcester Road, Moseley, Birmingham B13 8AA	Mos
17	6901394	215	Birmingham	Jamjar,418 Coventry Road, Small Heath, Birmingham B10 0TH	Smal
18	6900843	215	Birmingham	Chennai Dosa,445-447, Dudley Road, Birmingham, Smethwick, Birming...	Sme
19	6900992	215	Birmingham	Mughal E Azam,Stratford Road, Sparkhill, Birmingham B11 4DA	Spar
20	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Replacing values



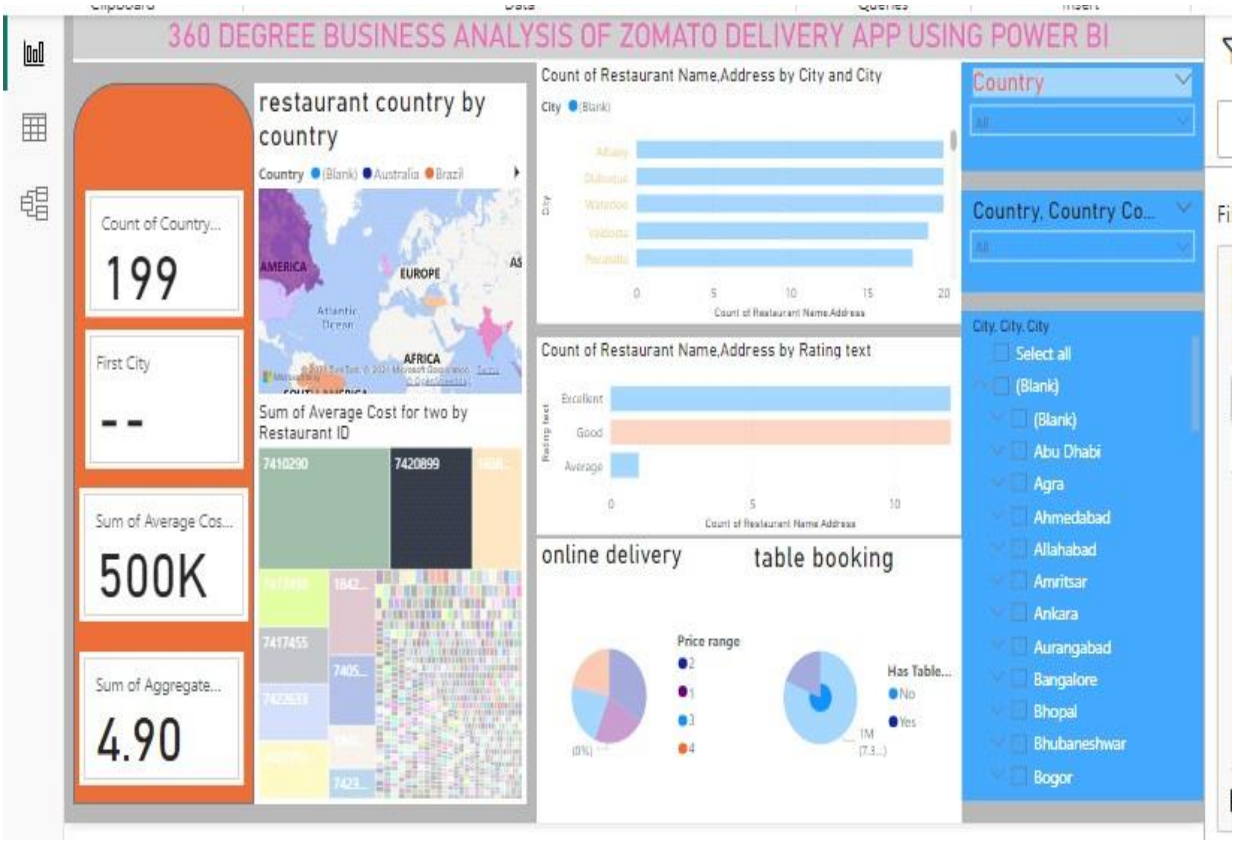


	Restaurant ID	Average Cost for two	Currency	Has Table booking	Has Online delivery
1	18395463	294	Rand(R)	No	No
2	18337845	300	Rand(R)	No	No
3	6401732	360	Rand(R)	No	No
4	6401060	180	Rand(R)	No	No
5	6400421	150	Rand(R)	No	No
6	6402177	250	Rand(R)	No	No
7	6401198	200	Rand(R)	No	No
8	6401054	350	Rand(R)	No	No
9	6403291	250	Rand(R)	No	No
10	6403499	250	Rand(R)	No	No
11	6400191	500	Rand(R)	No	No
12	6404082	250	Rand(R)	No	No
13	6401485	110	Rand(R)	No	No
14	6400621	535	Rand(R)	Yes	No
15	6403544	230	Rand(R)	No	No
16	6403452	125	Rand(R)	No	No
17	6402163	450	Rand(R)	No	No



	Restaurant ID	Country Code	City	Restaurant Name,Address	Loc
1	16611114	14	Gympie	Whitebull Hotel,117 Marsh St, Armidale, NSW	Armi
2	16608864	14	Taree	Taste of Balingup,63 South Western Hwy, Balingup, WA	Balir
3	16604911	14	Geelong	Bridge Road Brewers,Old Coach House 50 Ford St, Beechworth, Beech...	Beec
4	16615894	14	Townsville	The Giggling Goat,14 Beerburrum St, Dicky Beach, QLD	Dick
5	16612028	14	Launceston	The Belle General,12 Shelly Beach Rd, East Ballina, NSW	East
6	16613507	14	Bundaberg	Flaxton Gardens,313 Flaxton Drive, Flaxton, QLD	Flaxt
7	16607969	14	Albany	Bespoke Harvest,16 Grant St, Forrest, VIC	Forr
8	16604358	14	Wollongong	Blue Bean Love Cafe,115 Main Rd, Hepburn Springs, Hepburn Springs, ...	Hepl
9	16604896	14	Armidale	La Trattoria of Lavandula,350 Hepburn-Newstead Road, Hepburn Sprin...	Hepl
10	16612550	14	Murray Bridge	5 Little Pigs,64 Owen St, Huskisson, NSW	Husk
11	16606299	14	Portland	Beach Box Cafe,6a Ramsay Blvd, Inverloch, VIC	Inve
12	16605794	14	Swan Hill	Funkey Monkey,26 Myer street, Lakes Entrance, VIC	Lake
13	16611498	14	Bairnsdale	Stillwater on Belmore,27 Belmore Rd,, Lorn, NSW	Lorn
14	17842104	14	Ballina	Mr.,23 Victoria St, Macedon, VIC	Mac
15	16611701	14	Wagga Wagga	Star Buffet,58 Hanbury St, Mayfield, NSW	May
16	16609169	14	Ballarat	Three Anchors,2 Flinders Pde, Middleton Beach, WA	Mid
17	16613059	14	Wangaratta	Poets Cafe,167 Main St, Montville, QLD	Mon

Dashboard



CONCLUSION

This comprehensive business analysis of Zomato's online delivery app has shed light on its strengths and weaknesses. Here's a roadmap for Zomato to capitalize on the potential we've identified:

Refine the User Experience: Continuously improve app features based on user data to enhance discoverability, streamline ordering, and offer multiple payment options.

Strengthen Restaurant Partnerships: Develop win-win commission structures, provide marketing support, and offer data analytics to help restaurants optimize their online presence.

Embrace Innovation: Stay ahead of the curve by exploring technological advancements like AI-powered recommendations and delivery drones.

Prioritize Customer Retention: Implement targeted marketing campaigns and loyalty programs to cultivate a strong user base.

Adapt to Market Dynamics: Monitor competitor strategies and emerging trends to maintain a competitive edge.

By effectively addressing these points, Zomato can solidify its position as a leader in the online food delivery market. This will ensure continued growth, a loyal customer base, and a thriving partnership network with restaurants.

FUTURE SCOPE

Hyper-Personalization: Analyzing user data to personalize recommendations, suggesting dishes based on past orders and dietary preferences, and offering targeted promotions.

Delivery Optimization: Leveraging data analytics and AI to optimize delivery routes, predictpeak demand periods, and improve delivery efficiency.

Integration with Automation & Robotics: Exploring partnerships with drone delivery companies or autonomous vehicles for faster deliveries in specific areas.

Focus on Sustainability: Analyzing the environmental impact of deliveries and exploring solutions like partnering with eco-friendly packaging companies or offering carbon-offset options.

Subscription & Loyalty Programs: Developing tiered subscription models offering additional perks like free deliveries or exclusive discounts to increase customer loyalty.

Expansion Beyond Food Delivery: Analyzing the potential for delivering groceries, medicines, or other essentials through partnerships with diverse vendors.

Data Security & Privacy: Implementing robust data security measures and building trust with users regarding data collection and usage practices.

LINK

https://github.com/Subha703/Subha703