

Zomato Sales & Customer Behavior Analysis

01 Total Revenue

₹ 135.85 M

Strong overall revenue generated across restaurants and cities.

02 Total Orders

20K+ Orders

Indicates strong customer activity and platform engagement.

03 Top Revenue City

Banjara Hills, Hyderabad: ₹1.59 M
Aliganj, Lucknow: ₹1.46 M
Noida-1: ₹1.46 M

04 Top Cuisine by Sales

- North Indian & Chinese: ₹6.66 M
- Indian: ₹5.54 M
- Chinese: ₹3.42 M

05 Customers Repeat Rate By Hotel

Kammani Kunda — 25%
Halli Mane Chats — 20%
Gourmet Palate — 16.7%
Grandma's Food Point — 16.7%

06 Peak Ordering Year

2018: ₹57.7M (Peak Year)
2019: ₹46.2M
2020: ₹19.4M (Sharp Decline)
2017: ₹12.6M

07 Age group that spends the most

18–25 Age Group: ₹95.6M
26–35 Age Group: ₹40.2M

08 Top Rated Restaurants

- Lubov Patisserie
- Brulee Bake Boutique
- Potoo Parathas
- Just Dig In