Overview

This analysis project to show to dynamics of sales and revenue. The change of sales through the years and why that is.

- Sales and Revenue segmentation
- Distribution of change segmentation

The goal is to identify where Zomato is making money and what they can do to make more. The sales and revenue will provide insight on how much money is coming in. The distribution of change will tell the difference in the money from years prior.

What is Zomato?
Zomato is a multinational restaurant aggregator food delivery company.

Sales and Revenue Segmentation Dashboard

This dashboard shows information on the total and average sales and revenue over time including:
- The sum and average sales by day
- Sum on sale per year
- Average amount of sales by month and the count of users each month
- Total amount of sales due to ratings
- Average sales per customer
- Total unique users
- Users per year

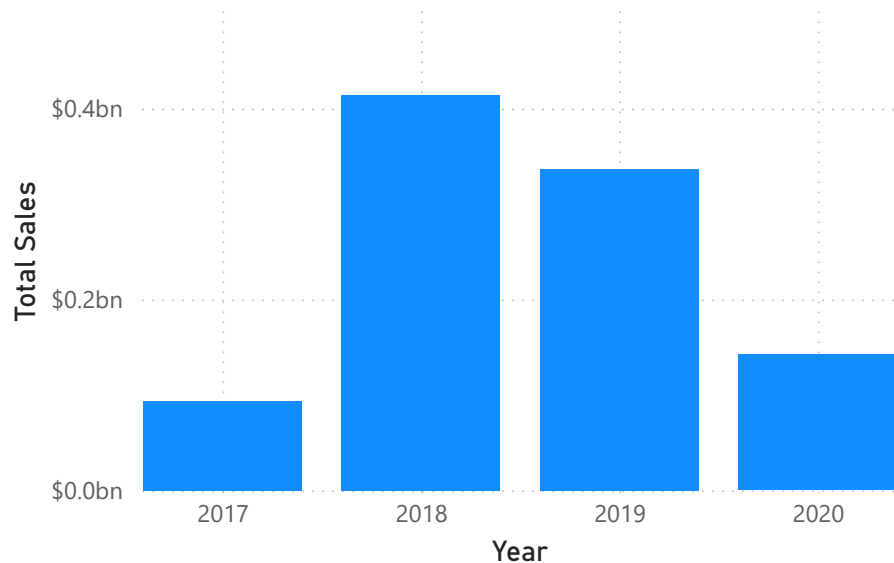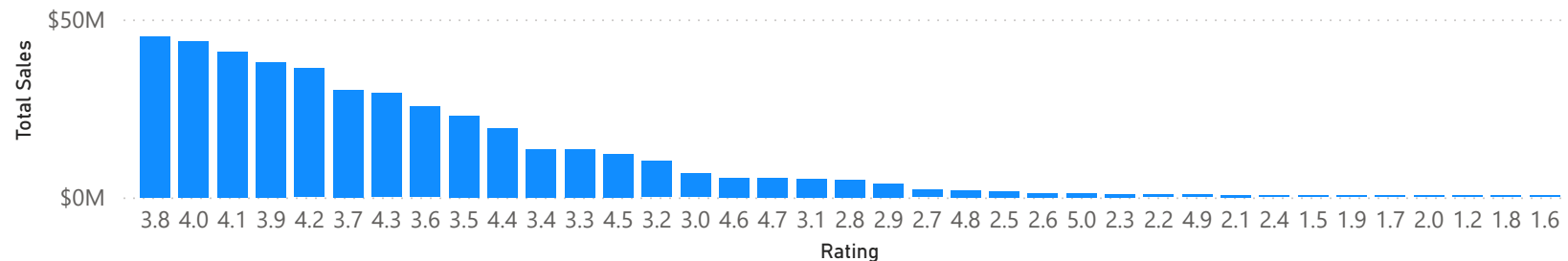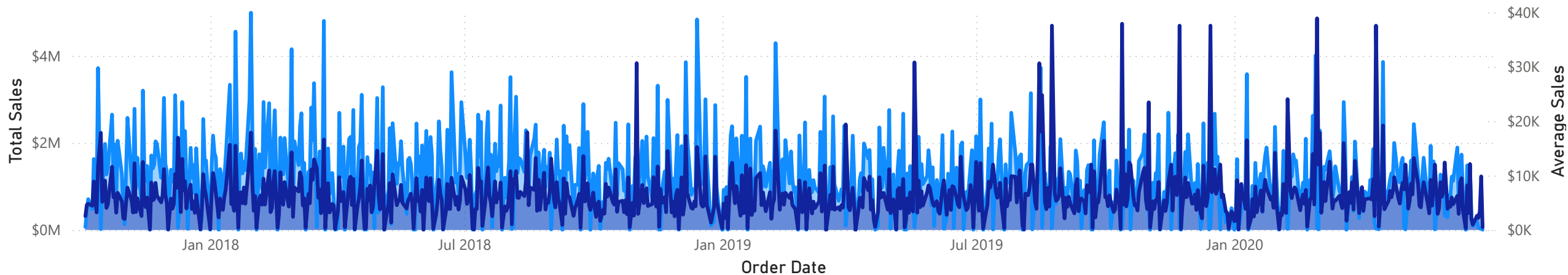# 77.93K
Amount of Users

$6.56K
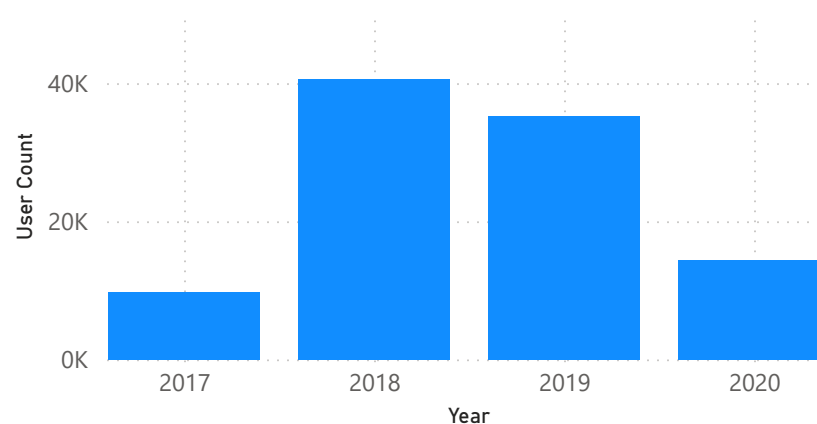Average of sales per customer

Total Sales per Year

Users per Year

Average Sales and Count of User ID per Month

● Average of sales_amount   ● Count of user_id

Total Sales vs Rating

Total and Average Sales by Order Date

● Sum of sales_amount   ● Average of sales_amount
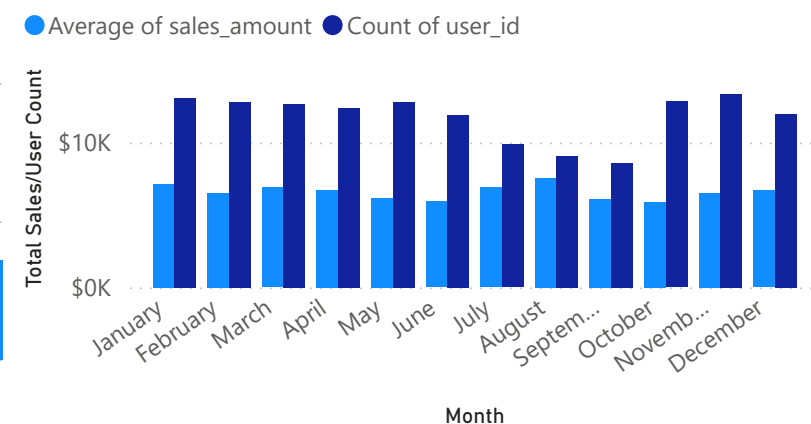
Sales and Revenue Findings

- The most sales day to day peak around every 6 months
- October has the least amount of sales on average
- Most of the customers are recurring customers
- Sales average peaked at 2018, second year
- On average there is 6.56k sales per customer
- High 3 star and low 4 star ratings are the most profitable
- Users have been declining from 2018

Distribution of Change Segmentation Dashboard

This dashboard provides information about the distribution of change in the income generated over time. This segmentation includes:
- The number of sales for each cuisine
- The number of sales for each city
- The number of sales for each store
- The number of sales for the cost of the item
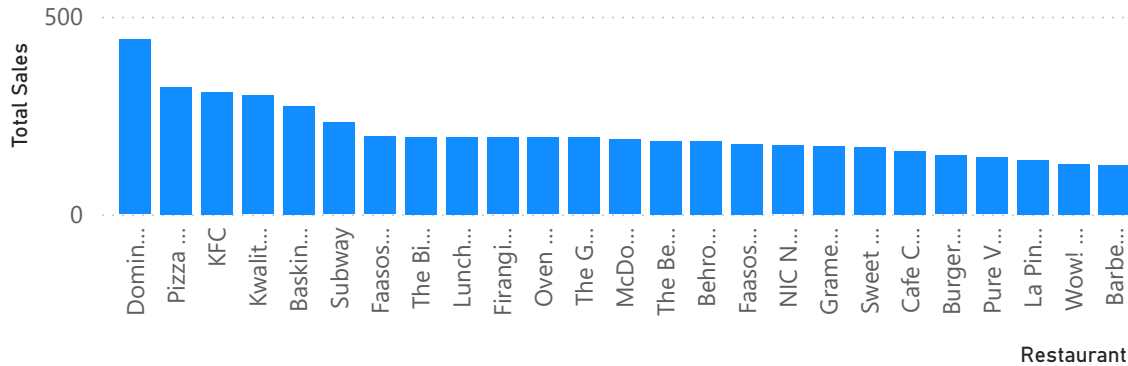- The number of sales over the years
- The population of each city
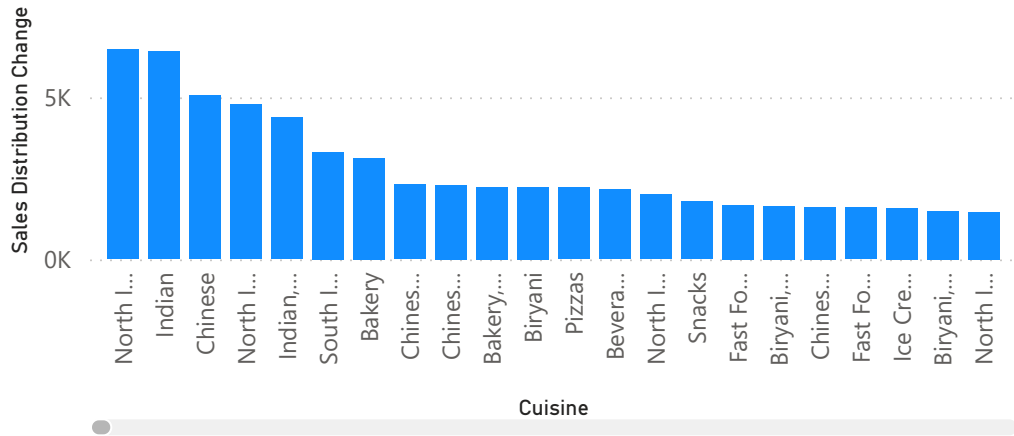
97.28K
Total Sales for Indian Cuisine
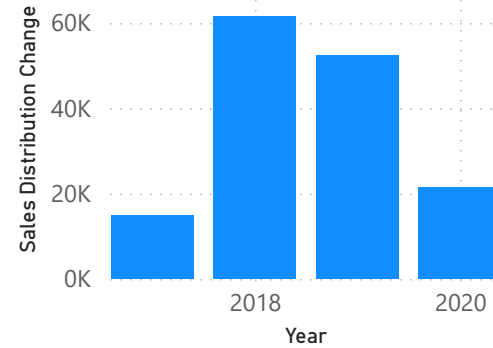
150.28K
Total Sales

Sales Distribution Change by Cuisine

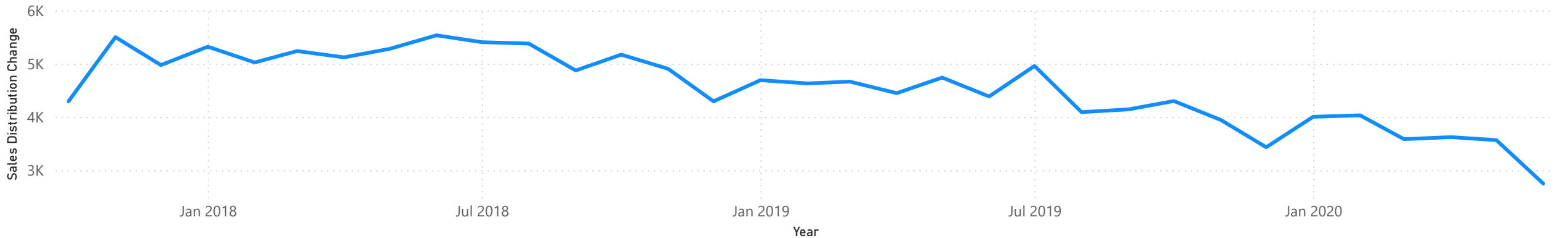Total Sales by Cost
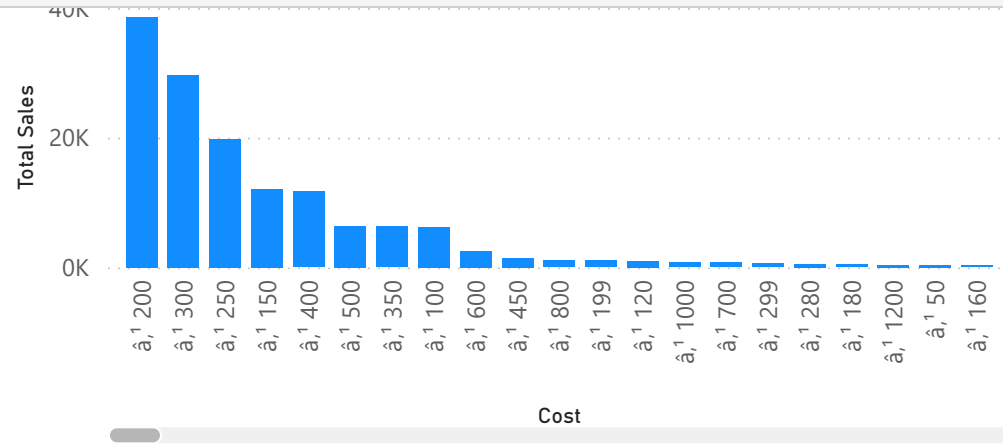
Count of Sales per Restaurant

Total Sales per Restaurant

Sales Distribution Change by Year

Count of Sales Distribution Change by Year and Month

Total Sales by City

Sales Distribution Change by City
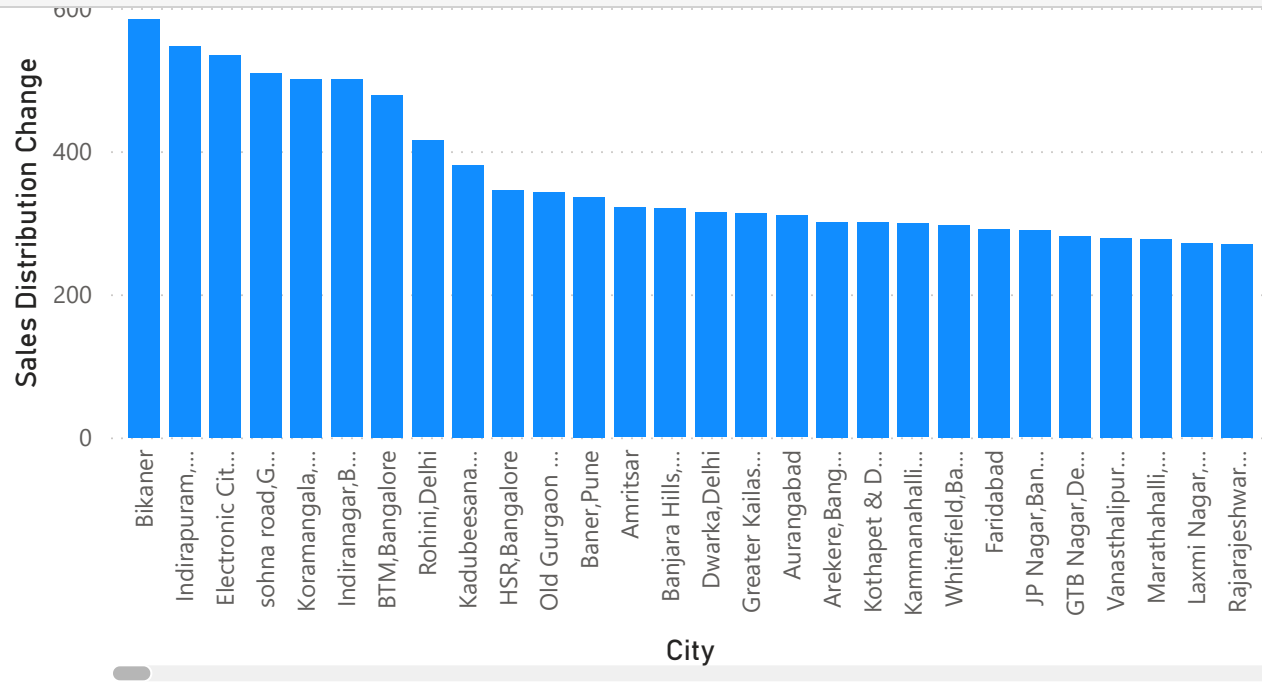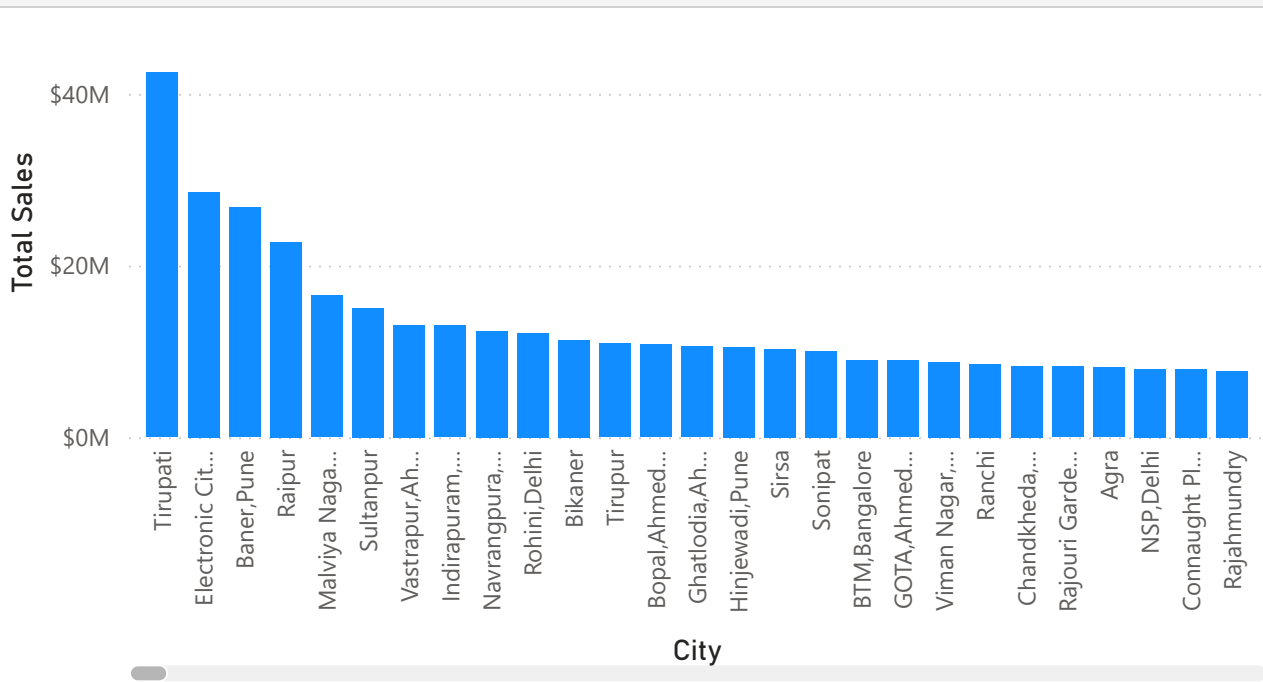
Users per City — Amount of Users by City
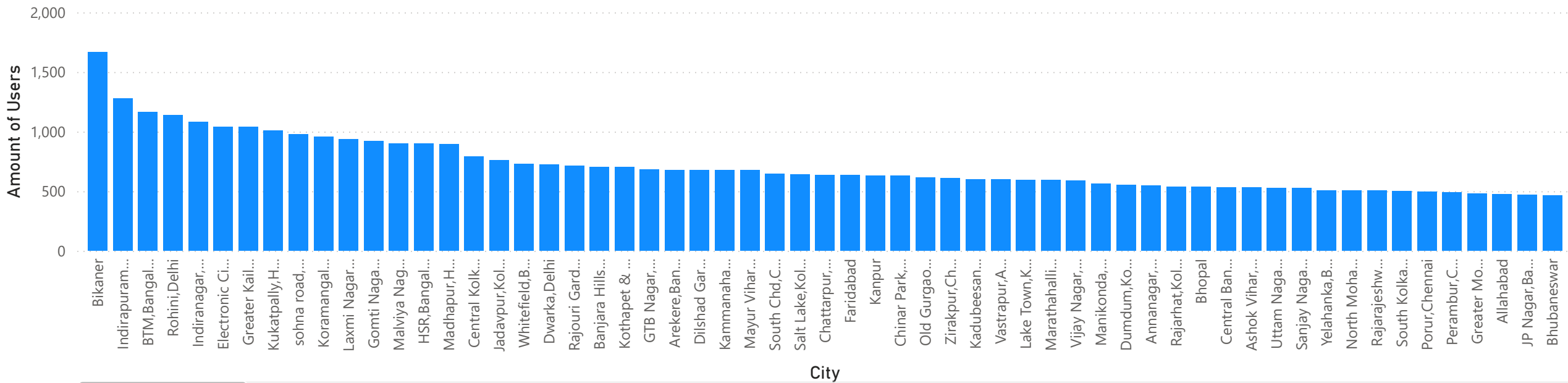
Distribution of Change Findings

- Indian cuisine is the most popular and makes up 64.7% of total sales
- The most popular restaurant to order from is domino's
- 200, 250 and 300 prices are the most popular
- Revenue has declined since 2018
- City population does not correlate to revenue generated

Summary Of Findings

- A large majority of the revenue earned is from recurring customers. This opens up opportunities to provide deals or loyalty rewards to people who order often.
- Cities with a large population aren't the cities making a the most profit. Advertisements in these cities would increase users in the area leading to more profit.
- Although Indian food is the most profitable, fast food but more notably pizza restaurants like domino's are on the top of the list for number of deliveries. Advertising deals to promote pizza delivery would make it more enticing for new customers to consider to order from your site.
- The most profitably restaurants in terms of ratings are high 3 star and low 4 star. This can be used to find restaurants to promote.
- Users have been declining from 2018

Recommendations

- Promote restaurants that have a high 3 star low 4 star rating as opposed to high 4 and 5 star ratings. This is because users like to have a mix of reviews to read from.
- Adding loyalty rewards for users who order often will encourage larger orders and more frequent orders.
- Adding a paid subscription service for loyal customers to opt into would help gain a constant income. This should offer monthly deals, free shipping, and priority orders.
- Pizza delivery is one of the biggest reasons people deliver. Advertising pizza delivery and offering an incentive, such as first pizza delivery is free, would help new users find and use your service.
- Data that was missing was not included in the graphs. How to solve this in the future for better data would be to establish regular data audits. Checking data quarterly would help catch issues before they get to big and make issues less of a problem to deal with when they are caught.

Additional Information

Orders and Restaurants data tables were used for this sales and revenue analysis segmentation

In order to conduct the sales and revenue and distribution of change analysis, I created an additional column with the corresponding relationship in Power BI

Data that was either blank or negative was removed from the graphs and not included in the findings

- Distribution of change
  a. Sales Distribution Change
- Table relationships
  a. Menu to orders, one to one
  b. Menu to restaurant, one to one