

Zomato Sales Analysis Report

1. Executive Summary

This report presents an analysis of sales trends for Zomato, focusing on top-performing cuisines, restaurant contributions to revenue, and seasonal revenue patterns. The findings are derived from an interactive Tableau dashboard, designed to provide actionable insights for strategic decision-making.

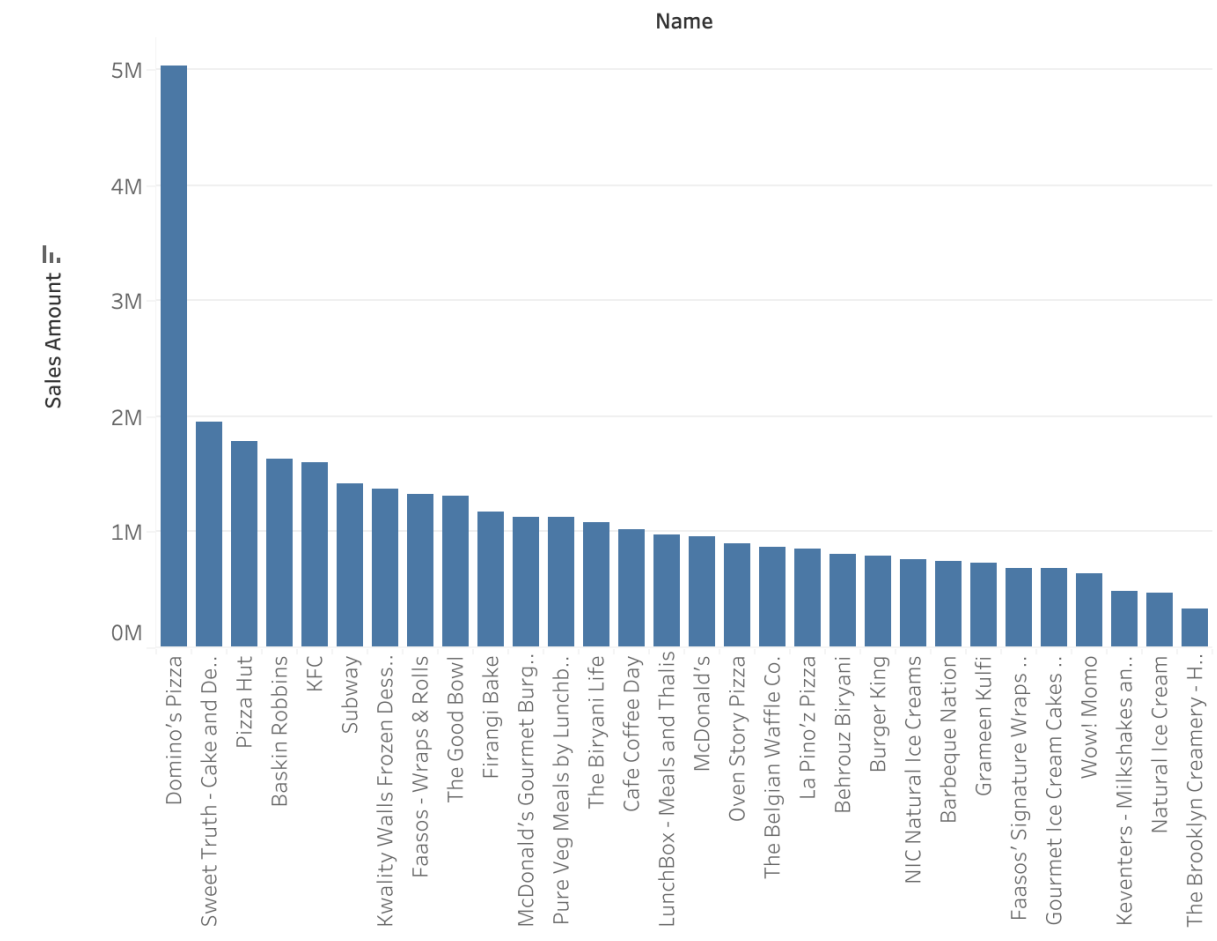
2. Key Insights

1. Top Restaurants by Revenue

- Domino's Pizza, Pizza Hut, and KFC are among the highest contributors to sales revenue.

- Dessert brands like Kwaliti Walls and Baskin Robbins also perform well, indicating a strong demand for sweet treats.

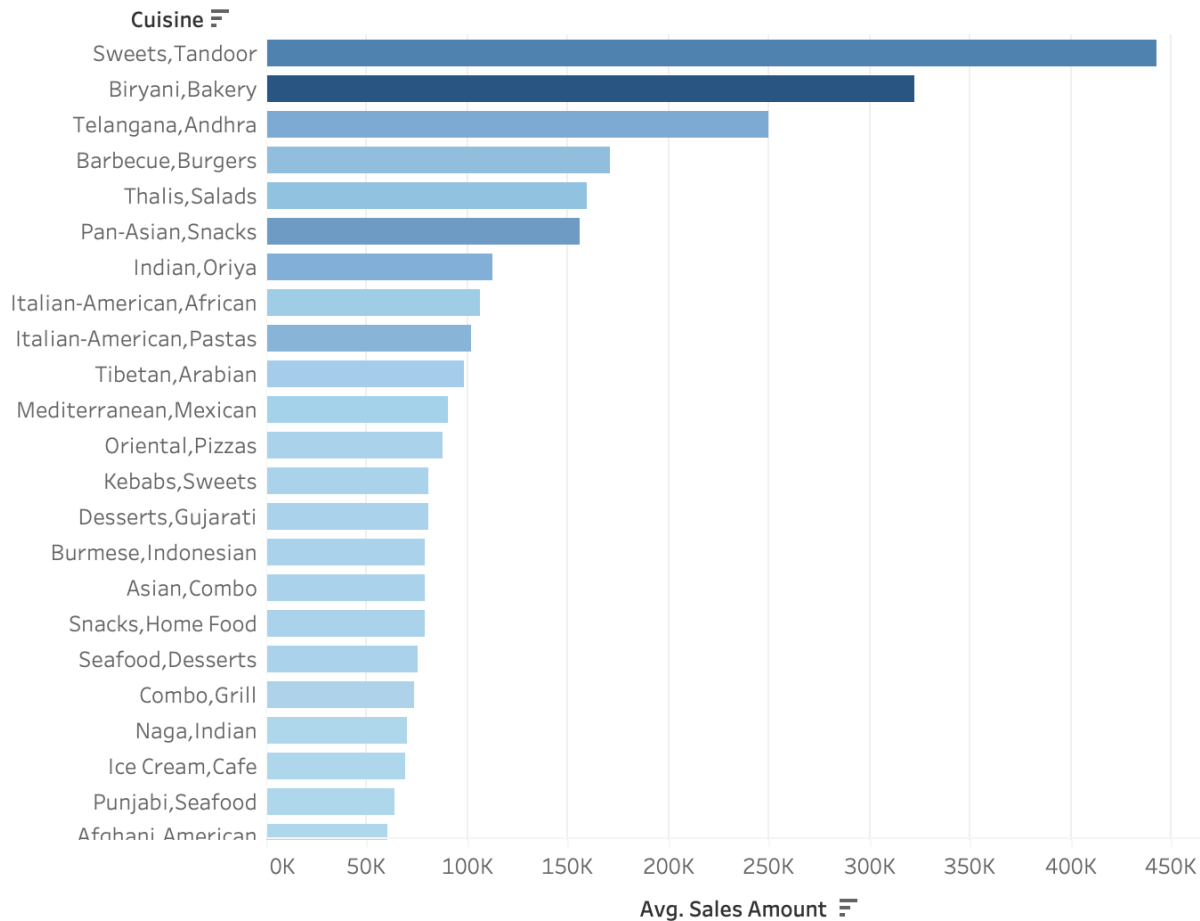
Top Restaurants by Revenue



2. Sales Distribution by Cuisine

- Cafe and North Indian cuisines lead in sales contributions.
- Continental and Biryani cuisines follow, indicating their growing popularity.
- Bundling strategies and promotions targeting high-demand cuisines could further increase sales.

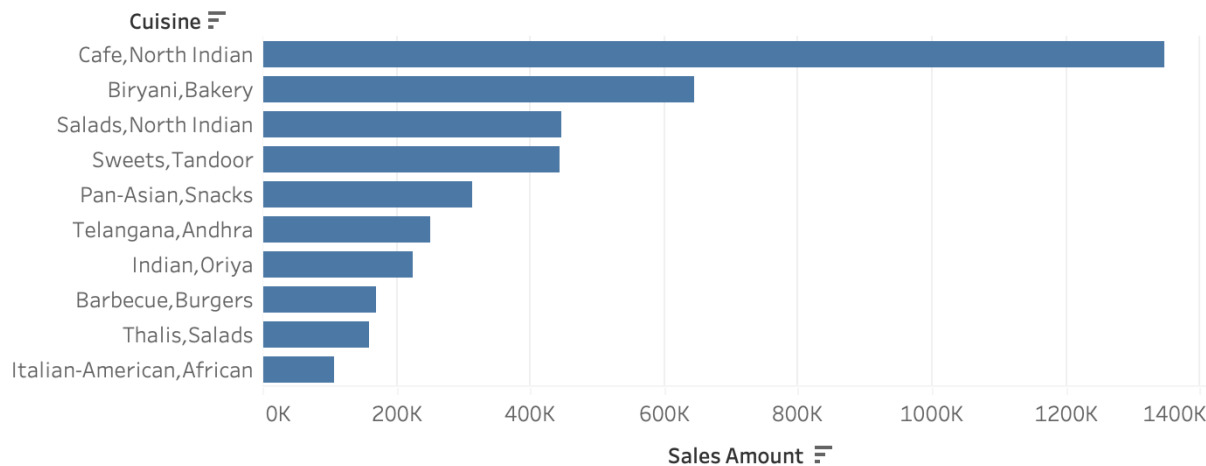
Sales Distribution by Cuisine



3. Revenue Over Time

- Sales peak during the final quarter (October to December), suggesting seasonal demand driven by festivities.
- Revenue trends indicate a noticeable dip in the mid-year months (July to August).

Revenue Over Time



3. Recommendations

- 1. Increase Visibility for Top-Performing Cuisines**
 - Promotions and bundled offers targeting Cafe and North Indian dishes can amplify sales further.
- 2. Expand into Popular Restaurant Segments**
 - Form stronger partnerships with restaurants excelling in Cafe and North Indian dishes to meet demand.
- 3. Target Seasonal Campaigns**
 - Capitalize on the high sales period between October and December by launching promotional campaigns and exclusive menu items.
- 4. Monitor Mid-Year Revenue Decline**
 - Investigate factors contributing to the revenue dip in July and August.
 - Offer summer-exclusive promotions or loyalty incentives during this period.

4. Conclusion

The analysis reveals key trends in customer preferences and seasonal behaviors. By leveraging these insights, Zomato can optimize its sales strategy, strengthen restaurant partnerships, and drive overall revenue growth.