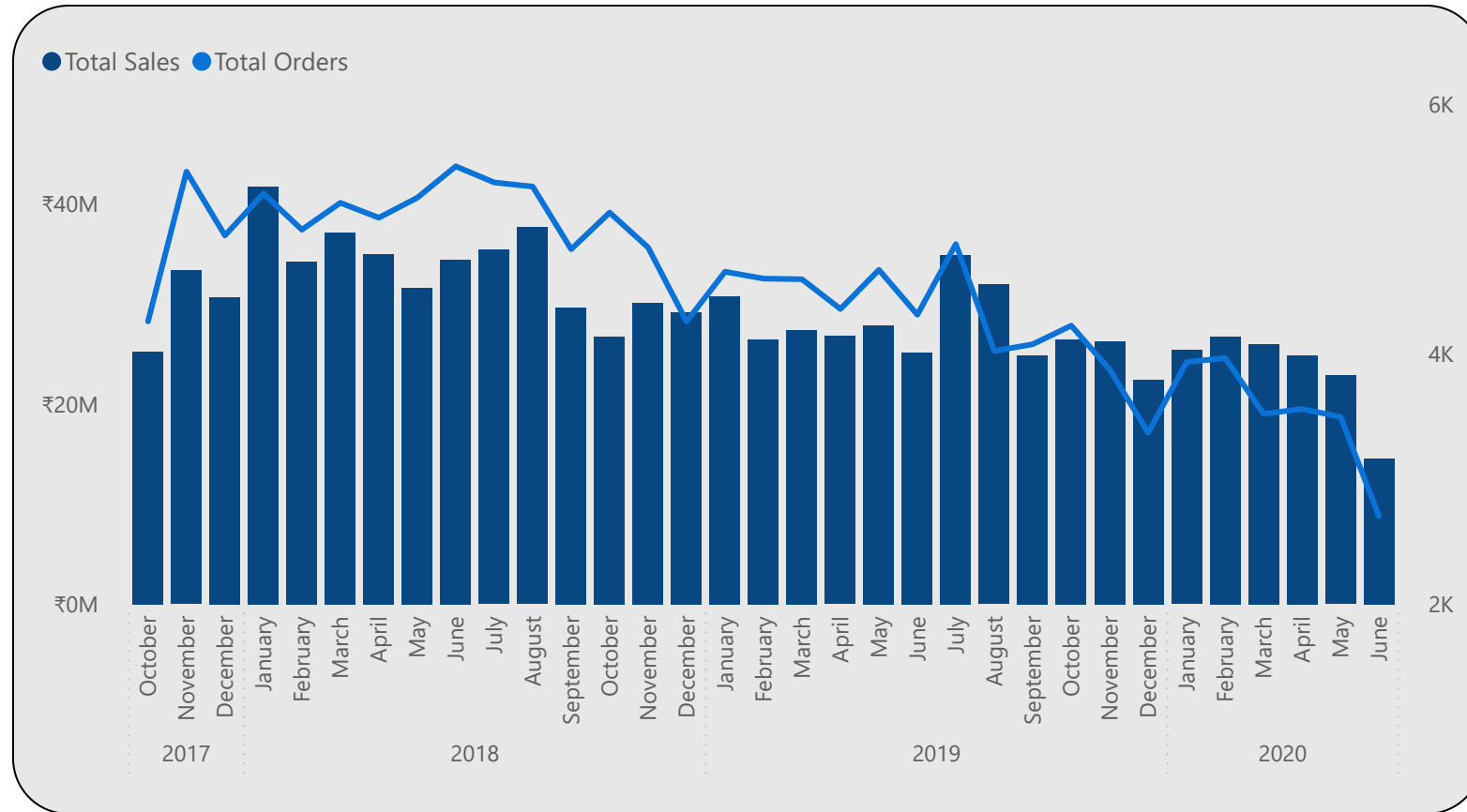




This project aims to create a comprehensive sales Analysis for Zomato, a leading multinational restaurant aggregator and food delivery company. We will visualize key sales metrics from the months between October 2017 and June 2020, and derive insights to support strategic decision-making.

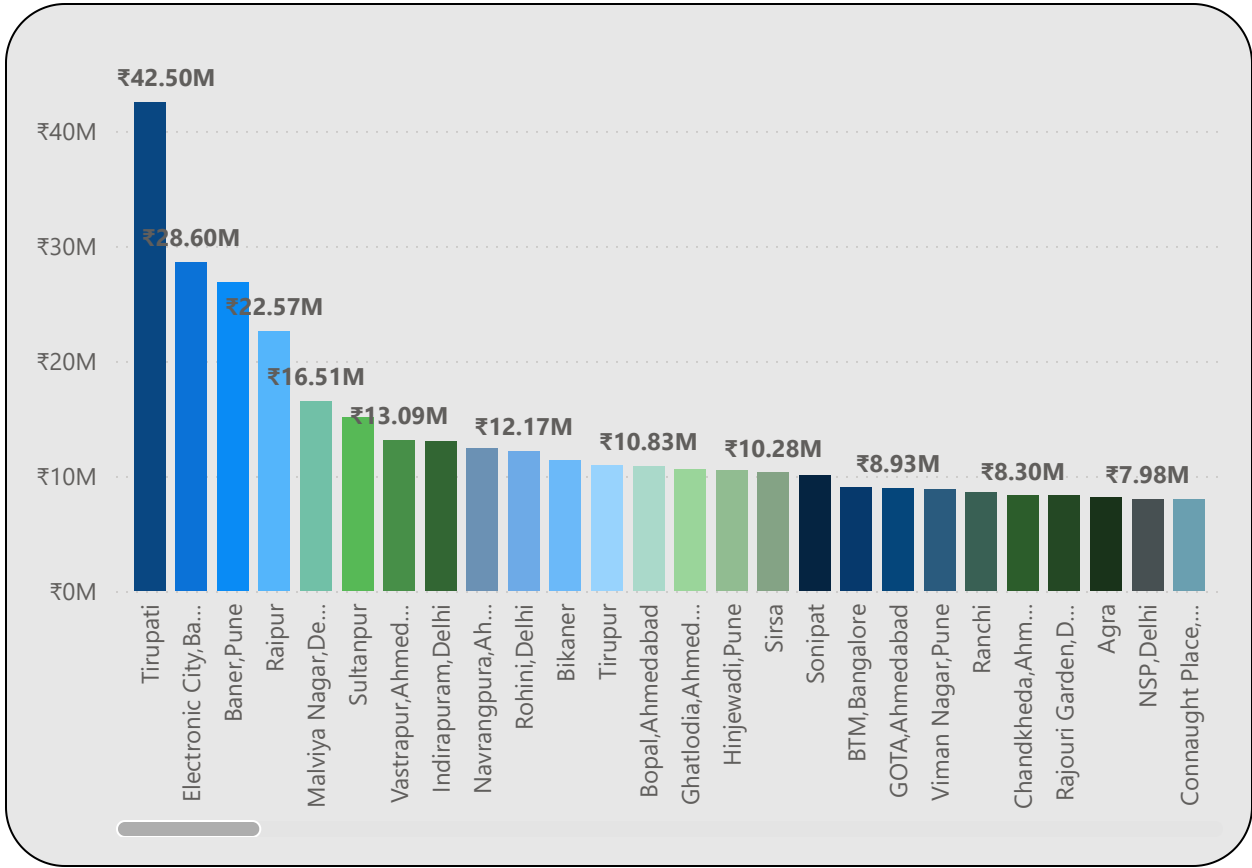
By examining various factors that impact sales, we can gain a deeper understanding of the dynamics influencing Zomato's performance across different markets.

Sales patterns may exhibit considerable variation by region, with metropolitan areas consistently generating higher revenue. Additionally, specific cuisines tend to achieve higher sales volumes. Seasonal trends are also evident in sales data, suggesting fluctuations in consumer demand throughout the year. Furthermore, customer demographics, including age and occupation, play a crucial role in influencing purchasing behavior and preferences. Lastly, changes in sales across all categories over time may indicate broader shifts within the industry.

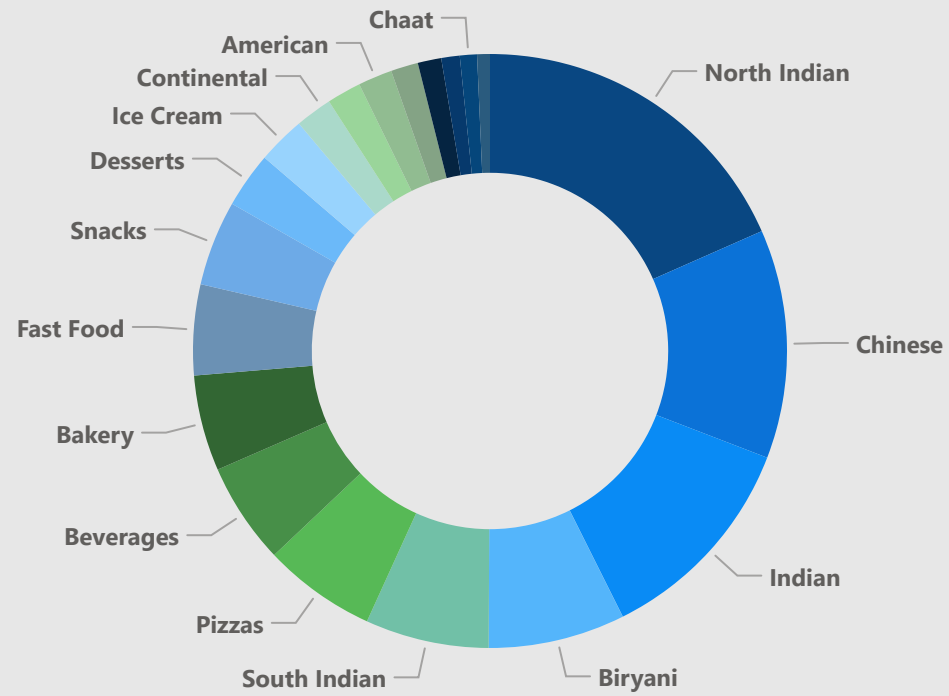


The total sales from October 2017 through June 2020, represented by the columns, shows an initial increase followed by a gradual decline, reaching the lowest amount in the last month of the analyzed period.

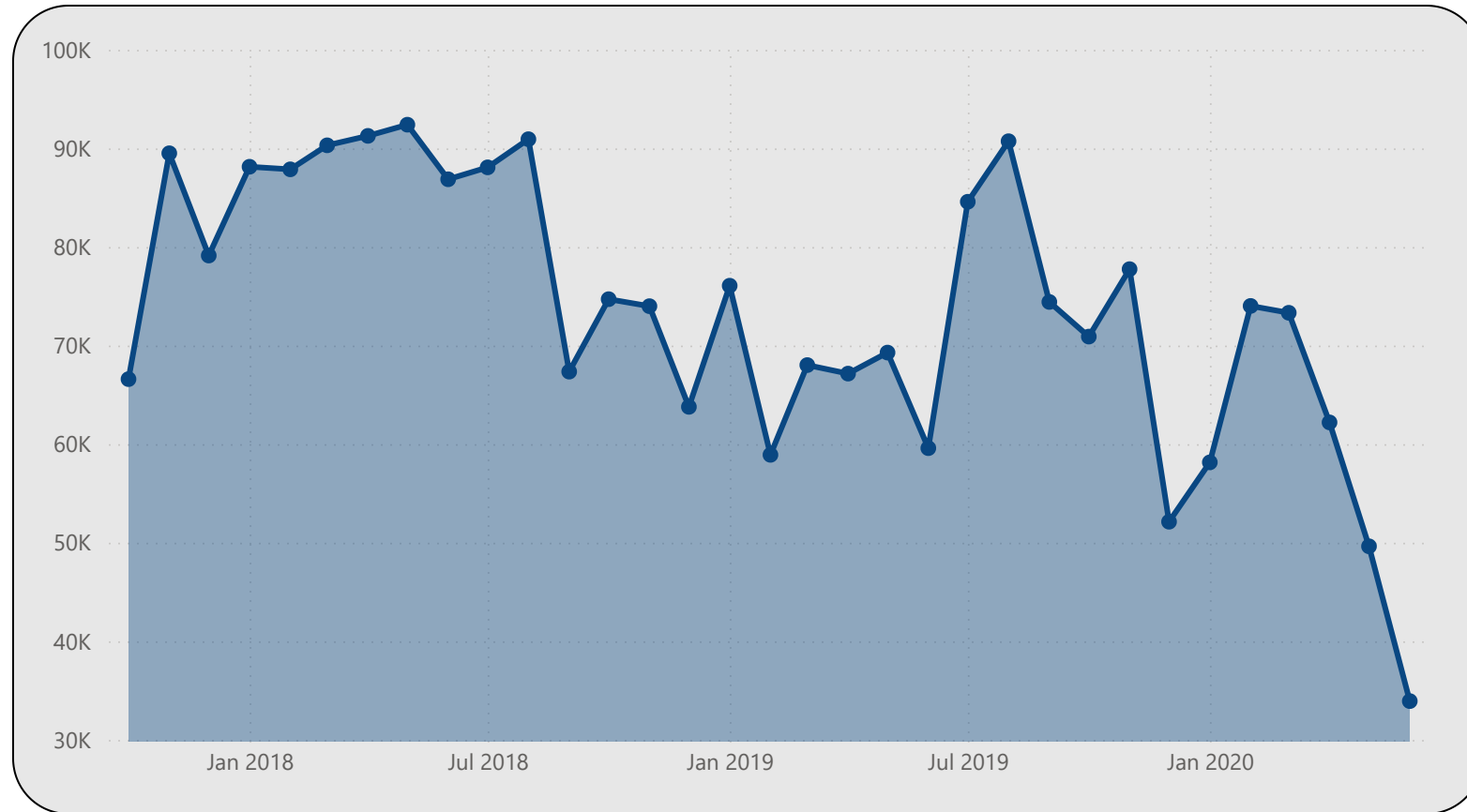
The line in the graph represents the total orders per customer by month. This metric exhibits a similar trend of increase and decline as observed in the total sales.



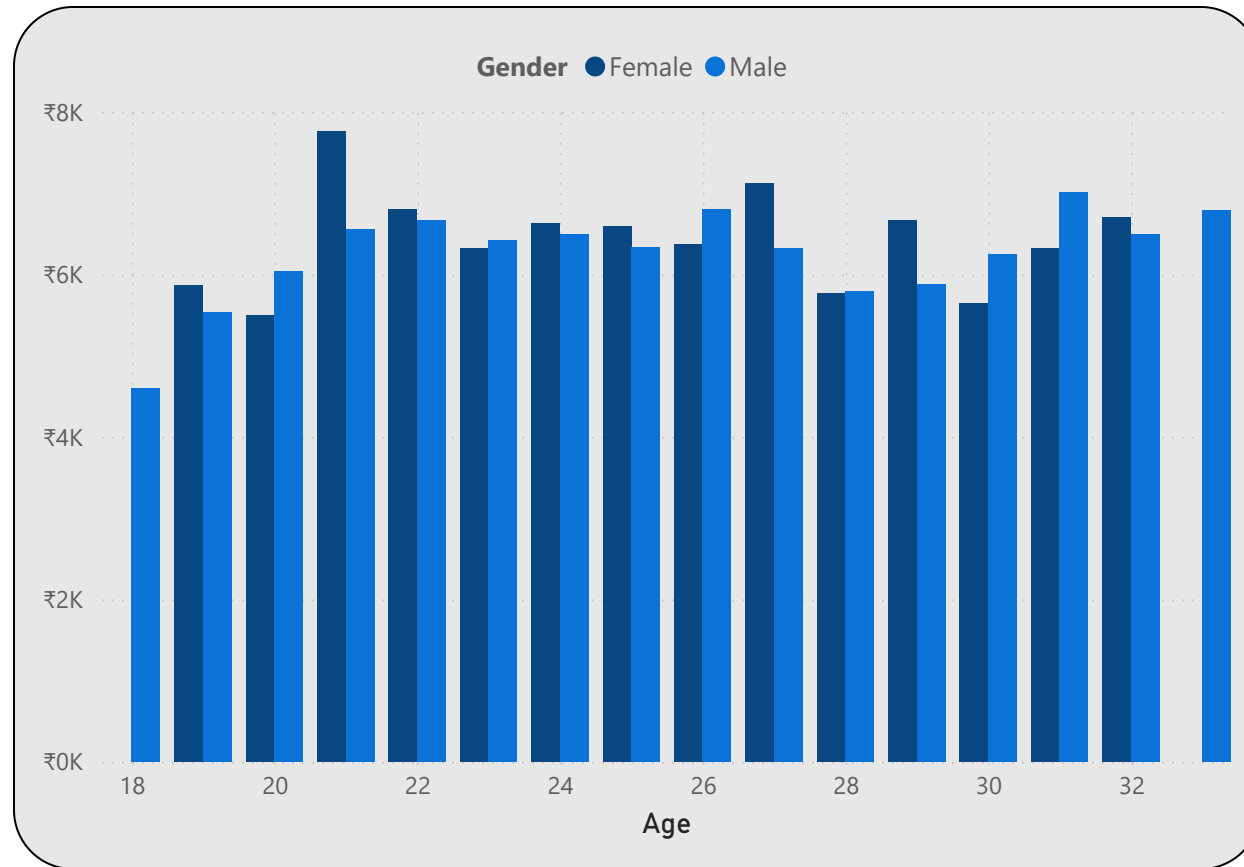
A sales analysis over 36 months reveals that Tirupati is the leading city, contributing over 4% to the total sales. It is followed by Electronic City and Baner, with around 2.9% and 2.7% respectively. Together, these top three cities account for over 10% of the total sales.



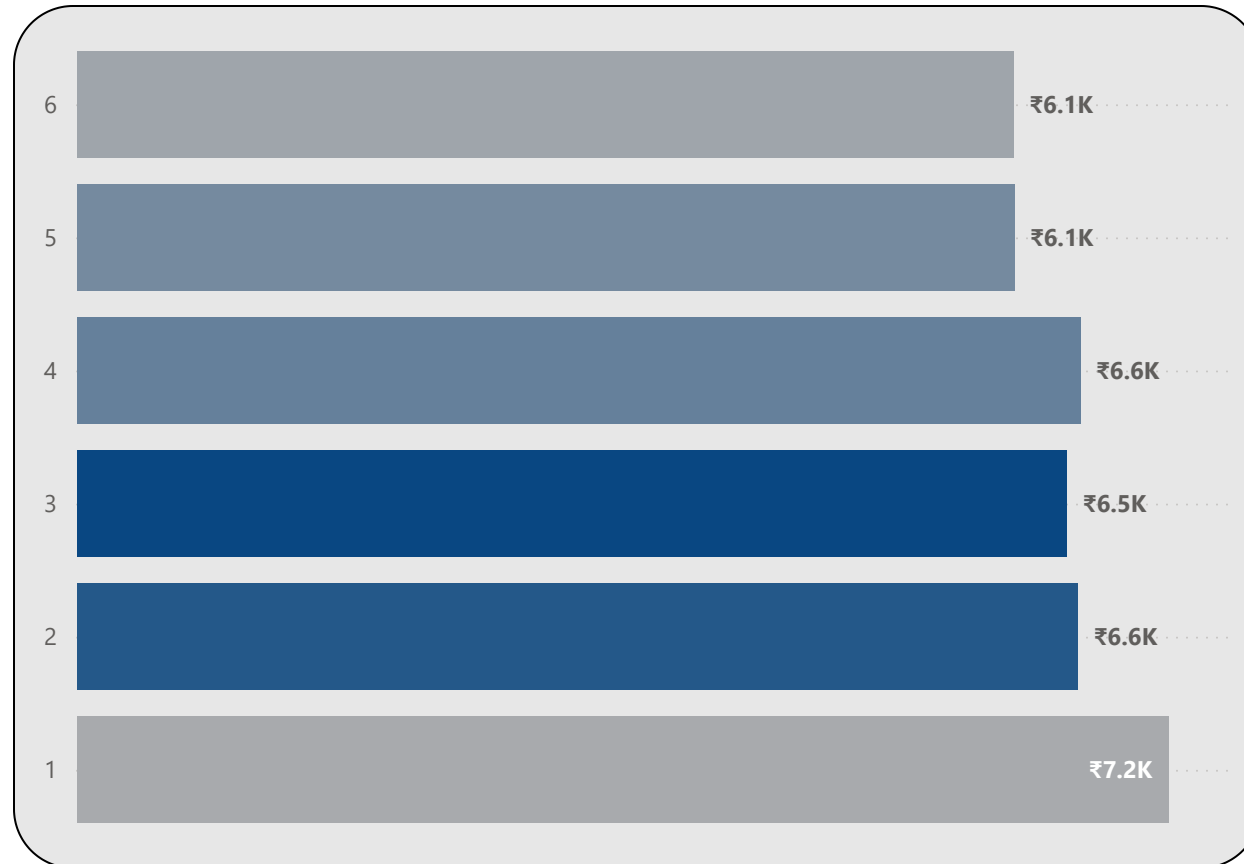
The top cuisine categories by total sales analysis reveals that over 32% of total sales come from Indian cuisines (North Indian, Indian, and South Indian). This indicates a strong preference and demand for traditional Indian food among Zomato's customer base.



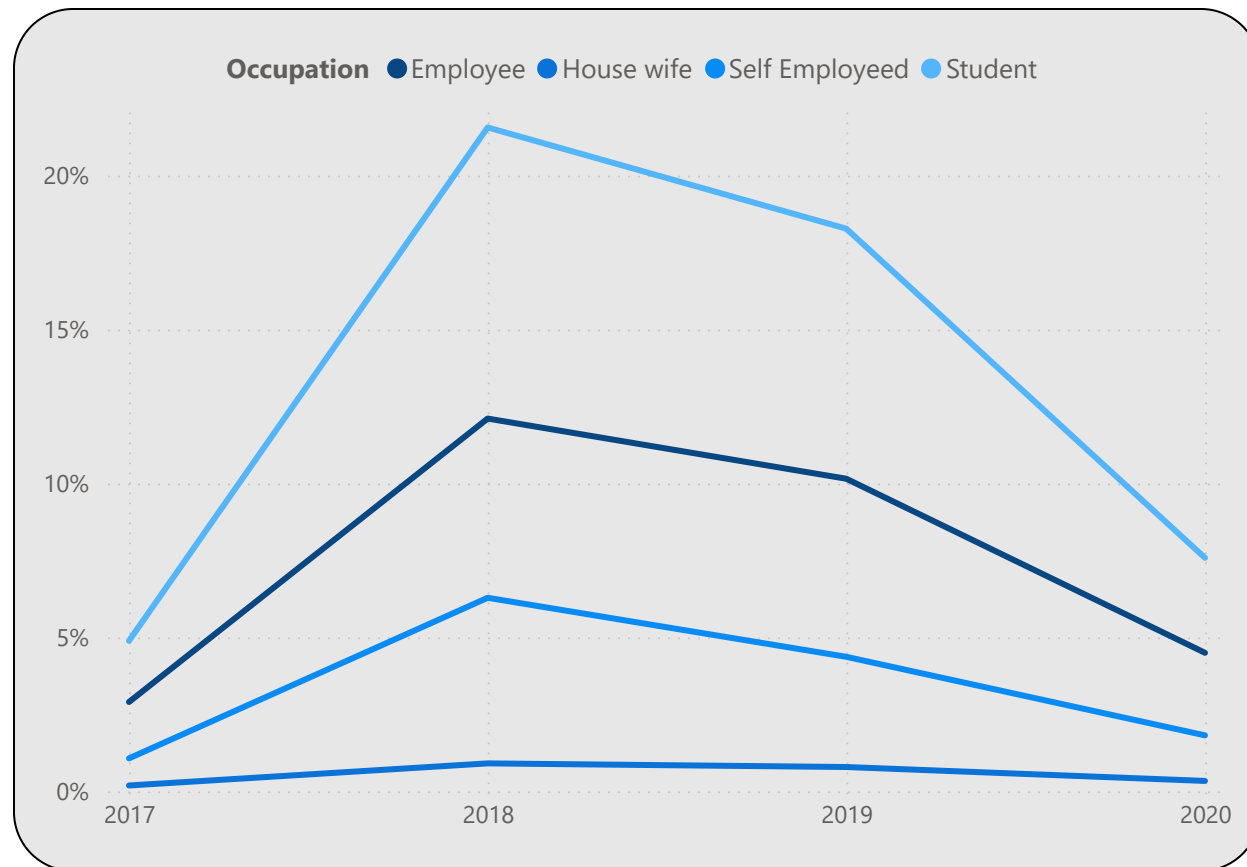
This visual illustrates the total items sold each month. May and August 2018 have the highest number of items ordered, while the period from September 2018 to June 2019 shows a substantial drop. After a quick recovery the second quarter of 2020 had the lowest numbers of items sold.



A comparison of average sales amount by age between female and male customers reveals that average sales are very similar between both genres and age groups except for 21 year old females.



There is little variation in the average sales amount among families with 2, 3, or 4 members. However, families of 1 have the highest average sales amount and families of 5 or 6 members the lowest.



Students have the highest sales distribution, with 2018 being their best year, contributing 22% of all sales across all occupations during the measured period.



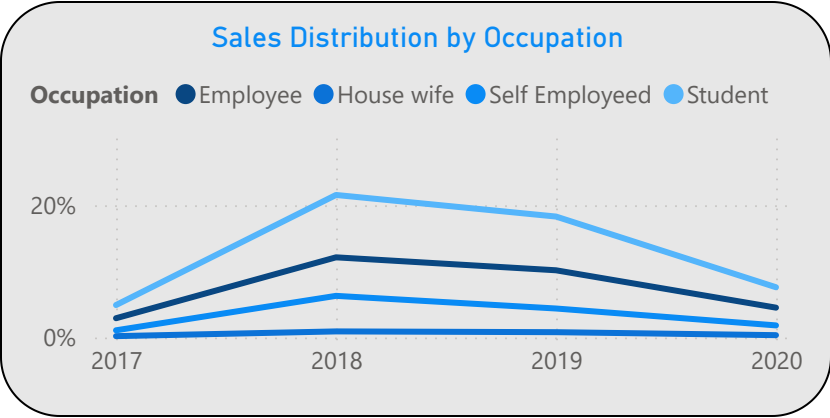
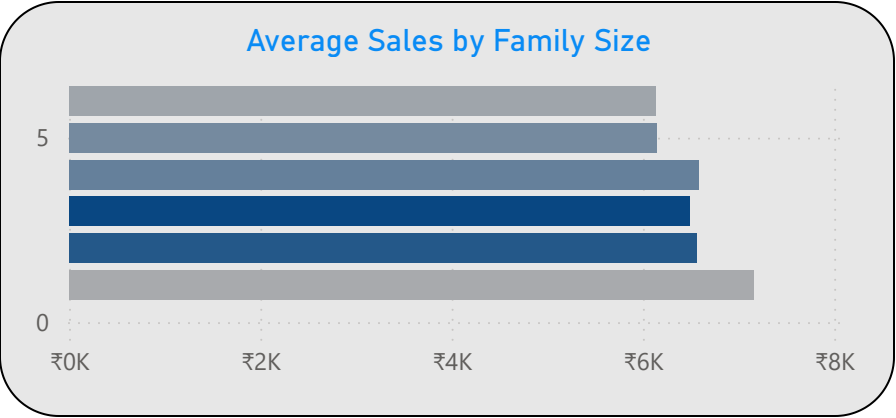
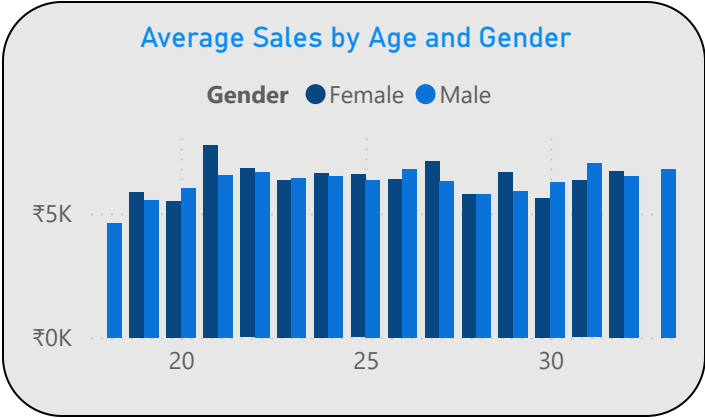
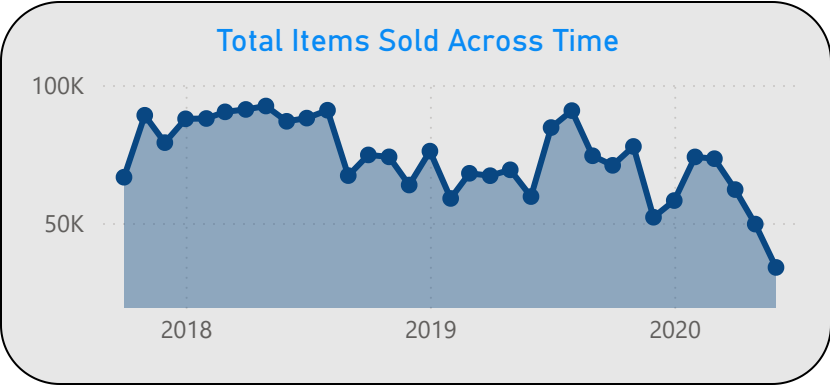
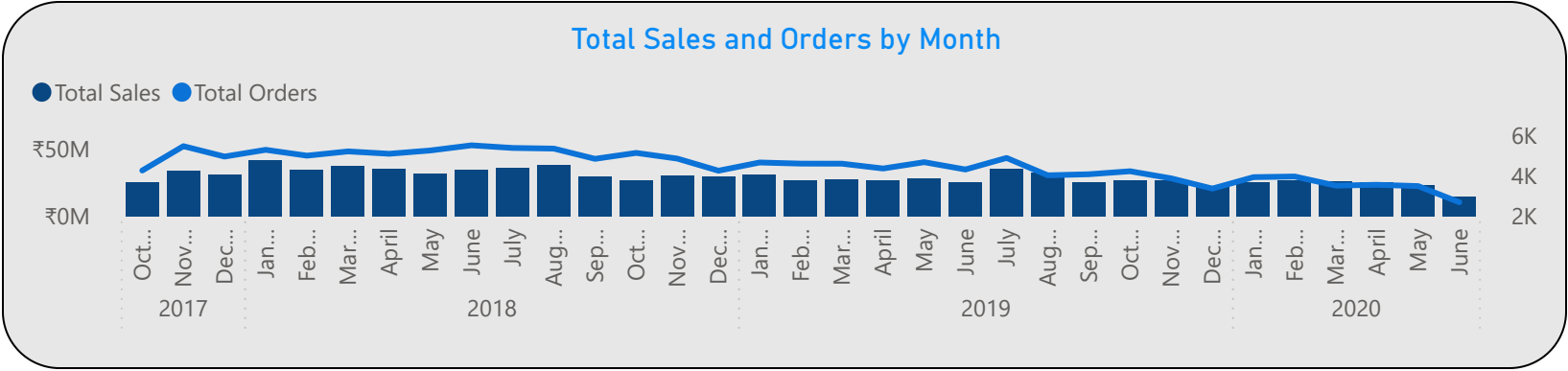
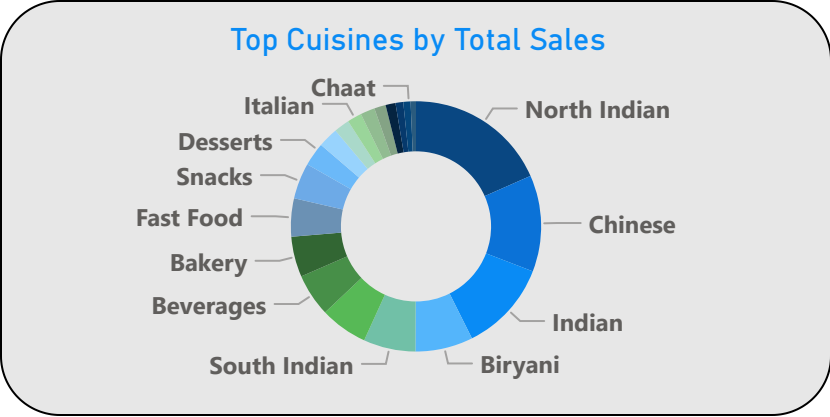
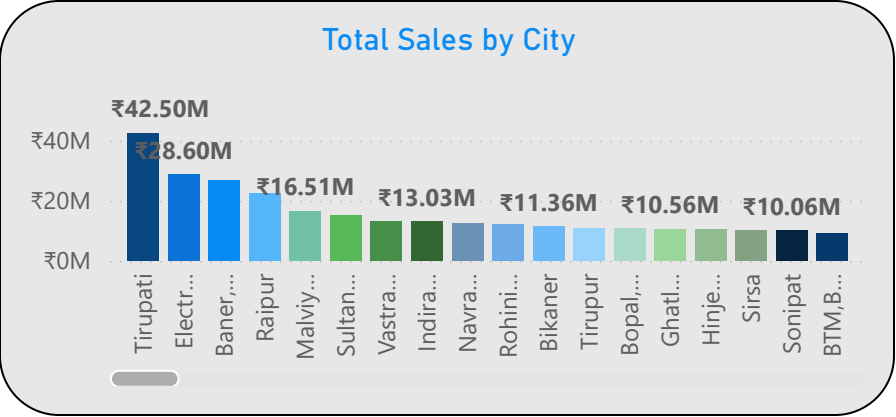
Average Order Amount
₹396.67

Total Sales
₹964M

Total Orders
149K

YEAR
All

MONTH
All



Insights

Sales Over Time:

The total sales from October 2017 through June 2020 show an initial increase followed by a gradual decline, reaching the lowest amount in June 2020. The trend in total orders per customer per month mirrors this pattern, indicating a consistent rise and fall in customer activity over time.

Total Sales by City:

Sales analysis by city reveals that Tirupati is the top contributor with over 4% of total sales. Following are Electronic City and Baner with around 2.9% and 2.7% respectively. The top ten cities, including Malviya Nagar and Indirapuram in Delhi, Sultanpur, Rohini, Navrangpura, and Vastrapur, together contribute over 20% of total sales, highlighting significant regional growth opportunities.

Top Cuisines by Sales:

Analysis of cuisine categories shows that over 32% of total sales come from Indian cuisines, indicating a strong preference for traditional Indian food among customers. Additionally, the popularity of Chinese, Pizza, Continental, and American cuisines underscores a demand for international flavors. Fast foods, snacks, and desserts being among the top categories suggest a trend towards convenience and indulgence foods, likely driven by lifestyle factors such as busy schedules.

Total Items Sold Across Time:

The highest number of items ordered was in May 2018 (₹92,392) and August 2018 (₹90,921). There was a significant drop in September 2018 (₹67,344) and another drop in December 2019 (₹52,000). After a brief recovery in early 2020, the number of items sold reached its lowest point in June 2020 (₹33,925). This indicates fluctuating customer demand, with notable peaks and troughs.

Average Sales by Age and Gender:

Comparing average sales amounts by age and gender, females aged 21, 27, and 29 show higher average sales than their male counterparts, while females in other age groups spend similarly to males. There is no data for 18 and 33-year-old females, and 18-year-old males have the lowest sales average at ₹4,598.

Average Sales by Family Size:

Families with one member have the highest average sales amount (₹7,152), while families with five or six members have the lowest (₹6,100). Families with two, three, or four members show little variation in average sales, ranging between ₹6,400 and ₹6,500.

Sales Distribution by Occupation:

Students have the highest sales distribution at 53%, with their peak in 2018, contributing 22% of all sales across occupations. Employees are the second largest group, accounting for 29% of sales. This highlights the importance of targeting student and employee demographics with tailored promotions and offers.

Recommendations

Target High-Performing Cities: Focus marketing efforts and promotions in Tirupati, Electronic City, Baner, and other top-performing cities. Enhancing delivery options, forming local partnerships, and implementing city-specific promotions can drive further growth in these high-sales areas.

Diversify with Popular International Cuisines: The popularity of international cuisines like Chinese, Pizza, and American indicates an opportunity to diversify Zomato's offerings. Introducing new dishes, fusion cuisine, and seasonal specials from these categories can attract a broader customer base and increase sales.

Leverage Peak Ordering Months: May and August 2018 saw the highest number of items ordered. Planning special promotions, discounts, and events during these peak months can leverage this trend and boost sales.

Analyze and Recover from Sales Drops: Investigate the reasons behind significant sales drops in September 2018 and December 2019. Implementing strategies to prevent such declines, such as special end-of-year promotions or addressing seasonal market changes, can help maintain consistent sales and improve overall performance.

Engage the Student Market: With students accounting for 53% of sales, especially strong in 2018, targeted promotions such as student discounts, campus partnerships, and loyalty programs can further engage this significant customer segment and drive sales.

Enhance Offerings for Single-Person Households: Single-person households have the highest average sales amount. Developing meal deals, single-serving packages, and convenient ordering options can cater to this group, increasing their order frequency and satisfaction.

Tailor Promotions by Age and Gender: Considering the spending patterns among different age groups and genders, tailor promotions to specific demographics. Special offers targeting females aged 21, 27, and 29, who show higher average sales, can be particularly effective.

Boost Employee Engagement: Employees contribute 29% of sales. Workplace delivery options, corporate partnerships, and lunch deals can attract this segment. Special promotions during work hours can also boost sales among employees, making Zomato the go-to choice for workplace meals.

Conclusion

Zomato's sales data analysis from October 2017 to June 2020 highlights several strategic opportunities to boost growth and customer engagement. By focusing marketing efforts on high-performing cities, expanding offerings in both traditional Indian and popular international cuisines, and leveraging peak ordering periods, Zomato can capitalize on existing trends. Targeted promotions for key demographics such as students, single-person households, and specific age groups, along with initiatives to increase family and employee engagement, can further drive sales. Addressing periods of decline with strategic promotions and understanding the underlying factors can help maintain consistent performance. Implementing these recommendations will enable Zomato to enhance its market presence, cater to diverse customer preferences, and achieve sustained growth in the competitive food delivery industry.