

# **Zomato Business Intelligence Analysis: Understanding Sales Drivers Beyond Ratings And Price**

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# Overview

This project analyzes restaurant sales data, focusing on ratings, pricing, and customer preferences. It explores how affordability and familiarity influence purchasing behavior, based on ratings. Additionally, it examines sales trends across different price categories and seasonal demand fluctuations. The goal is to provide insights for optimizing pricing strategies, promotions, and menu offerings to improve business performance.

Who is Zomato?

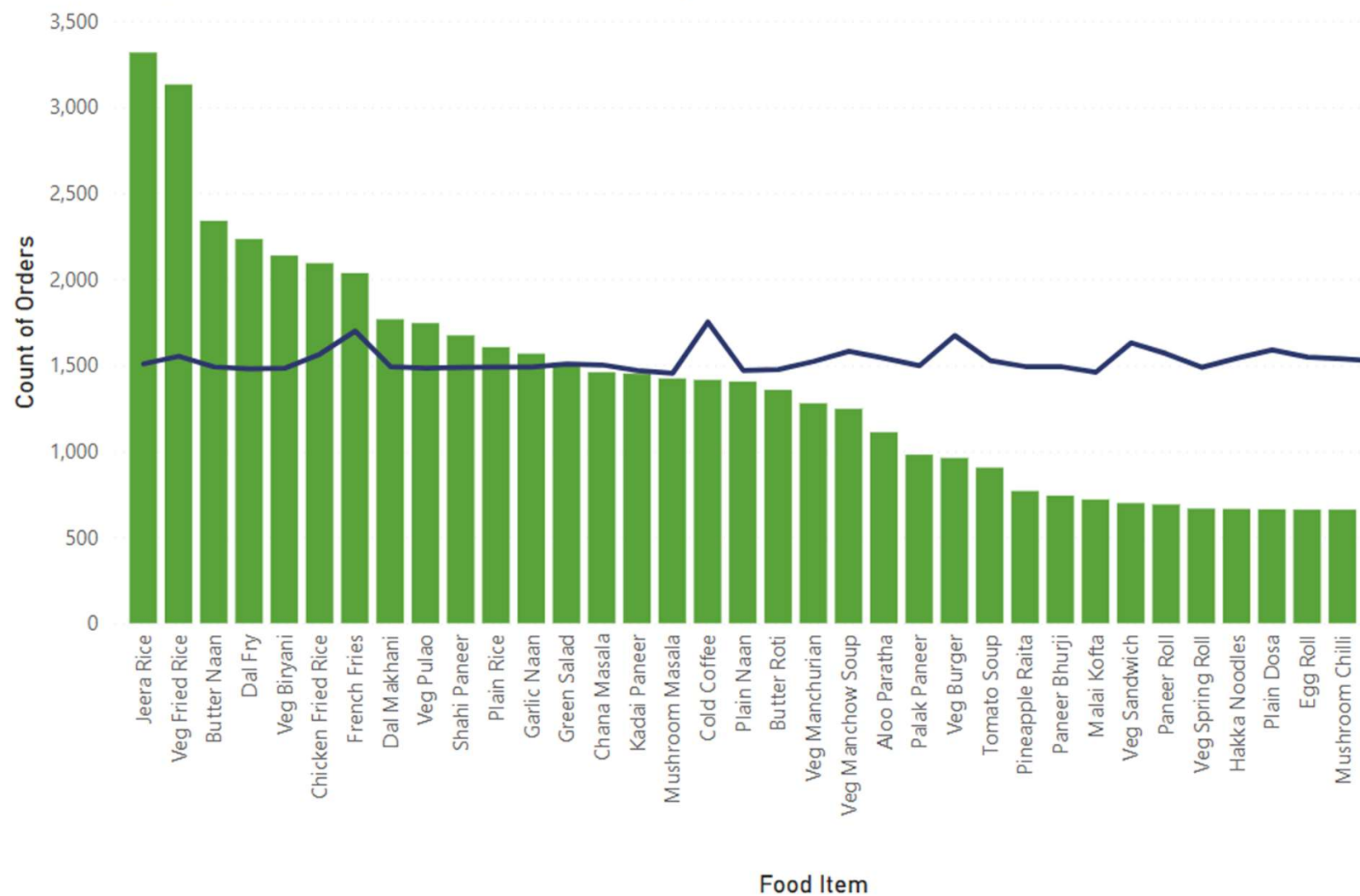
Zomato is a multinational restaurant aggregator and food delivery company.

# Food Popularity vs. Ratings Dashboard

This dashboard provides insights into food sales trends, highlighting that affordability and familiarity influence purchases more than ratings. It includes:

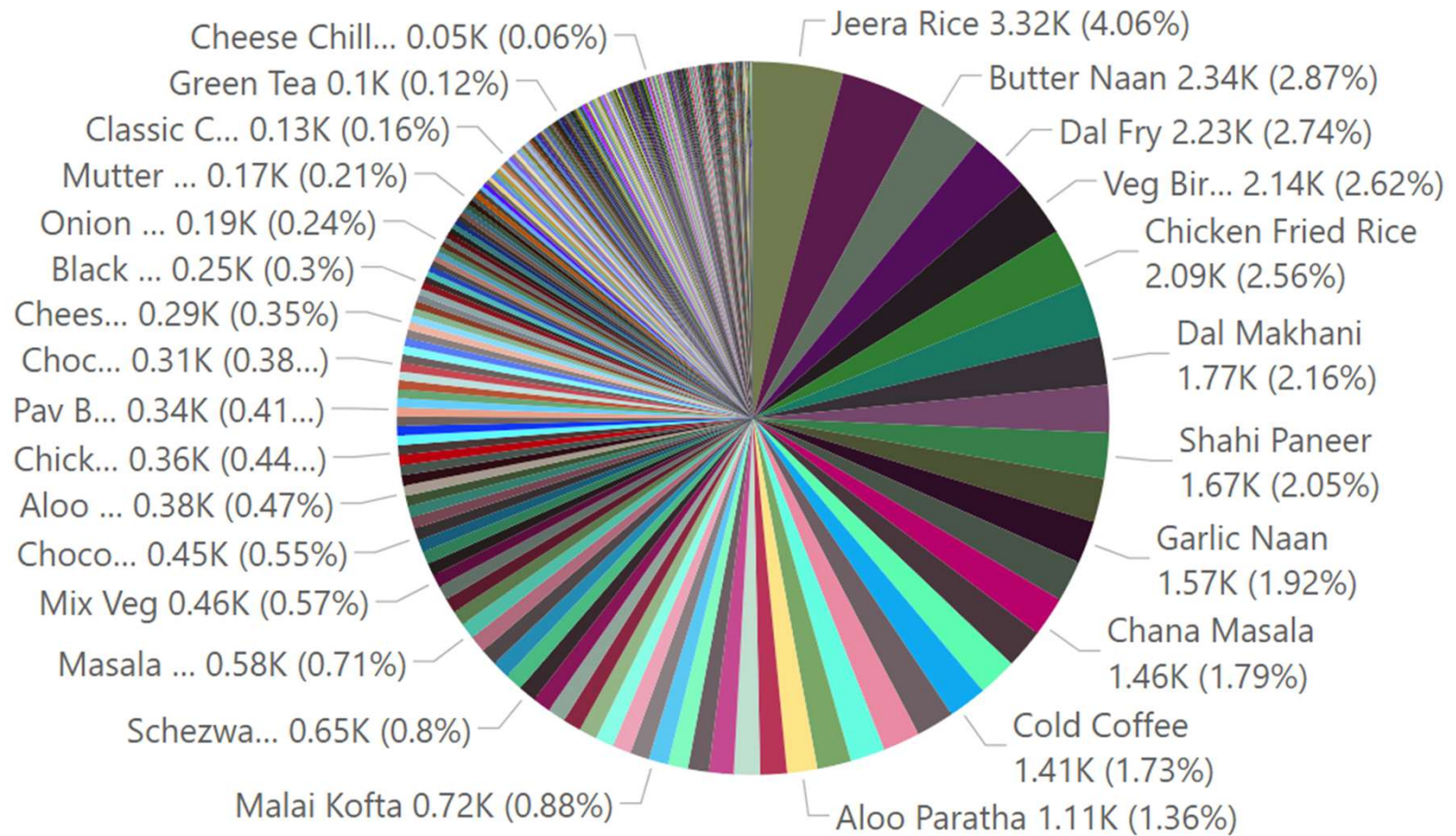
- Displays the total number of orders placed for each food item, helping identify popular choices.
- Shows the ratings given to different menu items, offering insights into perceived food quality.
- A combined line and stacked column chart illustrating the relationship between item ratings and the number of orders placed.
- A pie chart visualizing the proportion of total orders for each food item, highlighting the most and least ordered dishes.

Average rating ● Count of orders of a food item ● Average rating



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#### FOOD ITEM ORDERED COUNT



# Dashboard Findings

- High Orders Despite Moderate Ratings: “Jeera Rice” (3.32K orders, 4.06% of total order), “Veg Fried Rice” (2.34K orders, 2.87 % of total order), and “Butter Naan” (2.14K orders, 2.62 % of total order) are among the most ordered items, even though their ratings are not the highest.
- Affordability & Familiarity Drive Popularity: Staple items with lower costs and common pairings contribute significantly to sales, making up over 10% of total orders.
- Staple Foods Dominate Sales: More than 50% of total orders come from frequently ordered staple dishes, regardless of their ratings.
- Further Analysis Required: Examining factors like pricing, promotions, and customer demographics could provide deeper insights into why certain items perform better than others.

# Key Insights on Food Item Sales

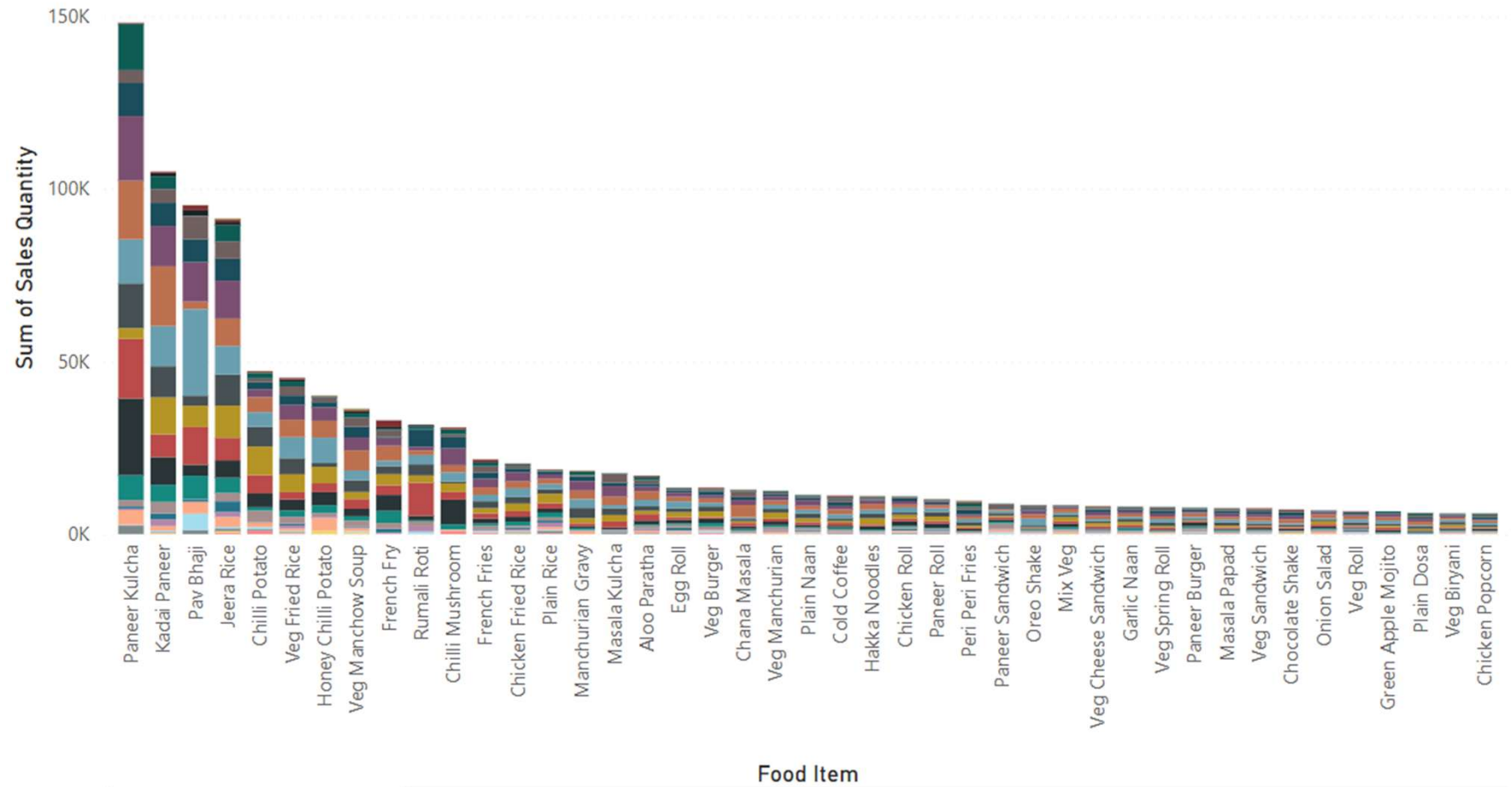
This dashboard provides key insights into food item sales based on pricing, ratings, and time-based trends. It includes:

- Analyzes the relationship between food item ratings and the total quantity sold.
- Displays the quantity of food items sold, highlighting the impact of pricing on sales.
- Tracks the number of specific food items sold within each month and year, revealing seasonal demand patterns.

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### TOP-SELLING FOOD ITEMS BY RATING

Rating ● 2.6 ● 2.7 ● 2.8 ● 2.9 ● 3 ● 3.1 ● 3.2 ● 3.3 ● 3.4 ● 3.5 ● 3.6 ● 3.7 ● 3.8 ● 3.9 ● 4 ● 4.1 ● 4.2 ● 4.3 ● 4.4 ● 4.5 ● 4.6 ● 4.7 ● 4.8 ● 4.9 ● 5

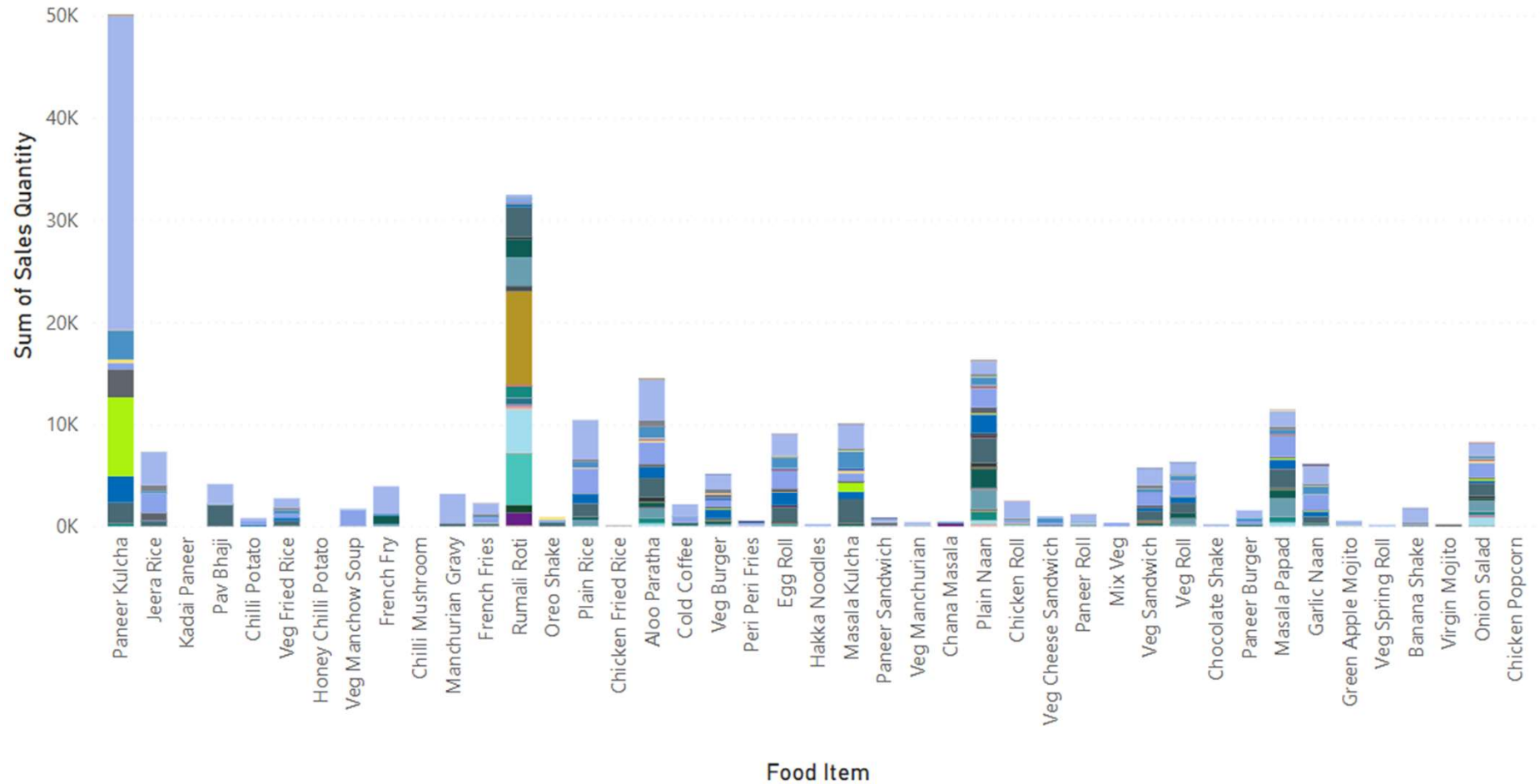




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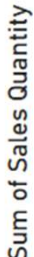
### FOOD SALES BASED ON PRICE

price 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 ▶



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### MONTHLY SALES TRENDS OF FOOD ITEMS



Order Month and Year

# Findings

- "Paneer Kulcha" leads with approximately 18-20% of total sales, followed by "Kadai Paneer" (10-12%) and "Pav Bhaji" (9-11%).

- "Paneer Kulcha" dominates lower price ranges, contributing to over 50% of sales in that category. "French Fries" and "Oreo Shake" each hold 8-10% of sales across varied price points.

- Sales peak in May and December, with these months accounting for 15-18% of annual sales. Some items show steady demand, while others fluctuate.

- Further Analysis Required: Promotions, customer demographics, and seasonality effects need evaluation for deeper insights into top-selling items.

# Summary of Findings

- High Orders Despite Moderate Ratings – Popular dishes like "Jeera Rice, Veg Fried Rice, and Butter Naan receive a significant number of orders despite not having the highest ratings, indicating that affordability and familiarity drive choices.
- Staple Foods Dominate Sales – More than 50% of total orders come from staple dishes, reinforcing the importance of cost-effective and commonly paired menu items.
- Seasonal Sales Trends – Sales peak in May and December, contributing to 15-18% of annual sales, while demand for some items remains steady and others fluctuate.
- Further Analysis Needed – Examining pricing, promotions, customer demographics, and seasonal variations can help understand performance drivers better.

# Recommendations

- Leverage Popular Staples – Maintain or slightly enhance the pricing and quality of staple dishes to sustain high sales.
- Improve Marketing & Promotions – Utilize discounts or combo offers on high-selling yet moderately rated items to improve customer perception and increase loyalty.
- Optimize Seasonal Strategies – Plan targeted promotions during peak sales months (May & December) to maximize revenue from top-selling items.
- Deepen Customer Insights – Conduct surveys or analyze purchase behavior to understand why certain items perform better and tailor strategies accordingly.

**Thank you**

