Zomato Sales Analysis

Executive Summary

This report presents a detailed analysis of Zomato's restaurant sales data, focusing on city-level performance, cuisine-based revenue generation, top-performing restaurants, and time-based trends. Each section is supported by visual charts and revised commentary to reflect fresh insights from the updated Tableau visuals.

Objectives

- Identify top-selling restaurants and cuisines.
- Analyze cities contributing the highest revenue.
- Examine trends in sales volume and revenue over time.
- Understand pricing and volume dynamics.
- Detect seasonal patterns and performance fluctuations.

Key Questions

- Which restaurants have high sales volume but low revenue?
- How do sales fluctuate over time?
- Which are the top-selling restaurants?
- Which cities drive the highest revenue and sales volume?

Hypotheses

- Cities may experience high order volumes but lower revenue due to regional pricing strategies.
- Restaurants with high sales volumes might generate lower revenue due to discounts or lower menu prices.
- Sales could exhibit seasonal trends with spikes during weekends or special events.

Sales Quantity vs Revenue

- A **clear correlation between high order volume and high revenue** is visible.
- However, **city-specific differences in pricing, discounting, and demand** skew performance.

Recommendation: Use city-level data to fine-tune pricing models and run targeted promotional offers for better balance in sales vs revenue.

Sales Trends Over Time

- From late 2017 to mid-2020, Zomato experienced **significant fluctuations in sales**.
- The peak occurred in **early 2018** with sales exceeding **500K USD**, followed by gradual decline.
- A **noticeable drop in 2020** suggests operational disruptions, possibly due to **COVID-19 impact** or strategic shifts.

Recommendation: Investigate high-performing periods and adapt successful promotional strategies to revive recent declines.

Cuisine Preferences

- **Italian-American cuisine leads revenue per order**, followed by **Bakery-Mexican** and **Assamese-Thai**.
- Other cuisines like **Kerala, Gujarati**, and **North Eastern** show **balanced performance**.

Recommendation: Promote high-value cuisines through curated campaigns and encourage underperforming cuisine partners with bundling or seasonal menus.

Restaurant Performance

- **Domino's Pizza is the top performer**, followed by brands like **Kwality Walls, Pizza Hut**, and **KFC**.
- Some niche restaurants have lower order volume but may have **untapped revenue potential**.

Recommendation: Support visibility for mid-tier players, optimize pricing for volume, and prioritize strategic partnerships with consistent performers.

City-Wise Performance

- **Electronic City, Bangalore** and **Indirapuram, Delhi** emerged as **top revenue zones**.
- **Rohini, Bikaner**, and **BTM Bangalore** also showed consistent sales activity.

Recommendation: Double down on top-performing areas while identifying pain points in lower-performing zones for localized campaigns.

Conclusion

Zomato's sales data reveals clear trends and patterns that can shape future strategy. Sales are geographically concentrated, cuisine-driven, and fluctuate seasonally. While some restaurants and cities consistently perform well, others present untapped potential. Leveraging historical success, city-level targeting, and cuisine-specific strategies will be key to unlocking further growth.

Recommendations

1. **Reinvest in High-Performing Locations:**

   Focus marketing efforts and additional support in zones such as Electronic City and Indirapuram, where revenue is already strong. These locations demonstrate a solid customer base and effective restaurant partnerships, making them ideal for launching new features, promotional discounts, or premium service offerings.

2. **Target Underperforming Areas:**

   Identify the pain points in cities with lower sales volumes, such as Bikaner or zones not represented among the top performers. Tailor region-specific offers, increase visibility of local restaurants, and use data-driven promotions to stimulate demand. Collaboration with local vendors and introduction of regionally preferred cuisine can also help boost traction.

3. **Boost Premium Cuisines:**

   Since Italian-American and other high-revenue cuisines perform well, Zomato should run spotlight campaigns around these food types. Offering curated deals, combo discounts, or influencer-led promotions can drive more high-value orders. In parallel, efforts should be made to elevate underperforming cuisines by showcasing their uniqueness or pairing them with best-sellers.

4. **Elevate Mid-Tier Restaurants:**

   Many restaurants with good products may lack visibility or have weak customer engagement. Zomato should launch support programs like featured listings, in-app banners, and reviews promotion to help these partners grow. Training in menu optimization, digital presence, and dynamic pricing can also uplift overall performance.

5. **Leverage Historical Peaks:**

   The analysis shows that Zomato achieved major sales peaks in 2018. Understanding what worked during that time—whether it was discounting, festival campaigns, or platform growth—can help replicate that success. Seasonal campaigns and flash sales during peak months should be reintegrated.

6. **Optimize City-Specific Pricing Models:**

   Revenue discrepancies between cities with similar order volumes suggest a need for differentiated pricing and offer strategies. Zomato should implement regional pricing benchmarks and dynamic discounting based on local competition, demand trends, and customer behavior. This will help balance order volume and revenue generation across markets.