

# FINAL PROJECT REPORT

## Introduction

The objective of this analysis is to evaluate Zomato's sales performance and identify key trends to guide business decision-making. By comparing sales data for 2018 and 2019, we aim to uncover patterns in sales amount, monthly performance, and sales quantity.

The dataset includes the following key metrics:

- **Sales Amount:** Total revenue generated.
  - **Sales Quantity:** Total units sold.
  - **Order Date:** Dates of transactions, allowing for temporal analysis.
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## Analysis and Findings

### 1. Sales Amount

- **Overall Trend:** Sales amount declined from 2018 to 2019, indicating a downturn in revenue.
  - This suggests potential challenges in maintaining consistent demand or pricing strategies in 2019.

### 2. Monthly Comparison

- **Underperforming Months:** Six months in 2019 had lower sales compared to the same months in 2018.
  - **Key Observation:** This consistent underperformance highlights seasonal or operational issues that may have impacted half the year.

### 3. Sales Quantity

- **2018 Sales Quantity:** The total sales quantity for 2018 was approximately 100,000 units.
- **2019 Sales Quantity:** The total sales quantity for 2019 dropped to approximately 70,000 units.
  - **Change:** This represents a significant decline of around 30,000 units (30% decrease) from 2018 to 2019.
  - **Stability:** Despite the drop, sales quantity stabilized in 2019, suggesting an adjusted baseline.

### 4. Cost Ranges

- **Most In-Demand Price Point:** INR 200 was the most on-demand cost range, indicating customer preference for affordable options.

## 5. Location

- **Top Performing Location:** Tirupati was identified as the top generator of sales, highlighting it as a key revenue driver.
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## Conclusions

The analysis highlights the following key conclusions:

- **Decline in Revenue:** A drop in total sales amount from 2018 to 2019 suggests reduced profitability or customer demand.
  - **Seasonal or Operational Issues:** Six months of underperformance in 2019 require deeper investigation to uncover root causes.
  - **Decreased Demand:** The drop in sales quantity indicates a challenge in maintaining customer purchases year-over-year.
  - **Cost Preferences:** INR 200 is the most preferred cost range, which can guide pricing strategies.
  - **Location Strength:** Tirupati is a key contributor to sales and should be a focus for sustaining revenue growth.
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## Recommendations

### 1. Address Underperforming Months

- **Recommendation:** Conduct a detailed investigation into the six underperforming months in 2019 to identify specific issues such as marketing gaps, operational inefficiencies, or external factors (e.g., competition or economic trends).
- **Actionable Steps:** Introduce targeted promotions or campaigns during these months to boost sales.

### 2. Revitalize Demand

- **Recommendation:** Focus on regaining sales quantity lost in 2019 by:
  - Enhancing customer loyalty programs.
  - Offering discounts or bundled deals to encourage bulk purchases.

### 3. Leverage Cost Preferences

- **Recommendation:** Capitalize on the demand for INR 200 cost range by introducing more options in this price category.
  - **Actionable Steps:** Optimize menu offerings around this range and market them as value deals to attract cost-sensitive customers.

#### **4. Optimize Location-Based Strategies**

- **Recommendation:** Invest in marketing and operational efforts in Tirupati to maximize its revenue potential.
  - **Actionable Steps:** Expand partnerships, improve delivery efficiency, and conduct targeted promotions in this region.

#### **5. Improve Forecasting and Planning**

- **Recommendation:** Use historical data to improve demand forecasting and resource allocation for 2020.
  - Emphasize the successful months from 2018 as benchmarks for future planning.

#### **6. Monitor Competitive Landscape**

- **Recommendation:** Investigate external market factors to determine if competitors influenced the decline in sales.