

ZOMATO SALES REPORT

PROBLEM:

Factors Contributing to Low Delivery Ratings at Certain Restaurants.

ANALYSIS:

Analysis done on the basis of delivery rating, dinning rating, city, category and price.

INSIGHTS:

- Average of Restaurant Price Analysis
 - Overall average of prices is currently at 221
 - 2(Red Bucket Biryani and Zaffran Mataam) segments have significantly lower average of prices than other.
 - 22 segment have significantly higher average of prices than others.
- Average of Delivery Rating Analysis
 - Overall average of delivery rating is current 3.96.
 - 18 segments have significantly lower delivery rating than others.
 - 2 (Subham Bakery and Dream Cutlet) segments have significantly higher delivery rating than others.
- Average of Dinning Rating Analysis
 - Overall average of dinning rating is current 3.8.
 - 21 segments have significantly lower dinning rating than others
 - 3(Thali and more, Toscano, AB's) segments have significantly higher rating than others
- Average of Delivery rating by City Analysis
 - Pune has the highest delivery rating than others.
 - Magrath Road has the lowest delivery rating than others.

SOLUTION:

- Discounts could be applied on drinks which would attract customers and they might order food along with it, which in turn would be beneficial for the company, and would increase the number of reviews.
- Market analysis on the basis of-

1. Location of the restaurant plays vital role in the no. of orders received, if restaurant is located in remote areas or isolated areas the they are likely to receive less orders whereas, if the company is located near public places such as colleges, schools then they have higher chances of receiving orders.
2. Food quality and taste should be good , it would keep the customers coming back.
3. Management should be well organized and mannered, otherwise it would draw customers away.
4. Delivery issues, if it takes extra time then people are less likely to order from these restaurants.

STATEMENT:

‘Data couldn’t find the exact reason of the problem but the potential solution is provided.’