Zomato Sales Analysis - Power BI Project

Project Overview

This Power BI project provides a detailed analysis of Zomato's sales data using a Kaggle dataset. The objective is to derive actionable insights on sales trends, outlet performance, item types, and customer satisfaction metrics.

Business Objective

To identify key patterns in Zomato's performance by analyzing sales by fat content, item types, outlet characteristics, and locations. The dashboard delivers interactive insights through KPIs and advanced visualizations.

Key KPIs Tracked

- Total Sales: Overall revenue from all items

- Average Sales: Average revenue per sale

- Number of Items: Total count of items sold

- Average Rating: Customer satisfaction score

Dashboard Visuals & Insights

- Donut Chart: Total Sales by Fat Content

- Bar Chart: Total Sales by Item Type

- Stacked Column Chart: Fat Content by Outlet for Sales

- Line Chart: Sales by Outlet Establishment

- Pie/Donut Chart: Sales by Outlet Size

- Funnel Map: Sales by Location

- Matrix Card: KPI Breakdown by Outlet Type

Power BI Features Used

- Data Cleaning using Power Query

- Relationship Modeling

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- DAX Calculations for KPIs

- Slicers and Filters

- KPI Cards and Custom Charts

Project Workflow

1. Requirement Gathering

2. Data Understanding

3. Connecting Kaggle Dataset

4. Data Cleaning

5. Data Modeling

6. DAX Measure Creation

7. Dashboard Layout

8. Report Creation and Formatting

Sample Insights

- Low fat content items have high sales volume but lower average revenue.

- Medium outlets show the highest sales performance.

- Snack foods perform better in ratings than drinks.

- Online-type outlets have more consistent KPI performance.