

zomato

DATA ANALYSIS

BY PARAM DHINGANA



PROJECT OVERVIEW



- **Goal:** Analyze Zomato's delivery data to derive actionable insights for optimizing delivery operations, enhancing customer satisfaction, and improving restaurant partnerships.
- **Objective:** Identify key trends, customer behavior patterns, and restaurant performance metrics to support data-driven decision-making.
- **Approach:** Perform exploratory data analysis (EDA) to calculate KPIs, generate metrics, and create insightful visualizations.

PROBLEM STATEMENT



- The dataset contains records of food orders, customer demographics, and restaurant information. The company aims to leverage this data to understand delivery performance, customer preferences, and restaurant popularity.
- Insights from this analysis will inform strategies for improving delivery efficiency, targeting specific customer segments, optimizing marketing campaigns, and refining restaurant collaborations.

DATASET OVERVIEW



Orders

- **Order_ID:** Unique identifier for each order.
- **Restaurant_ID:** Identifier for the restaurant fulfilling the order.
- **Order_Date:** Date-Time when the order was placed.
- **Expected_Delivery_Time:** Expected time (in minutes) for order delivery.
- **Actual_Delivery_Time:** Actual time (in minutes) taken to deliver the order.
- **Total_Amount:** Total monetary value of the order.
- **Order_Status:** Status of the order (e.g., completed, cancelled).
- **Payment_Method:** Method used for payment (e.g., cash, credit card, UPI).
- **Dish_Name:** Name of the dish ordered.
- **Customer_ID:** Identifier for the customer who placed the order.

DATASET OVERVIEW



Customers

- **Customer_ID:** Unique identifier for each customer.
- **Customer_Location:** Location of the customer.
- **Customer_Age_Group:** Age group category of the customer (e.g., 18-25, 26-35).
- **Customer_Rating:** Average rating given by the customer.
- **Customer_Name:** Name of the customer.

DATASET OVERVIEW



Restaurants

- **Restaurant_ID:** Unique identifier for each restaurant.
- **Name:** Name of the restaurant.
- **Location:** Location of the restaurant.
- **Cuisine_Types:** Types of cuisine offered by the restaurant (e.g., Italian, Chinese).
- **Avg_Cost_for_Two:** Average cost for two people at the restaurant.
- **Ratings:** Average rating of the restaurant.
- **Reviews_Count:** Number of reviews the restaurant has received.
- **Operational_Hours:** Hours during which the restaurant operates.

KEY PERFORMANCE INDICATORS [KPI]



- Total Revenue Generated & Number of Orders Placed
- Average Value Per Order [AOV]
- Average Delivery Time
- Cancellation Rate
- Number of Orders by Hour
- Numbers of Orders by Days of the Week
- Numbers of Orders by Month
- Revenue Generated Over Months
- Top 10 Dishes as per Reveue Contribution
- Top 10 Dishes as per Number of Orders

KEY PERFORMANCE INDICATORS [KPI]



- Top 5 Dishes as per Location
- Top 5 Cuisines as per Location
- Top 10 Cuisines as per Revenue Contribution & Number of Orders
- Top 10 Locations as per Number of Orders & Revenue Contribution
- Number of Orders & Revenue Contribution by Age Group
- Number of Orders by Age Group and Location
- Average Customer Rating
- Top 3 Cuisines as per Customer Age Group
- Top 5 Restaurants for each Location based on Number of Orders & Revenue Contribution
- Top 5 Restaurants for each Location based on Number of Reviews & Average Rating

ANALYSIS & FINDINGS

Total Number of Orders

1000

Total Revenue

₹ 581605.57

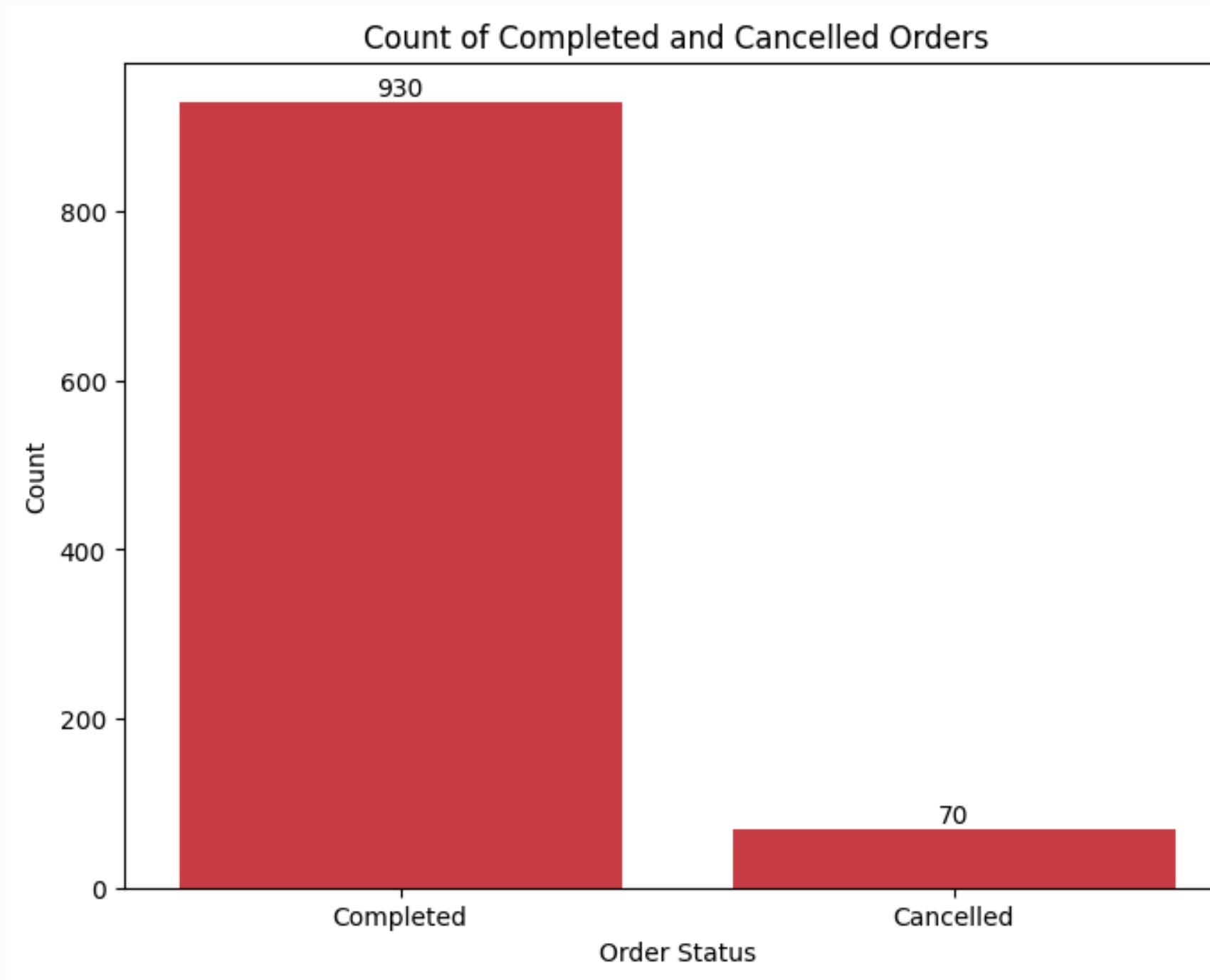
Average Value Per Order [AOV]

₹ 581.60

Average Delivery Time

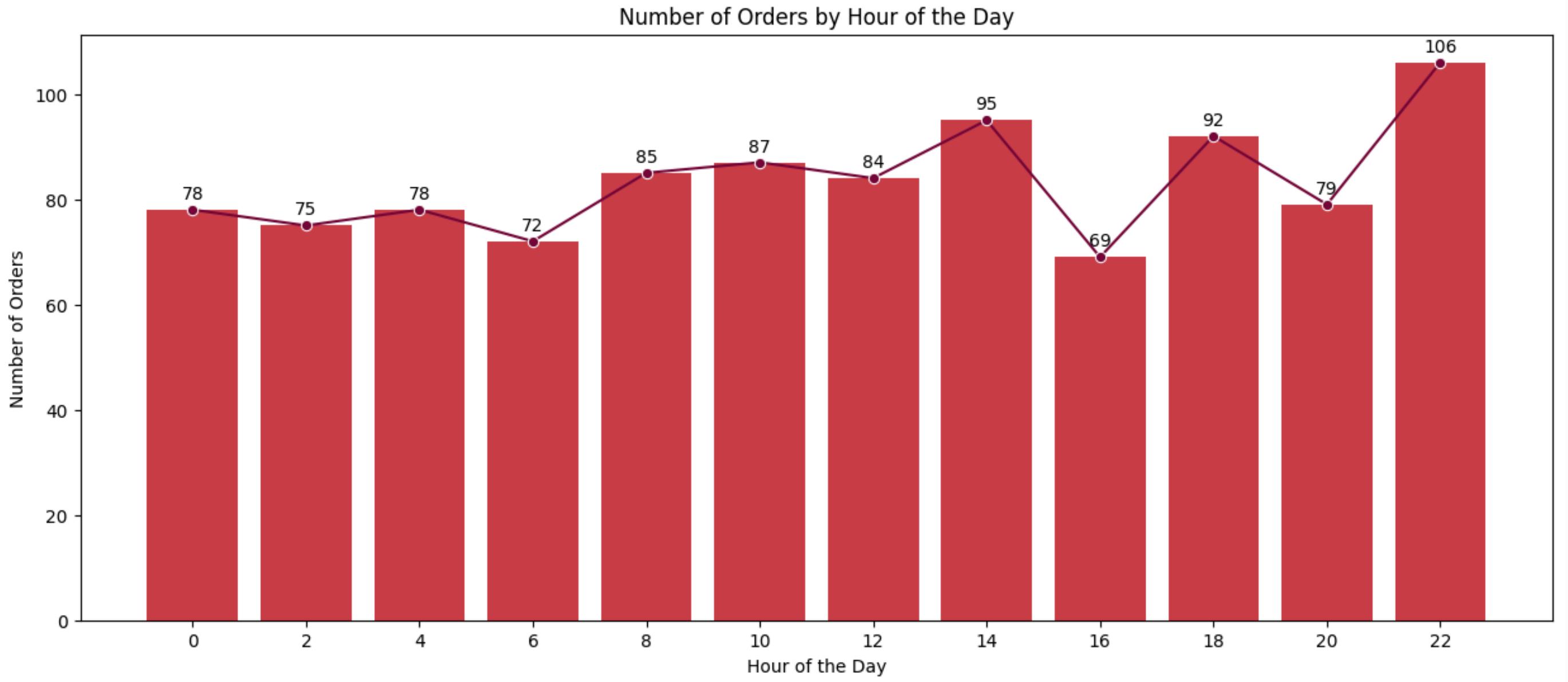
37.25 MINUTES

Cancellation Rate

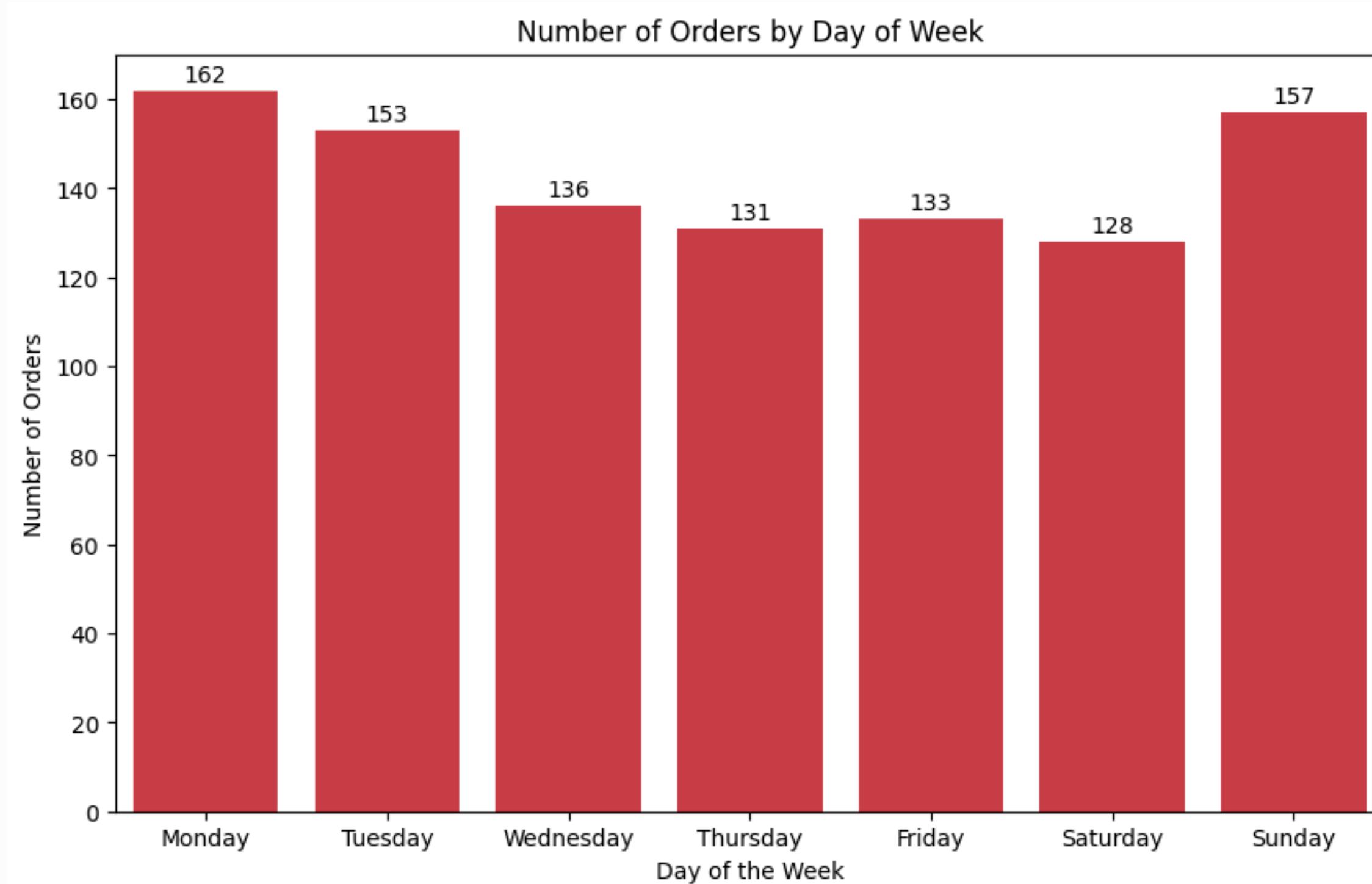


7.0 %
CANCELLATION
RATE

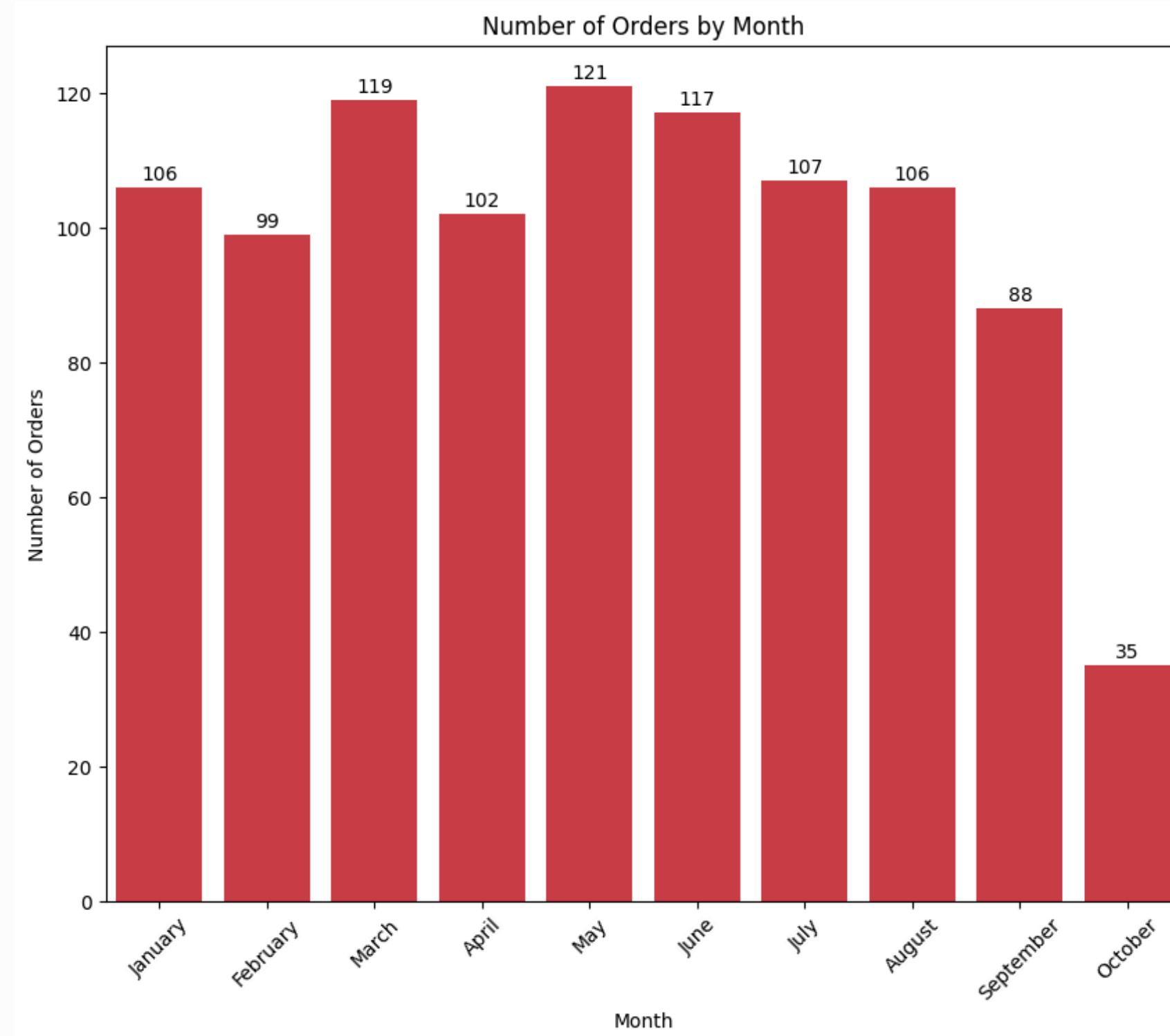
Number of Orders by Hour



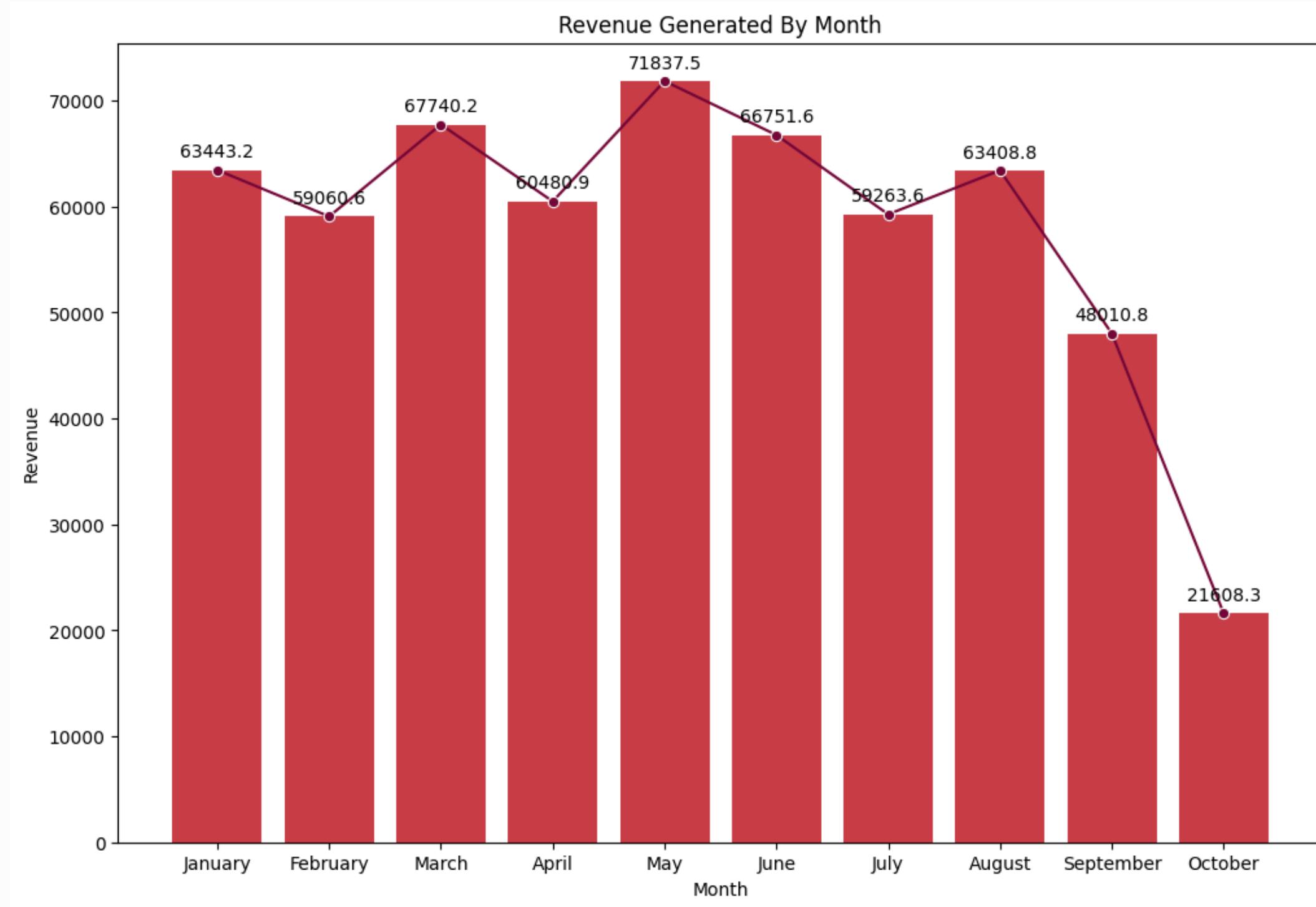
Numbers of Orders by Days of the Week



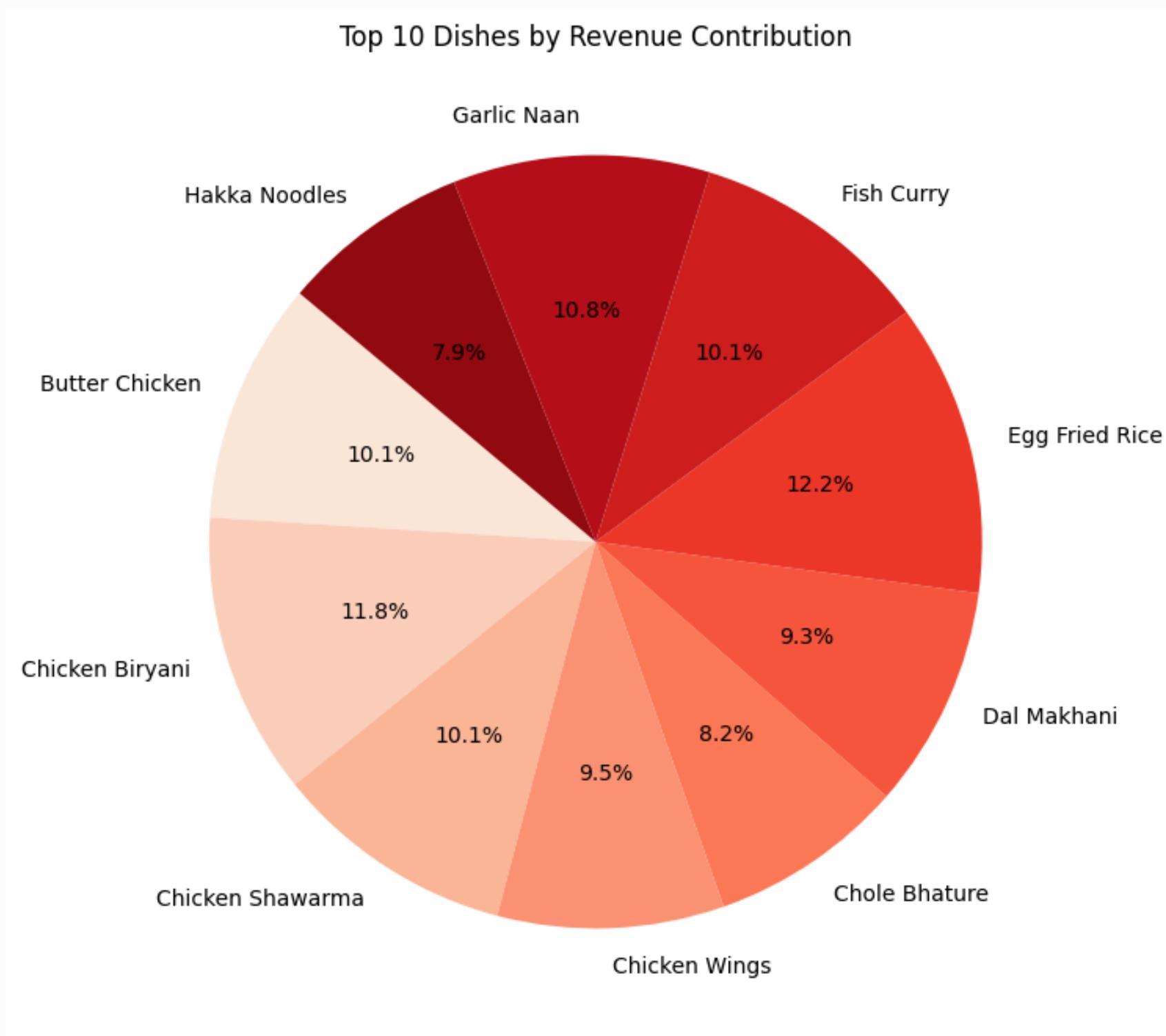
Numbers of Orders by Month



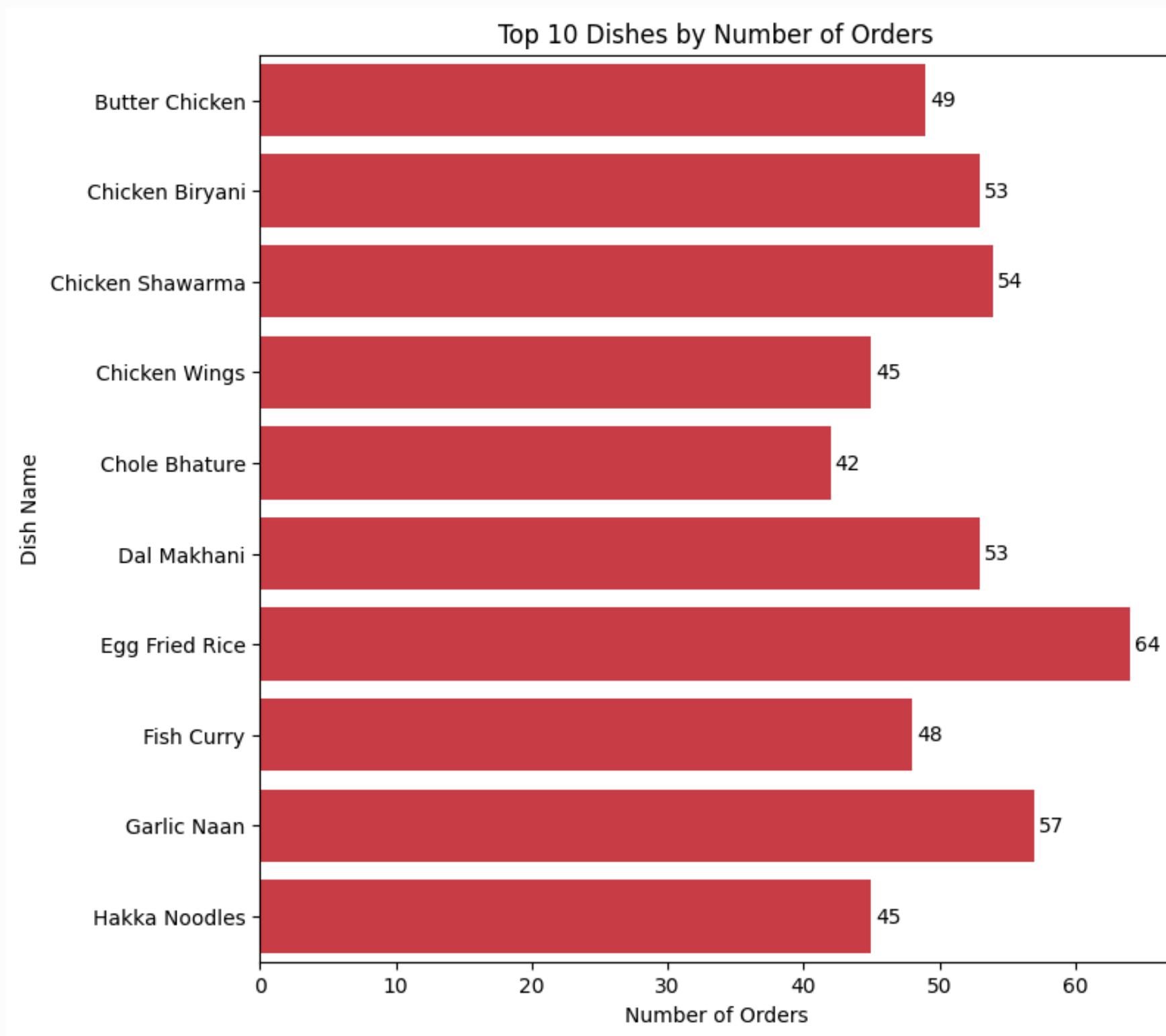
Revenue Generated Over Months



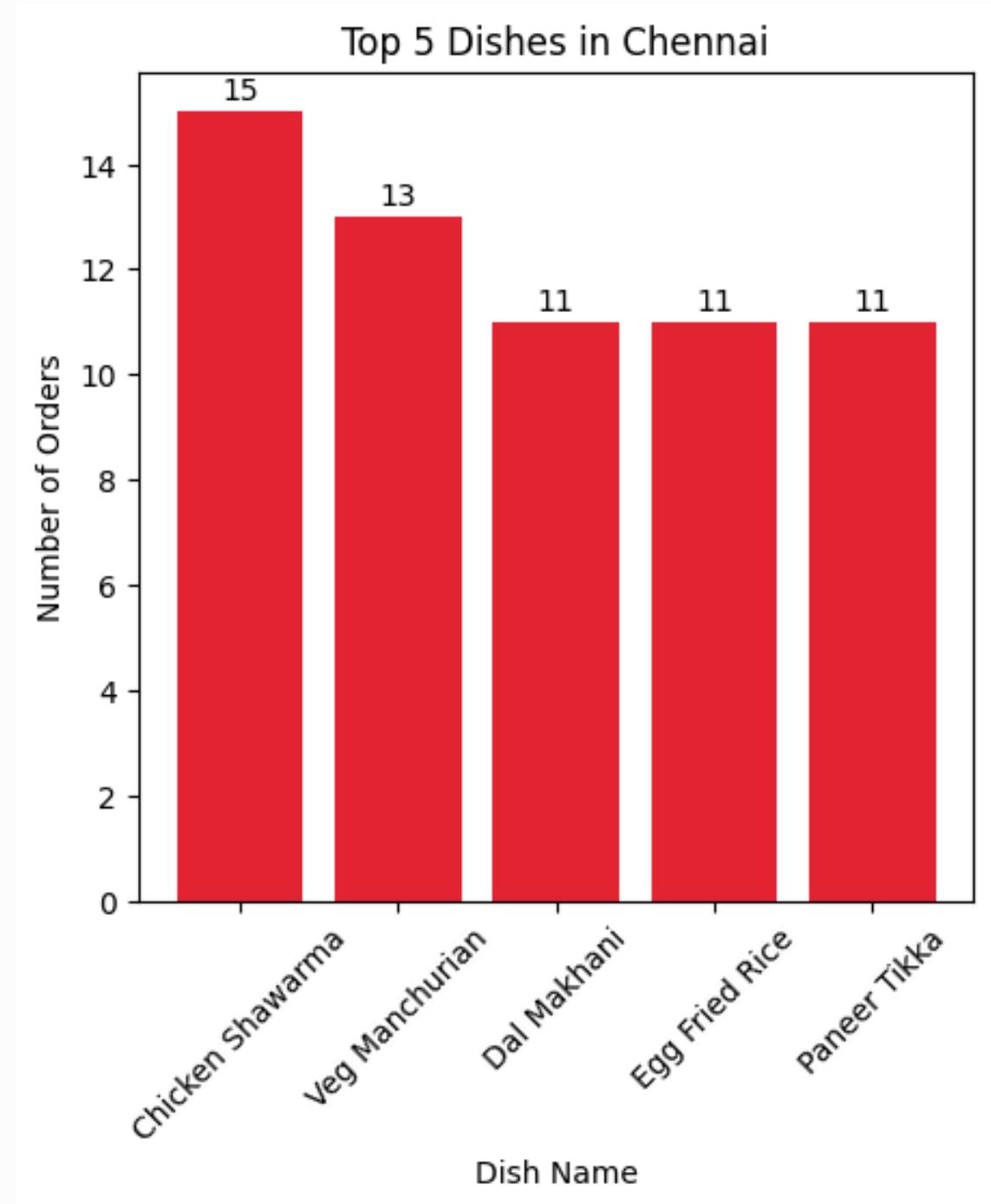
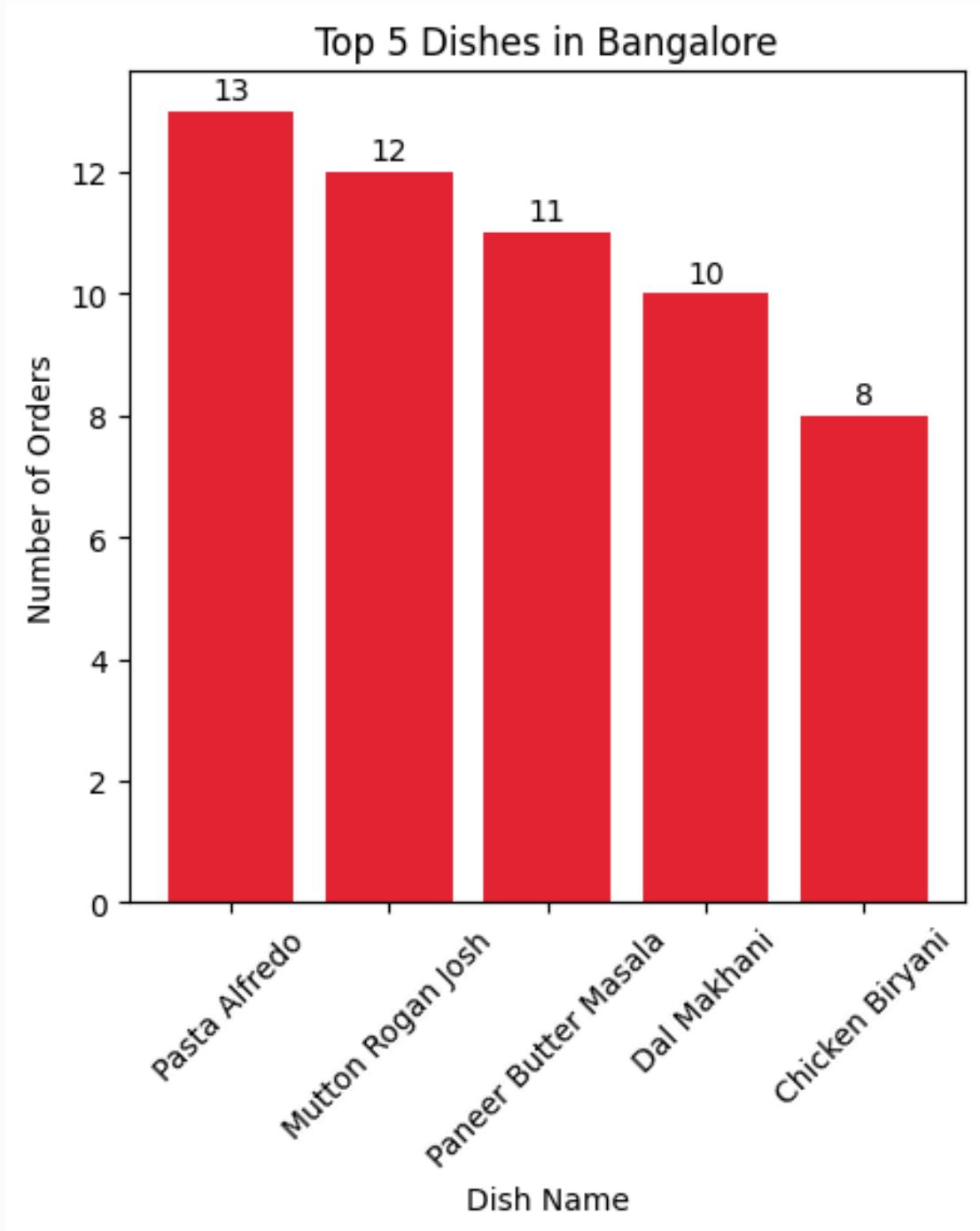
Top 10 Dishes as per Revenue Contribution



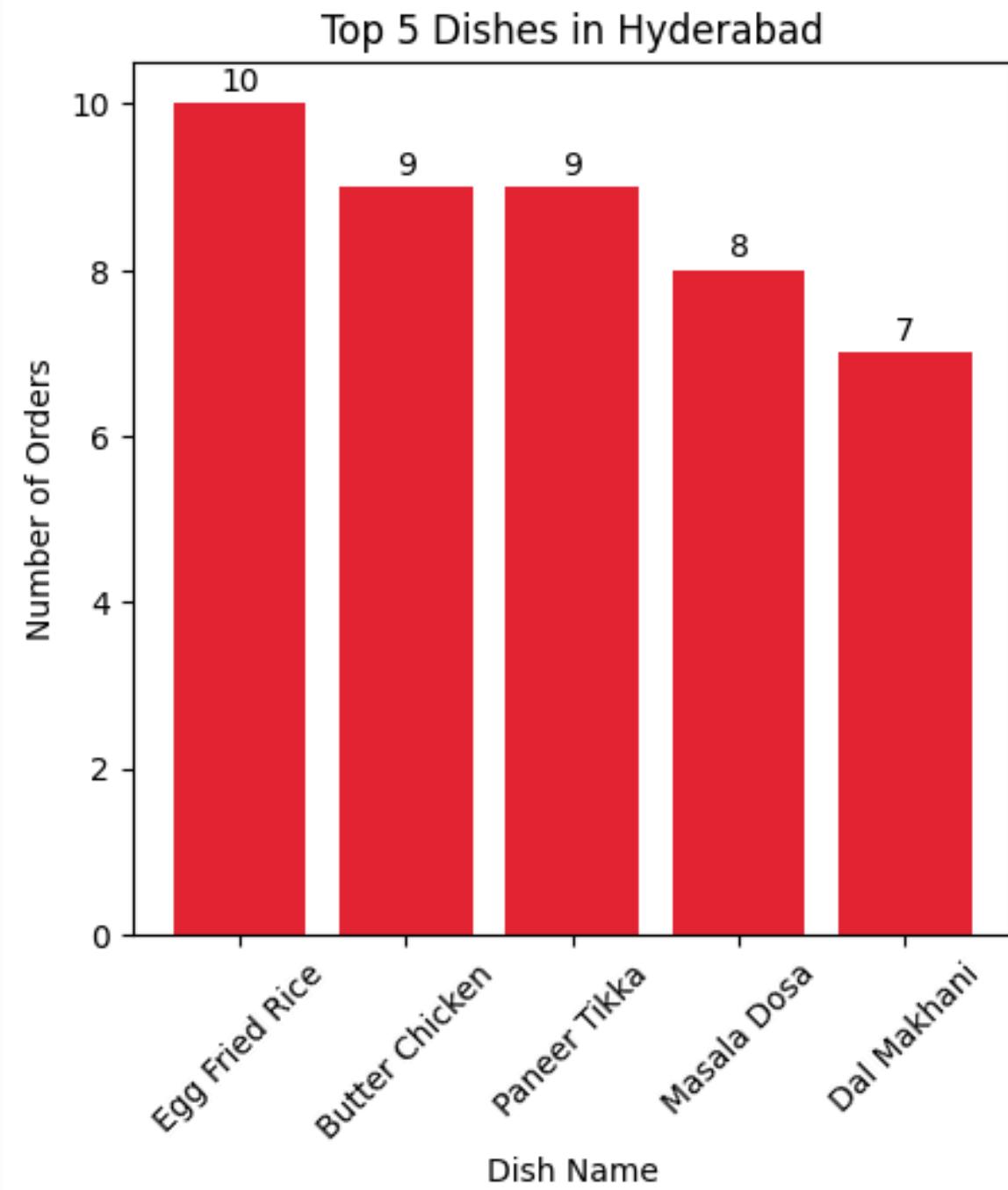
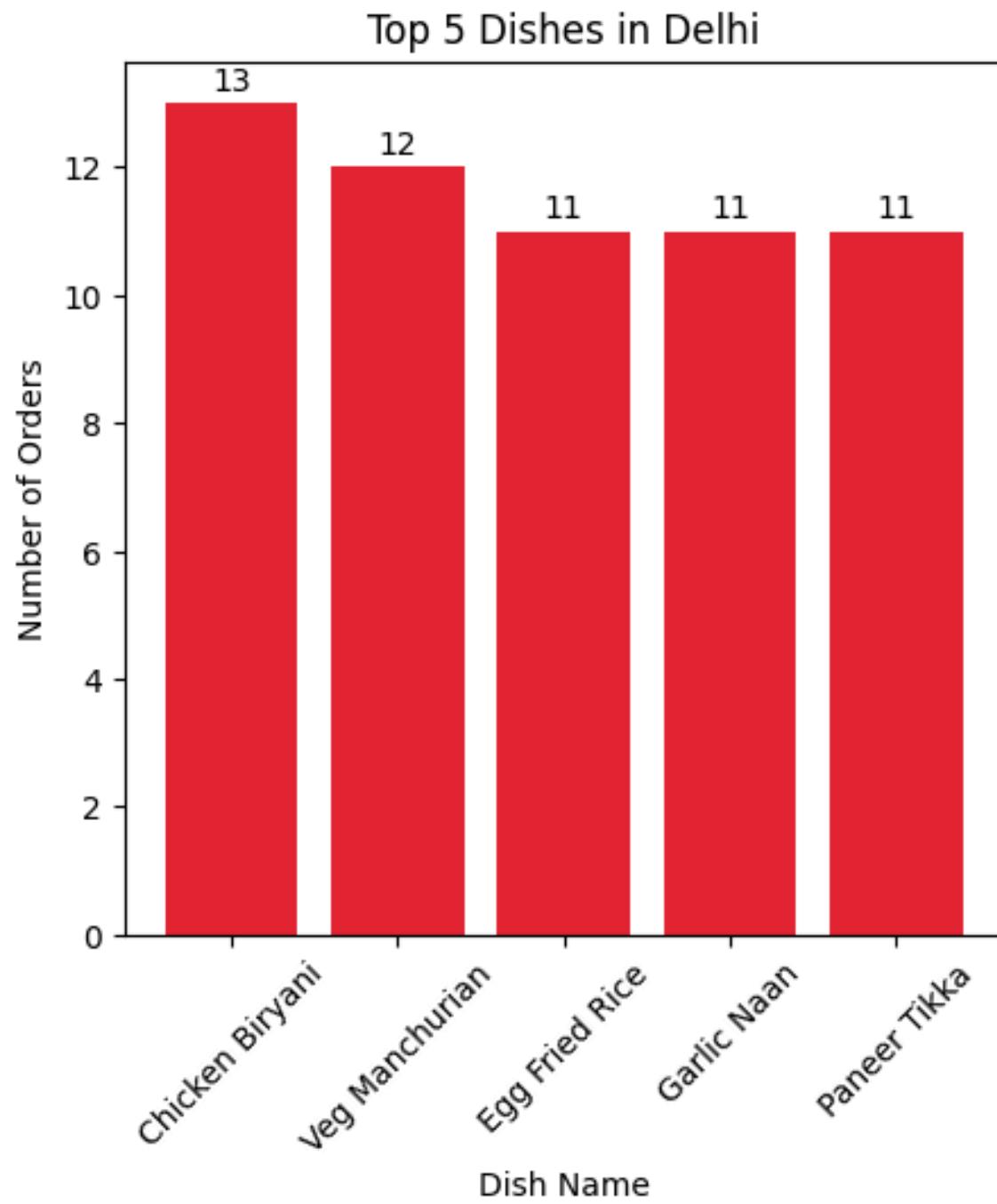
Top 10 Dishes as per Number of Orders



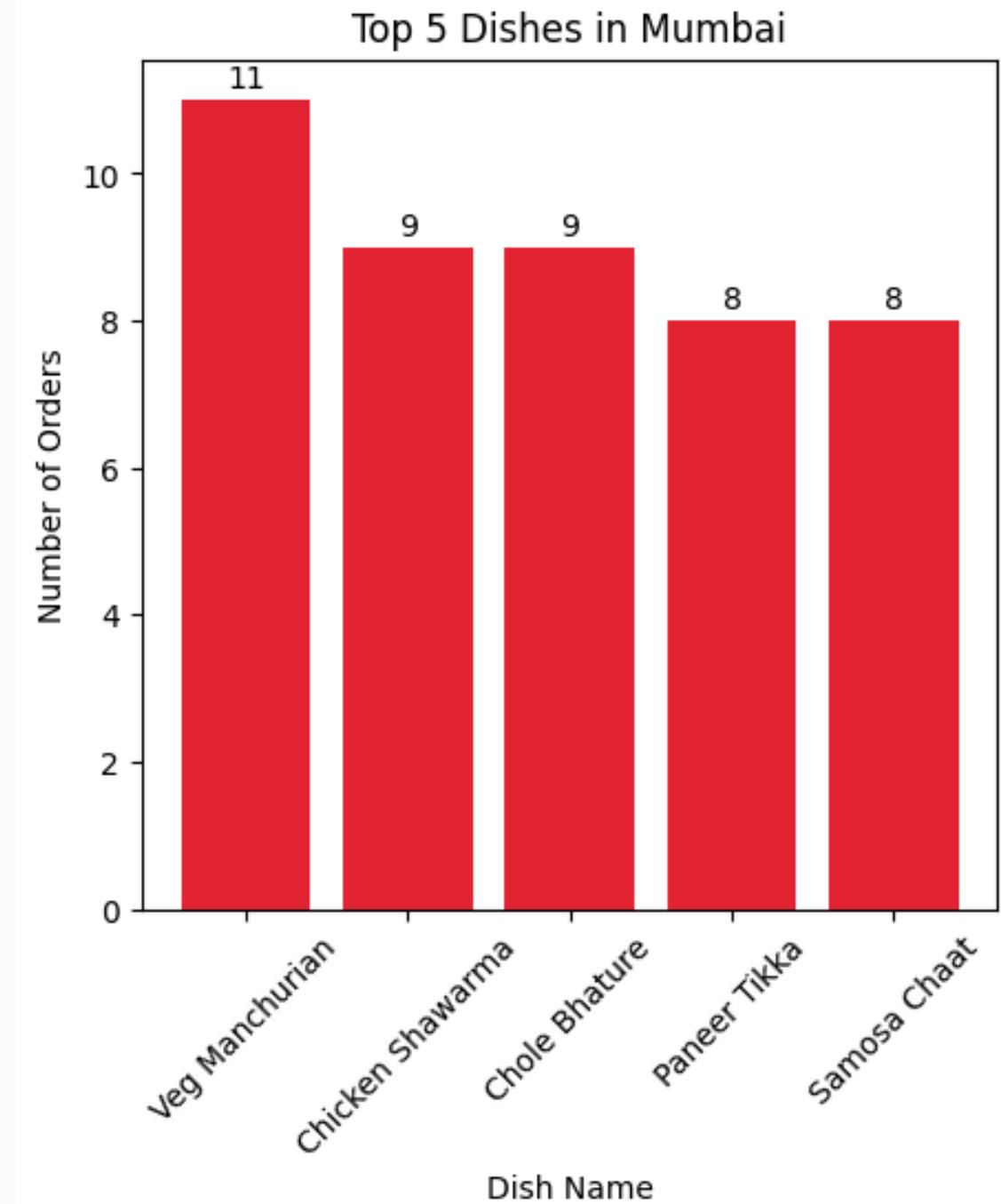
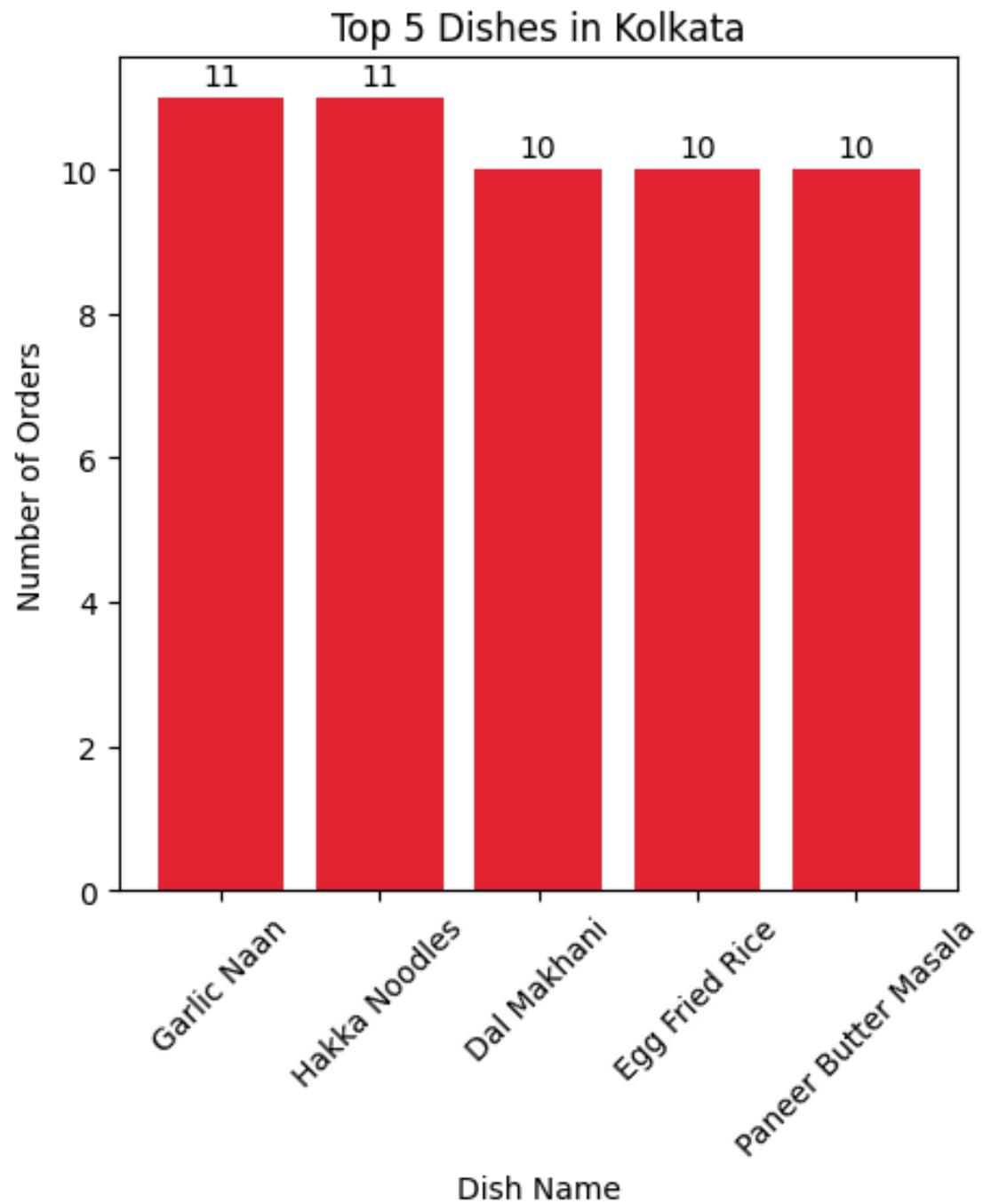
Top 5 Dishes as per Location



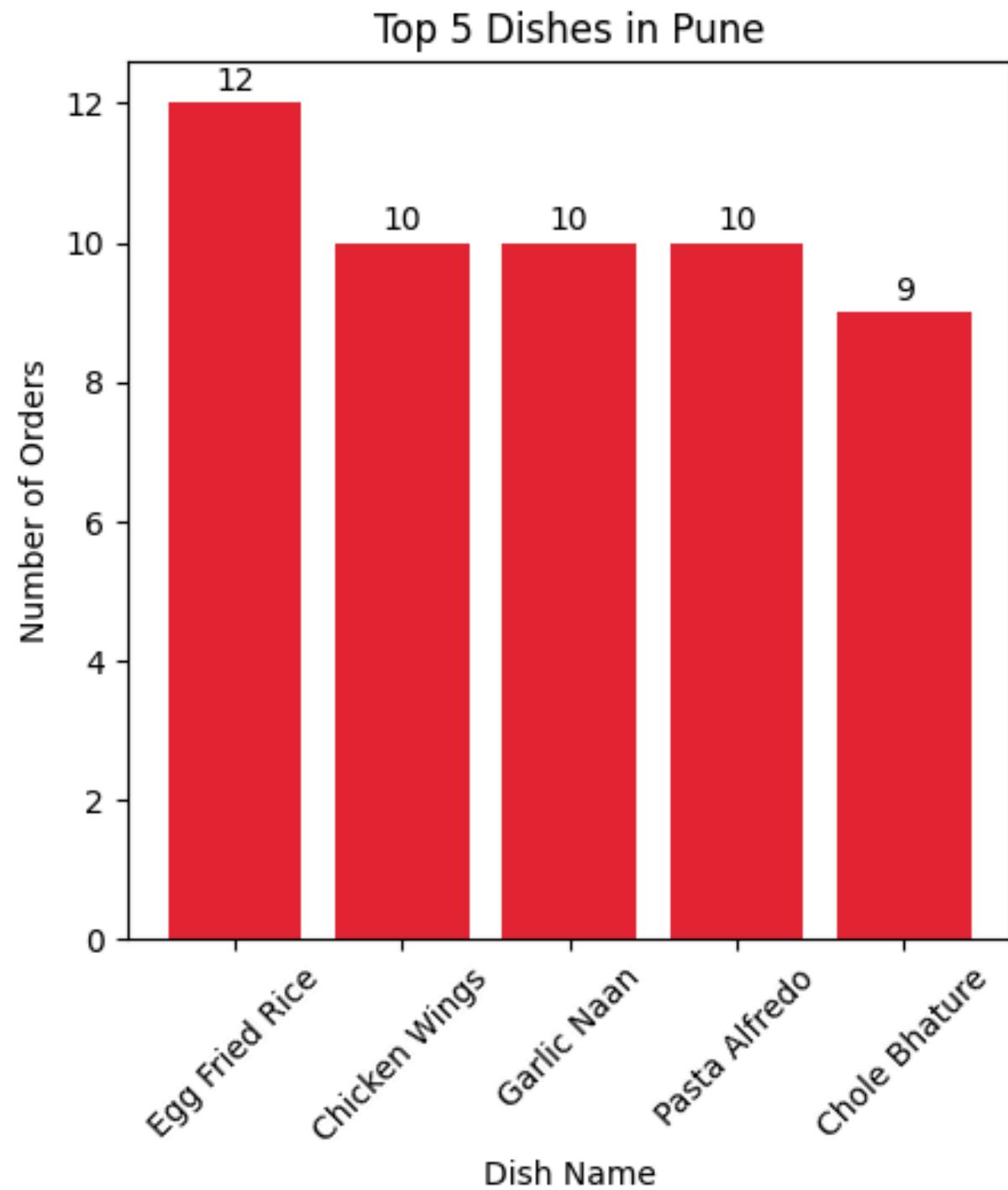
Top 5 Dishes as per Location



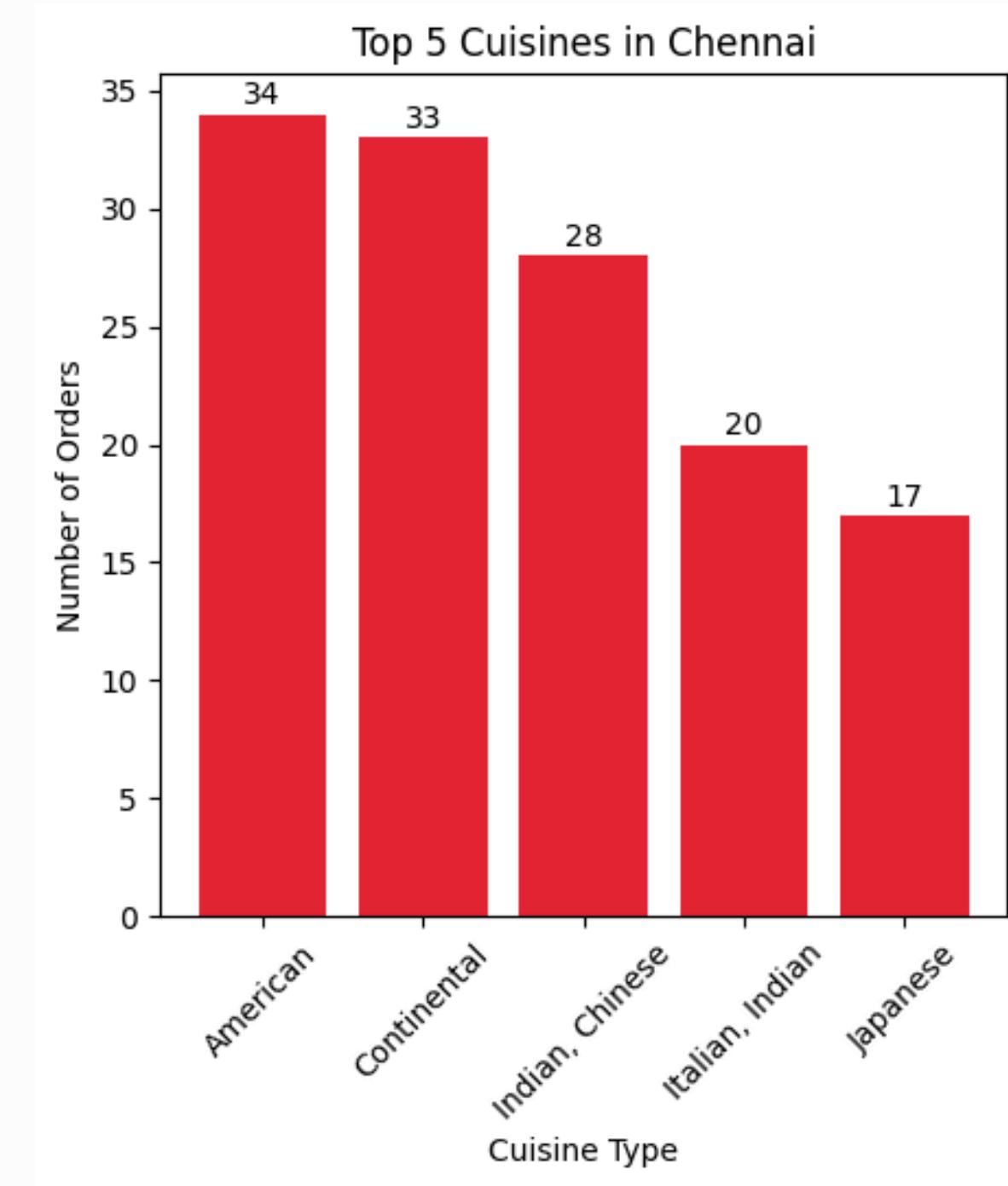
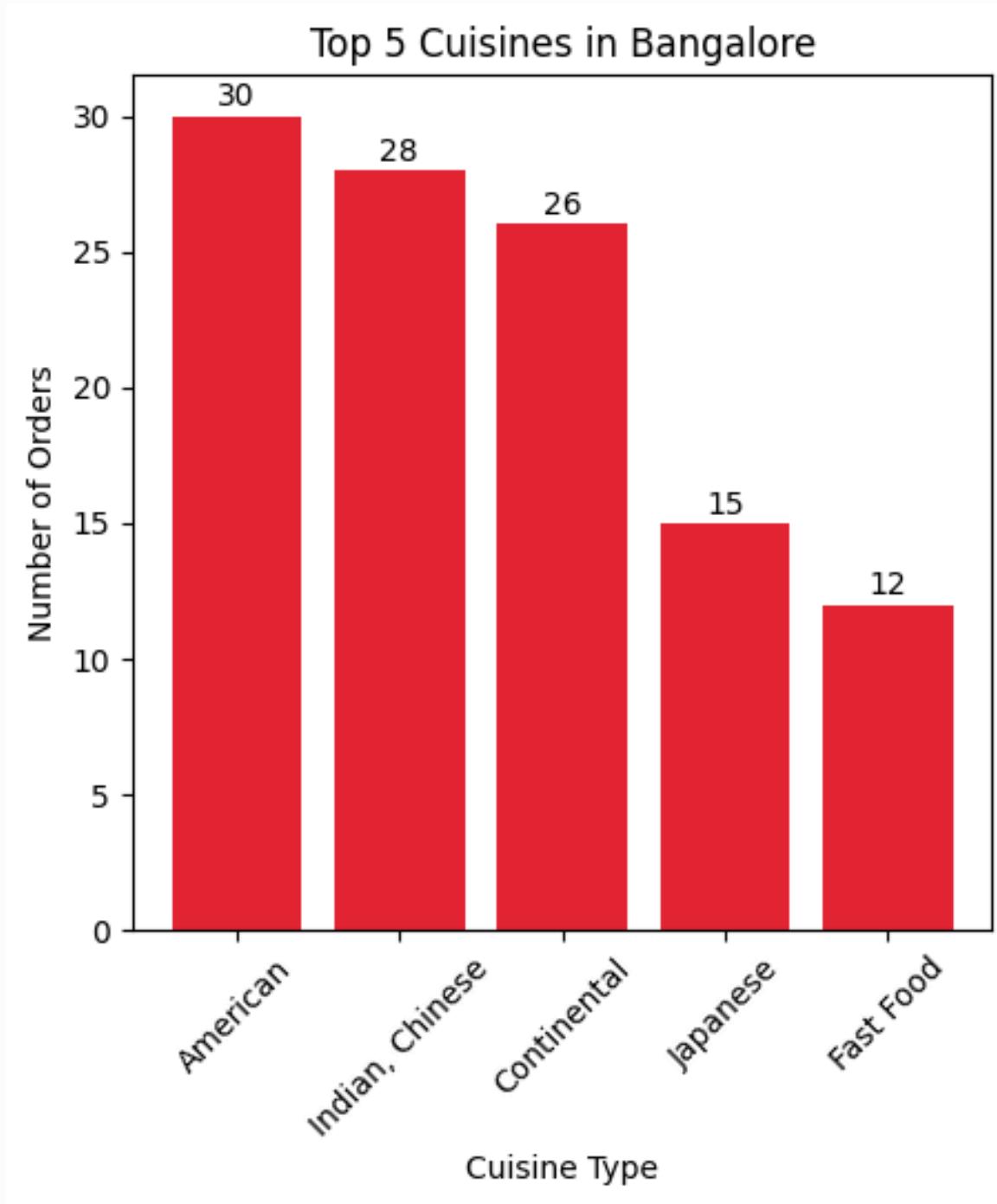
Top 5 Dishes as per Location



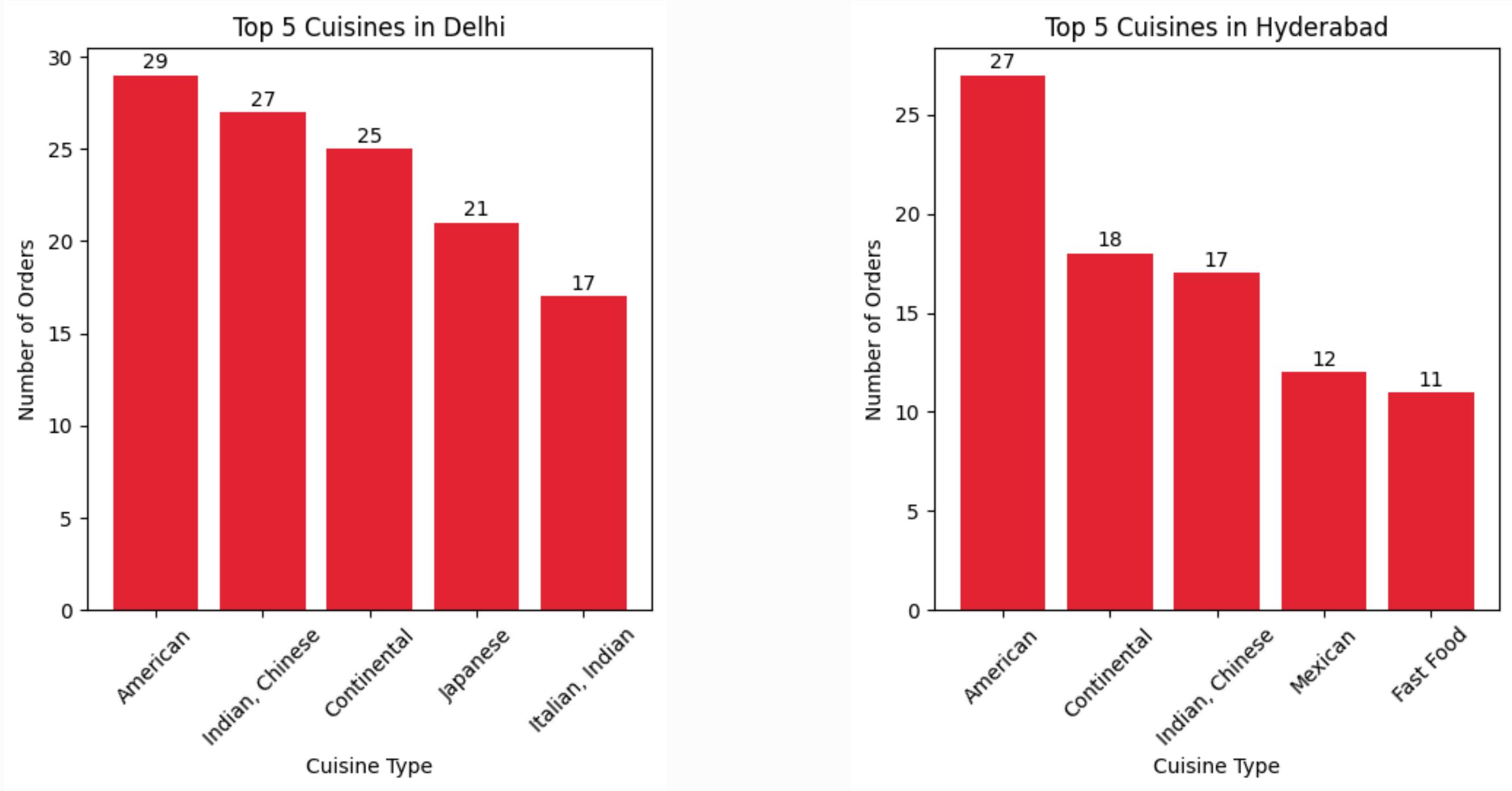
Top 5 Dishes as per Location



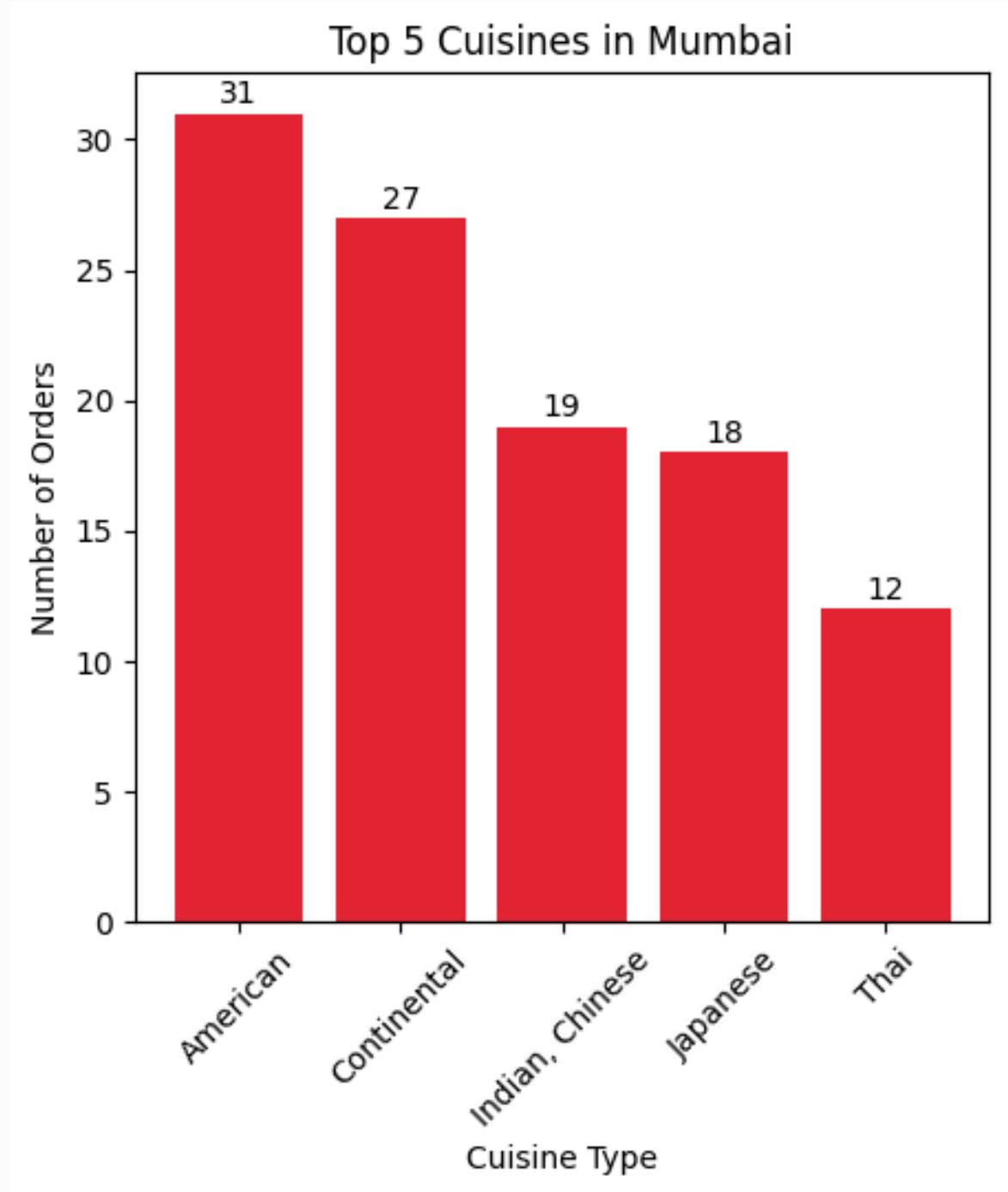
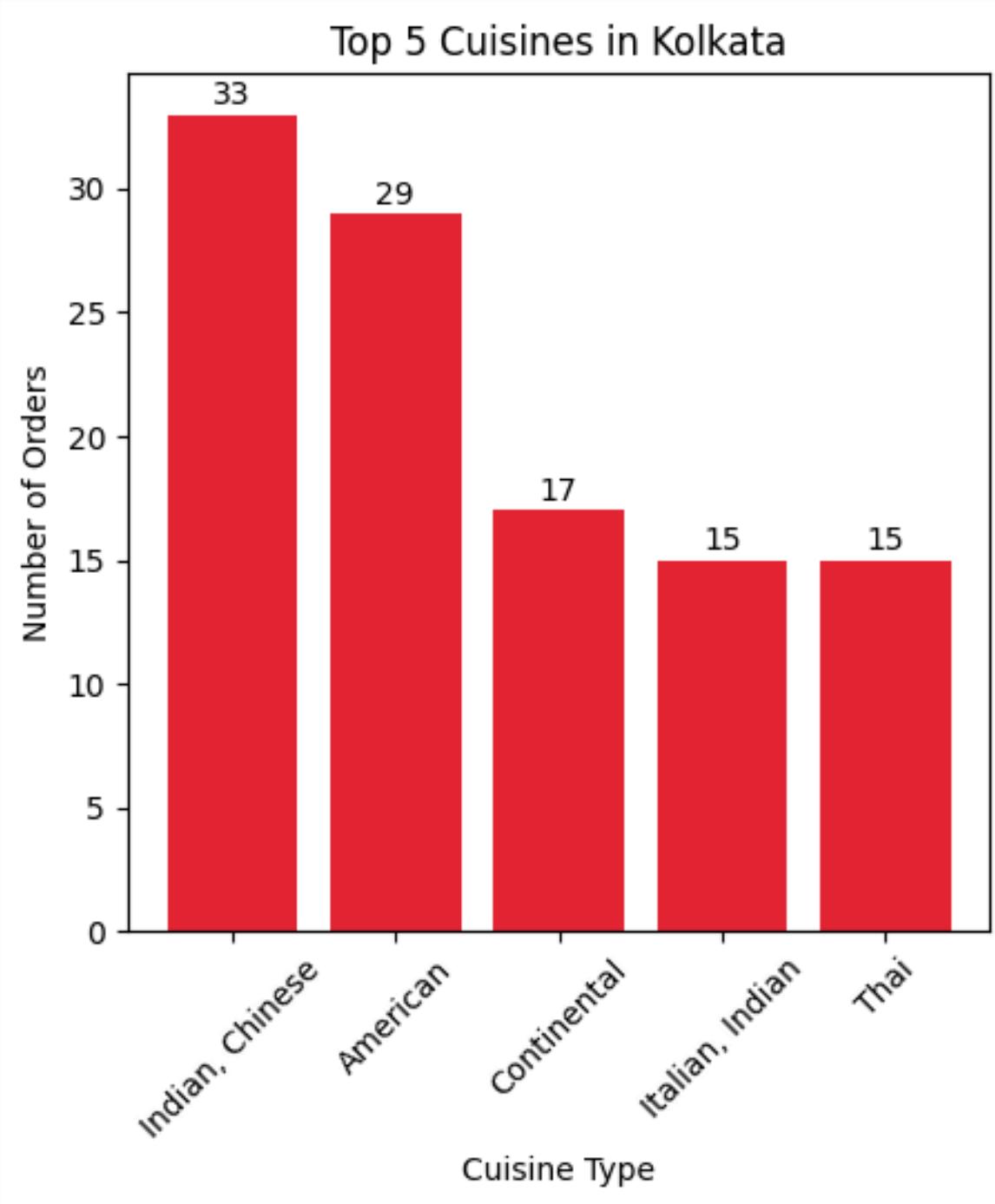
Top 5 Cuisines as per Location



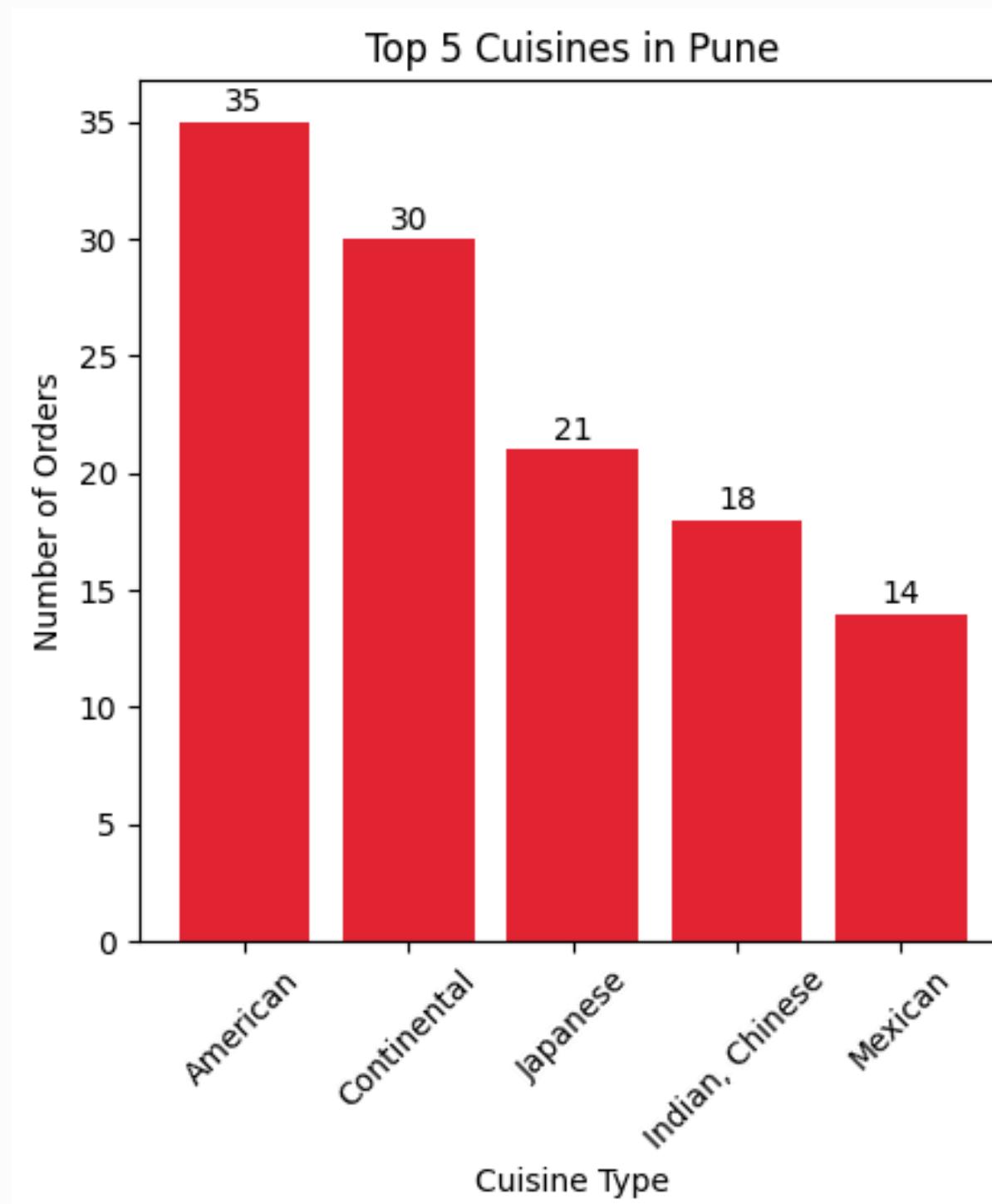
Top 5 Cuisines as per Location



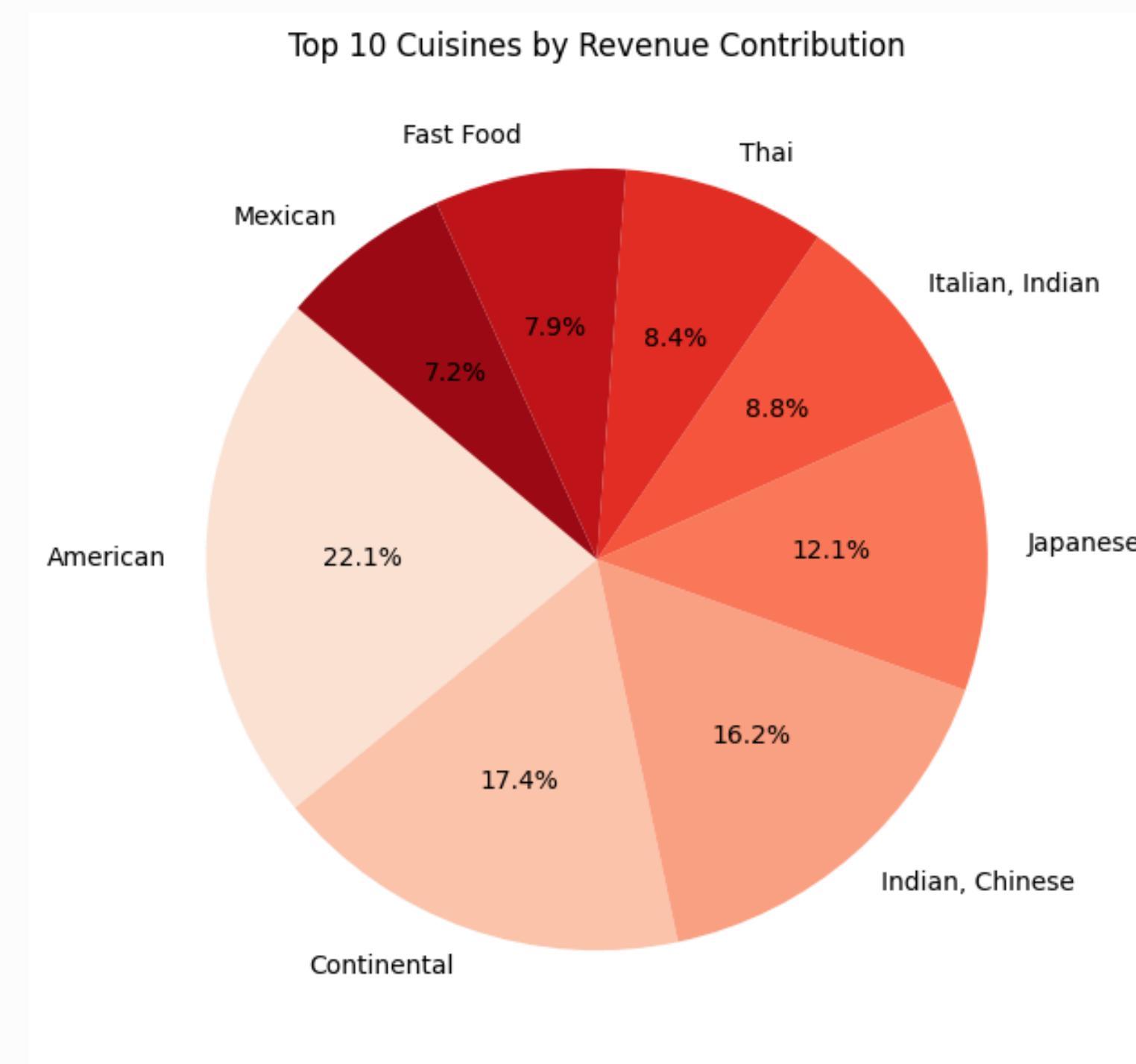
Top 5 Cuisines as per Location



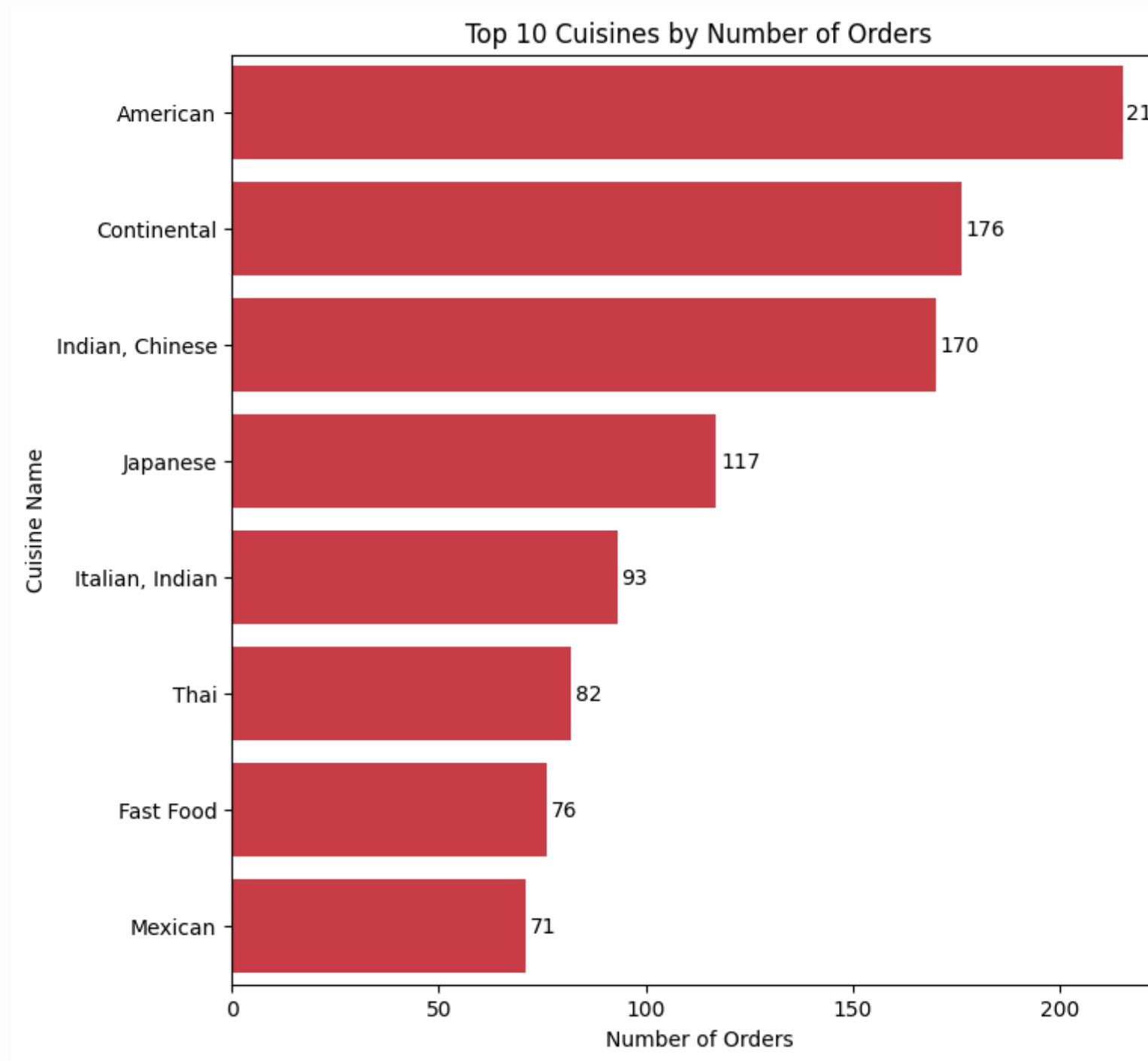
Top 5 Cuisines as per Location



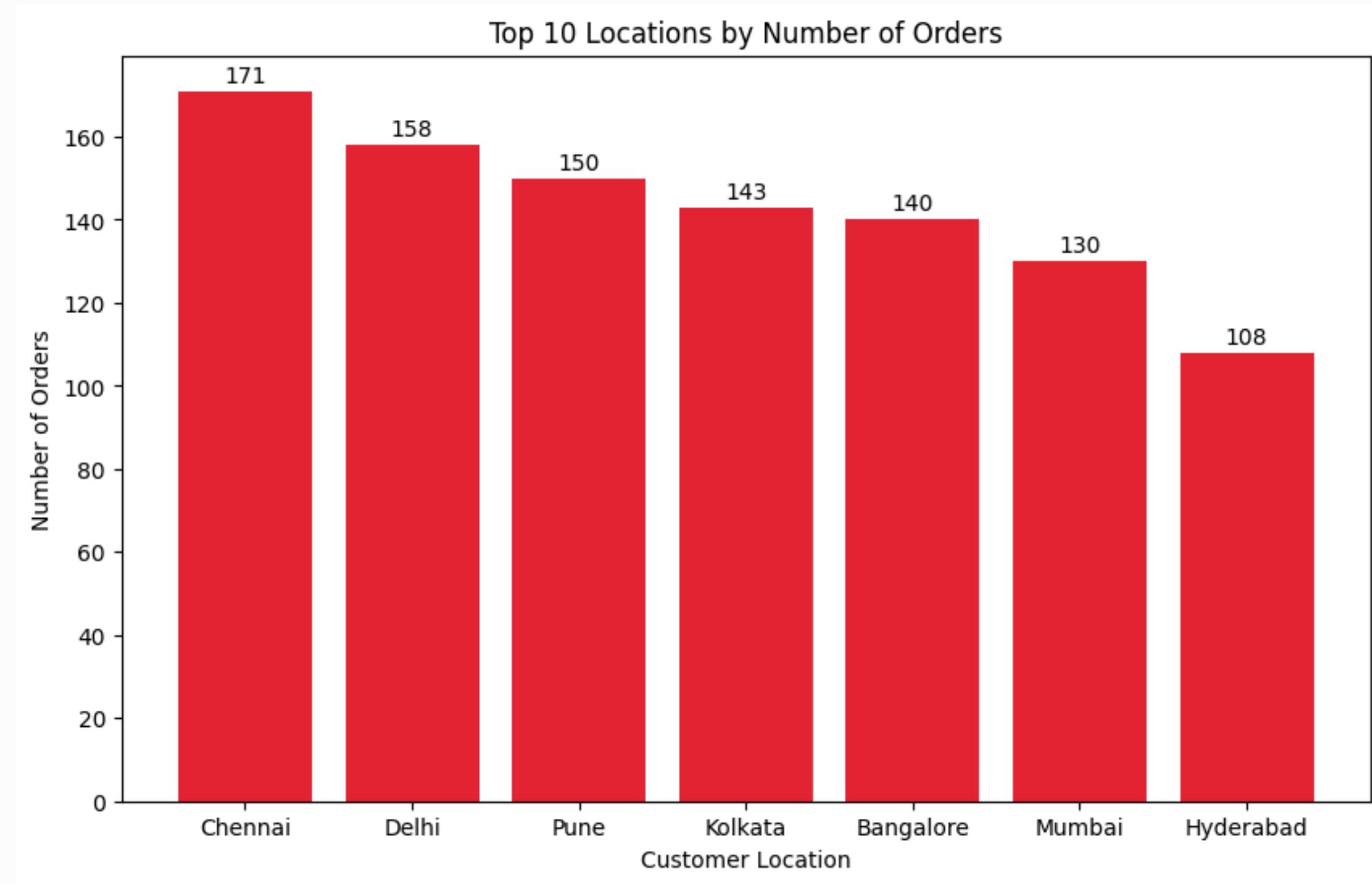
Top 10 Cuisines as per Revenue



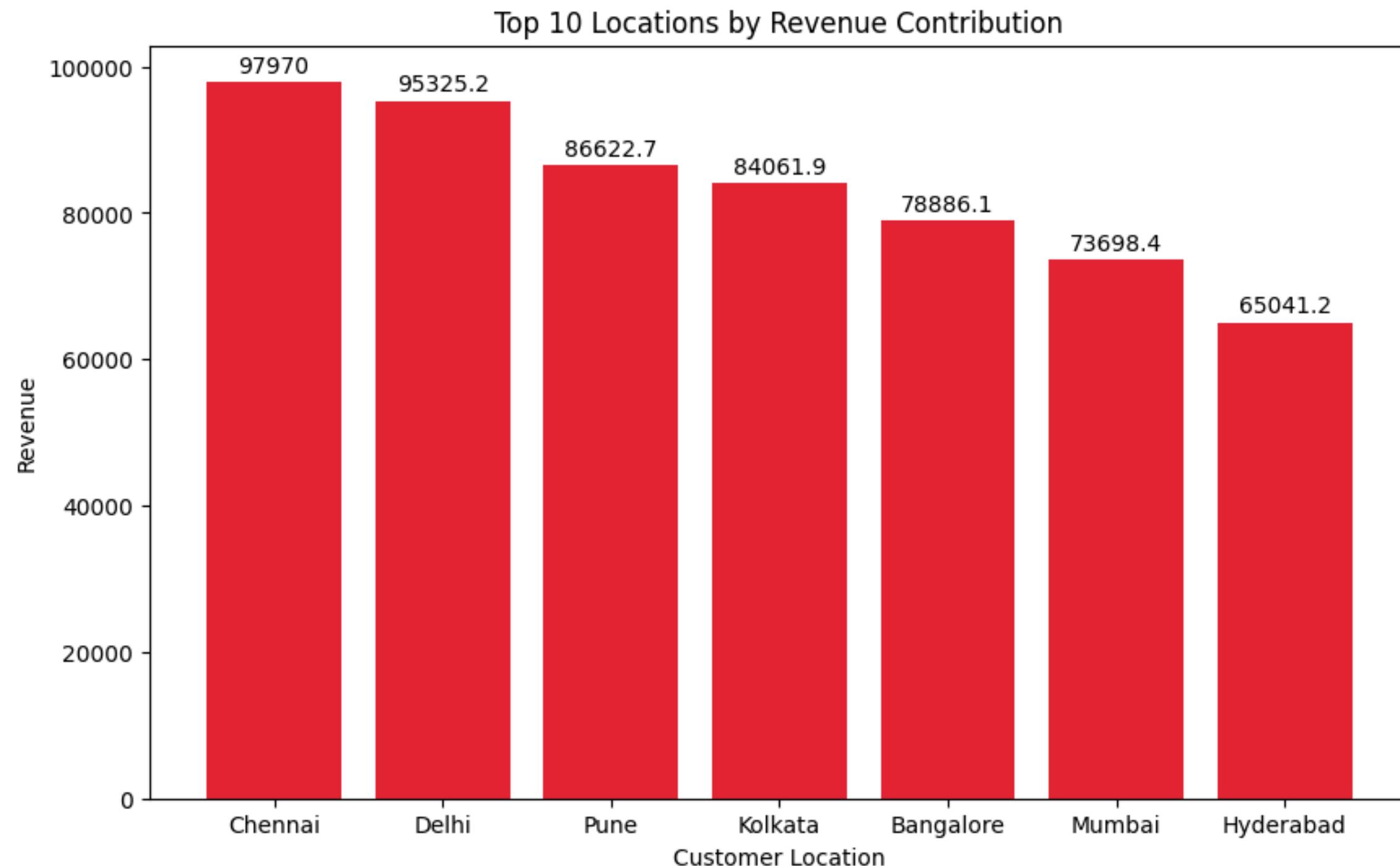
Top 10 Cuisines by Number of Orders



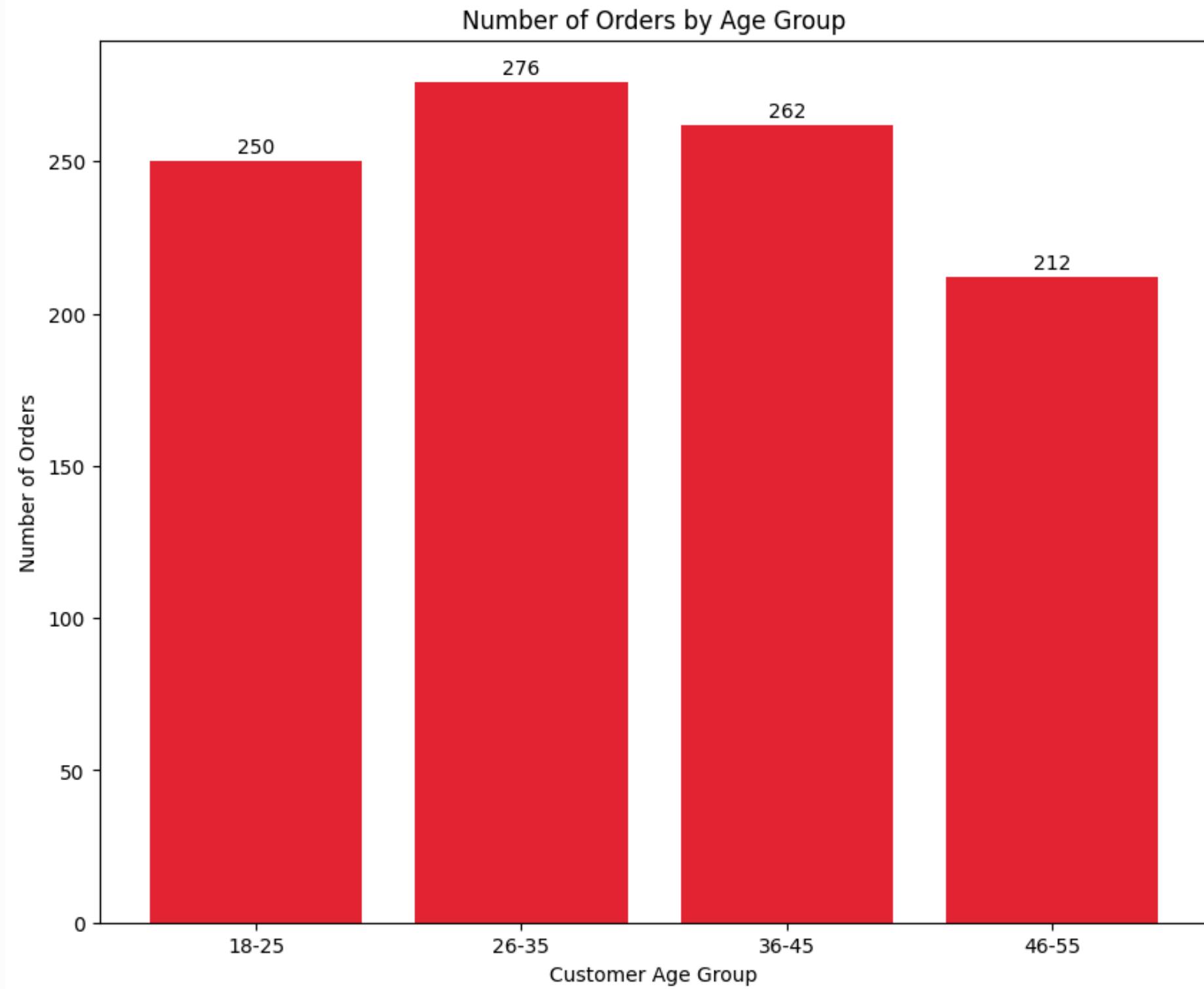
Locations as per Number of Orders



Locations as per Revenue

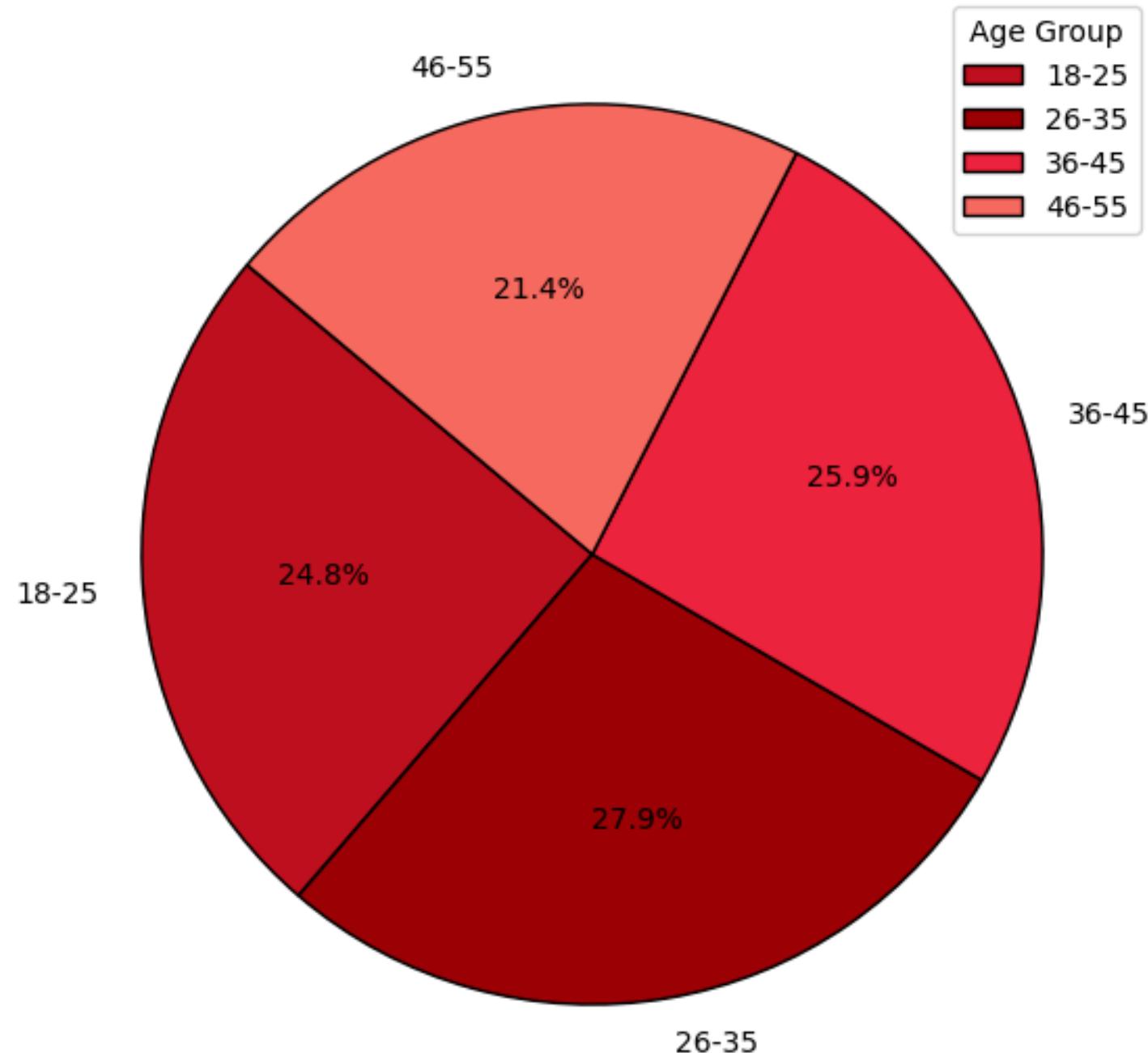


Number of Orders by Age Group



Revenue Contribution per Age Group

Revenue Contribution per Age Group



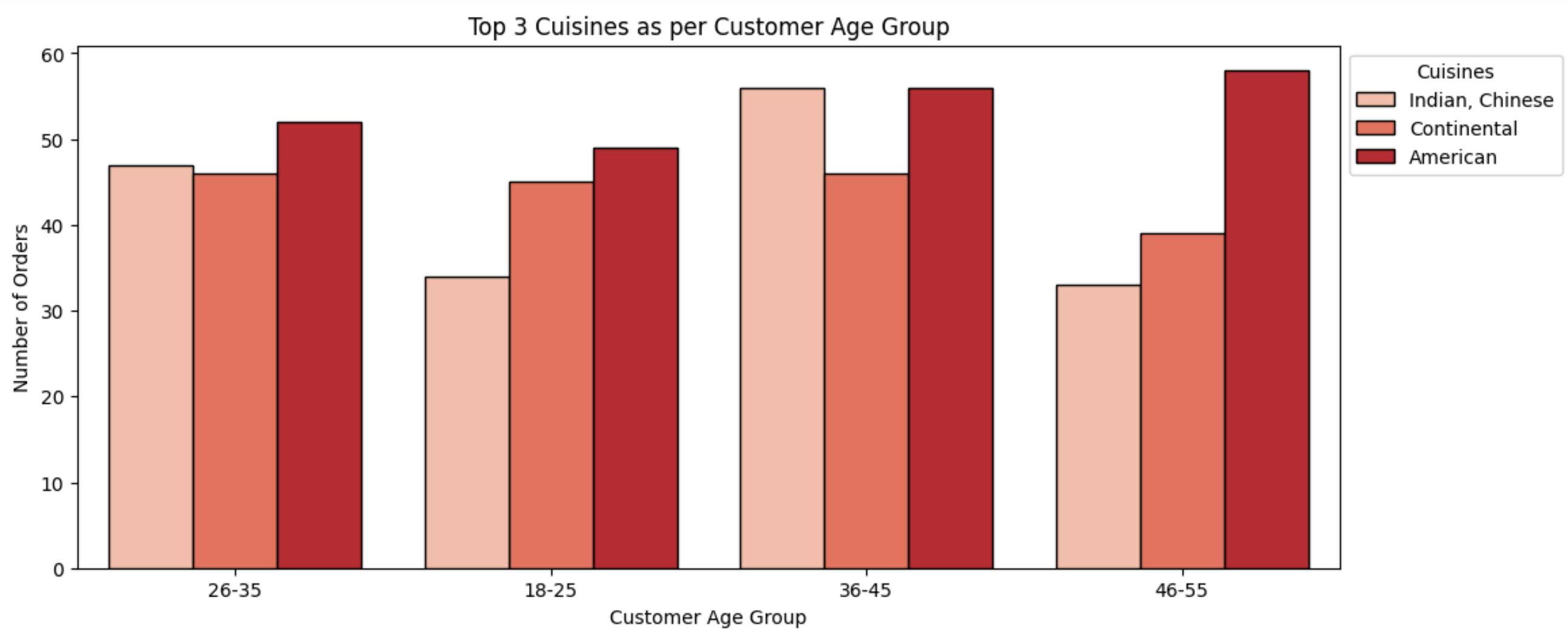
Number of Orders by Age Group & Location



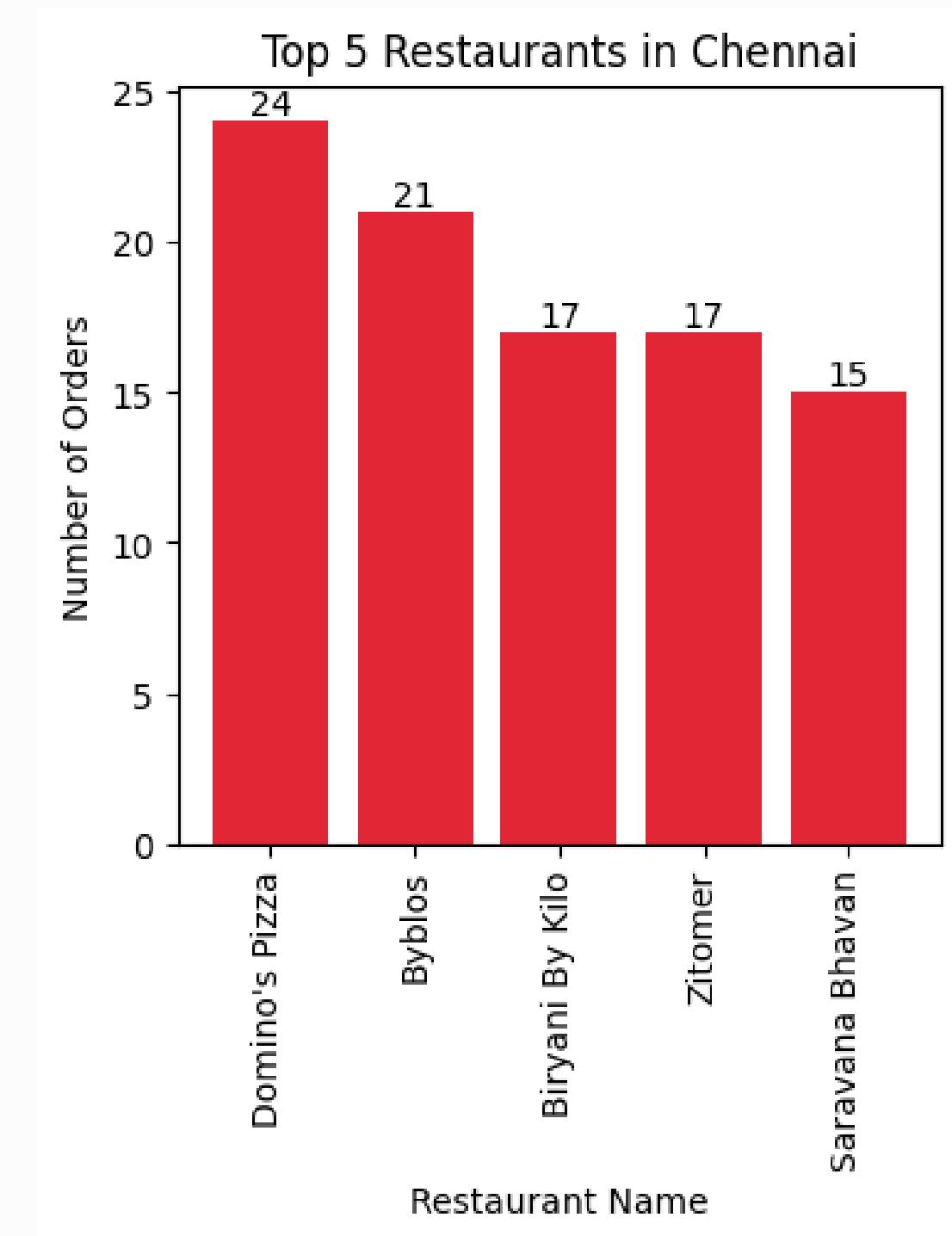
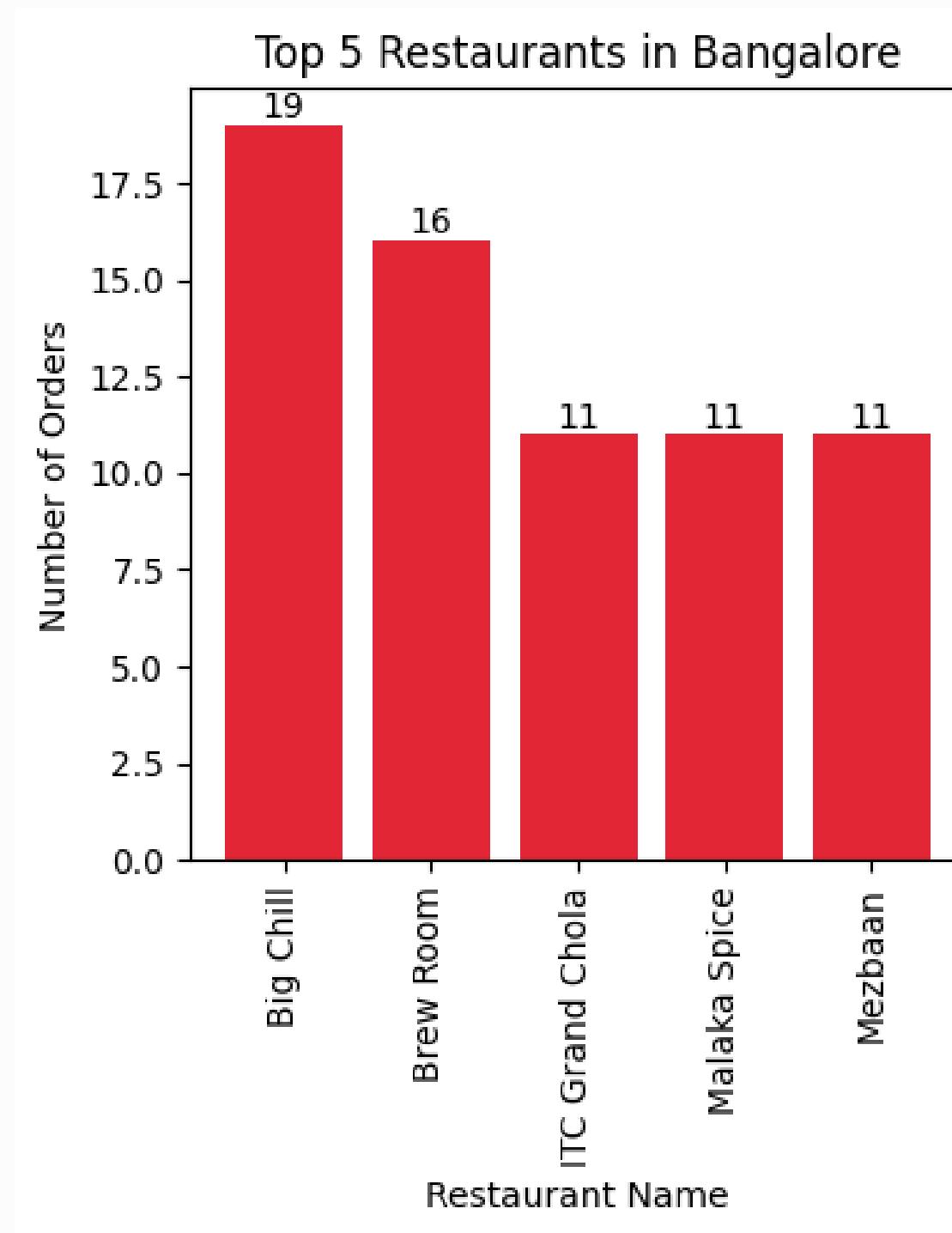
Average Customer Rating

4.0 

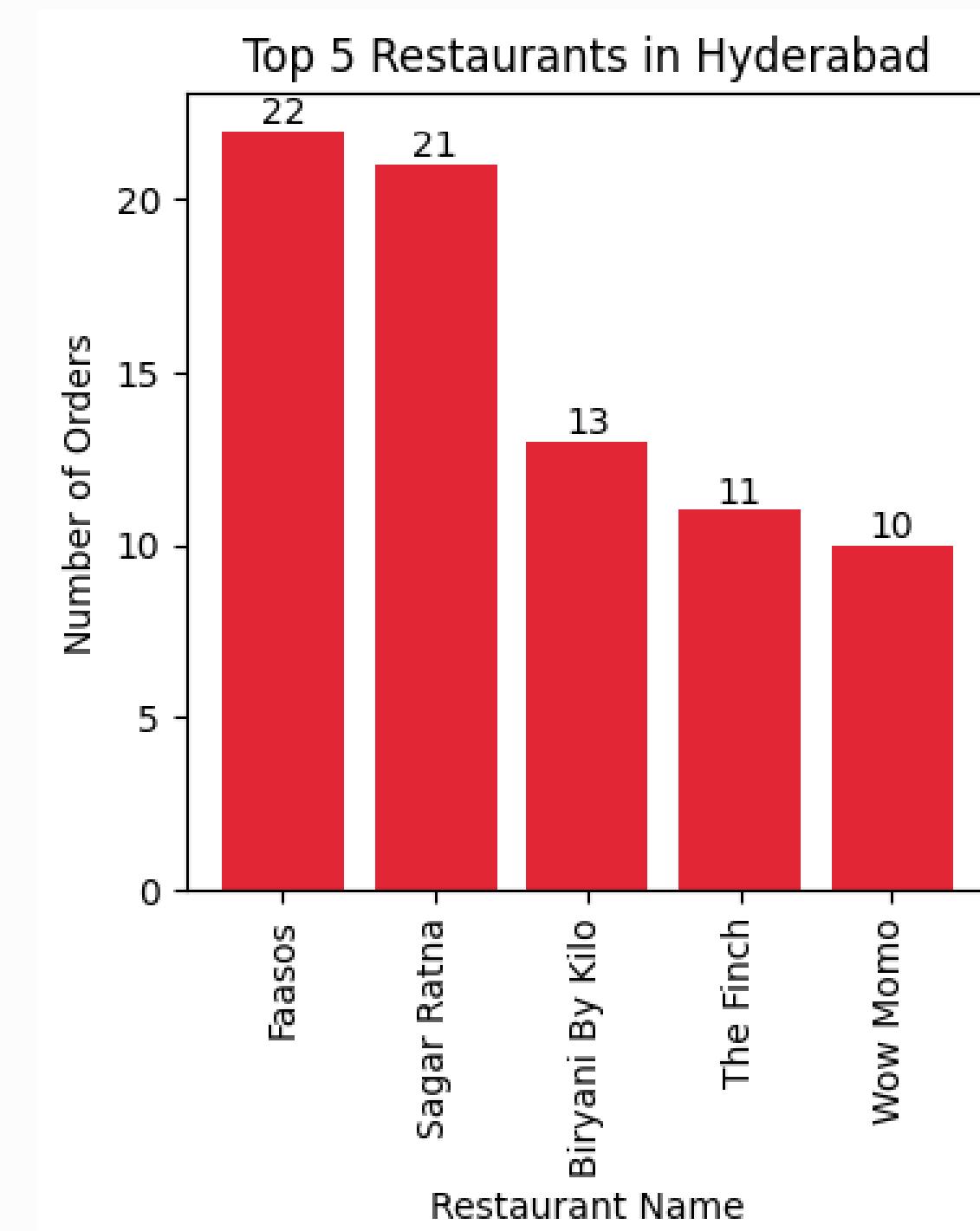
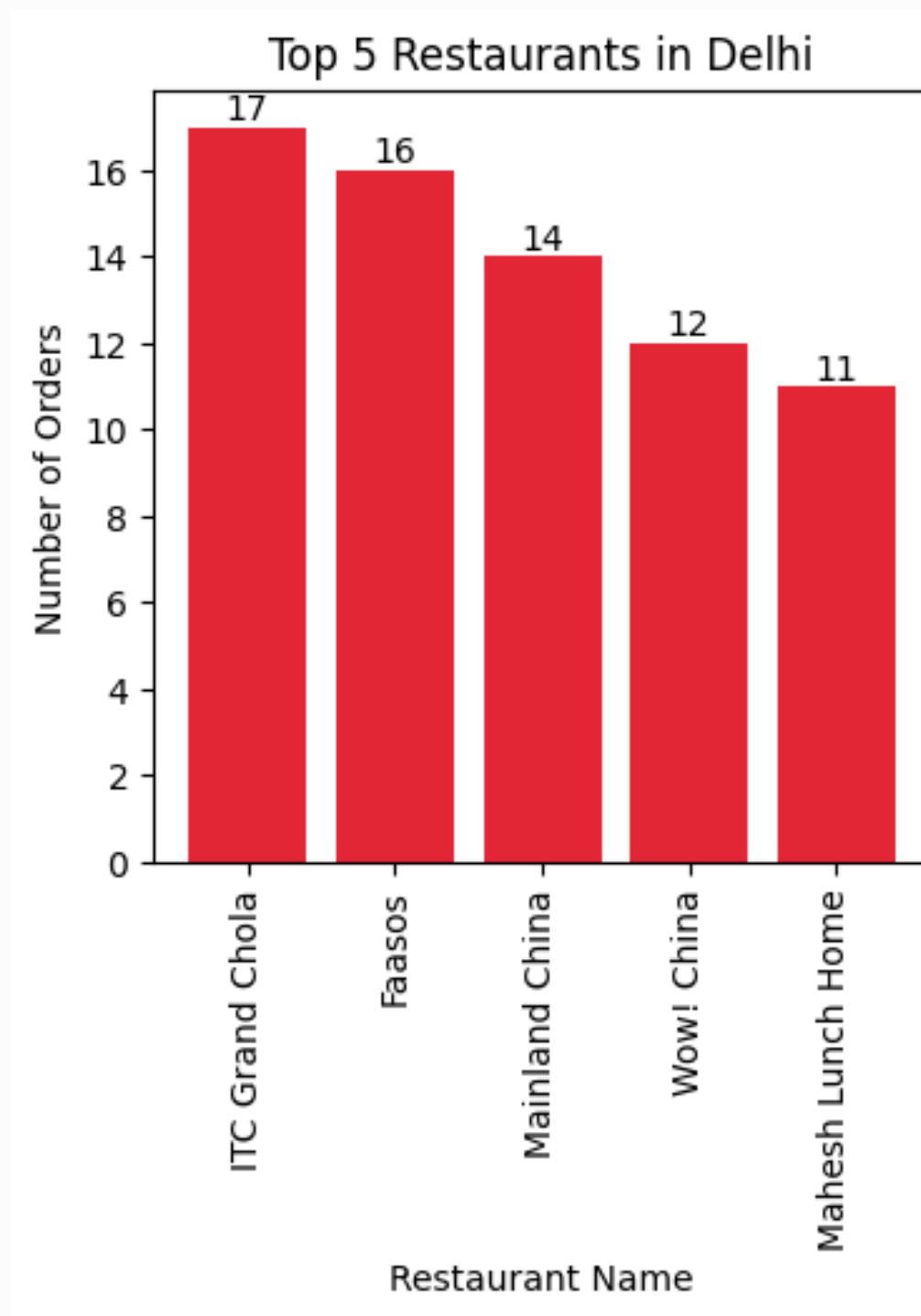
Top 3 Cuisines as per Customer Age Group



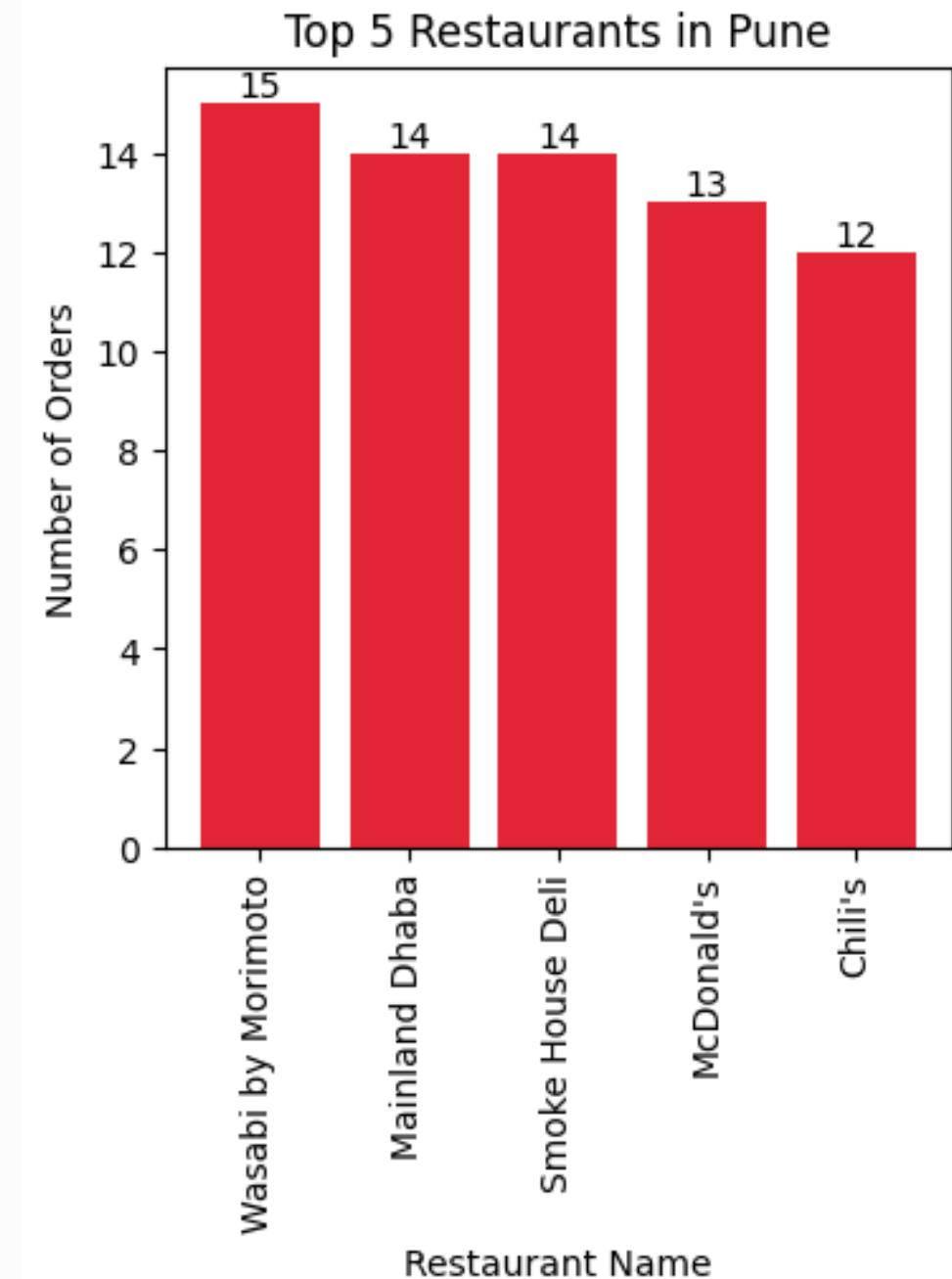
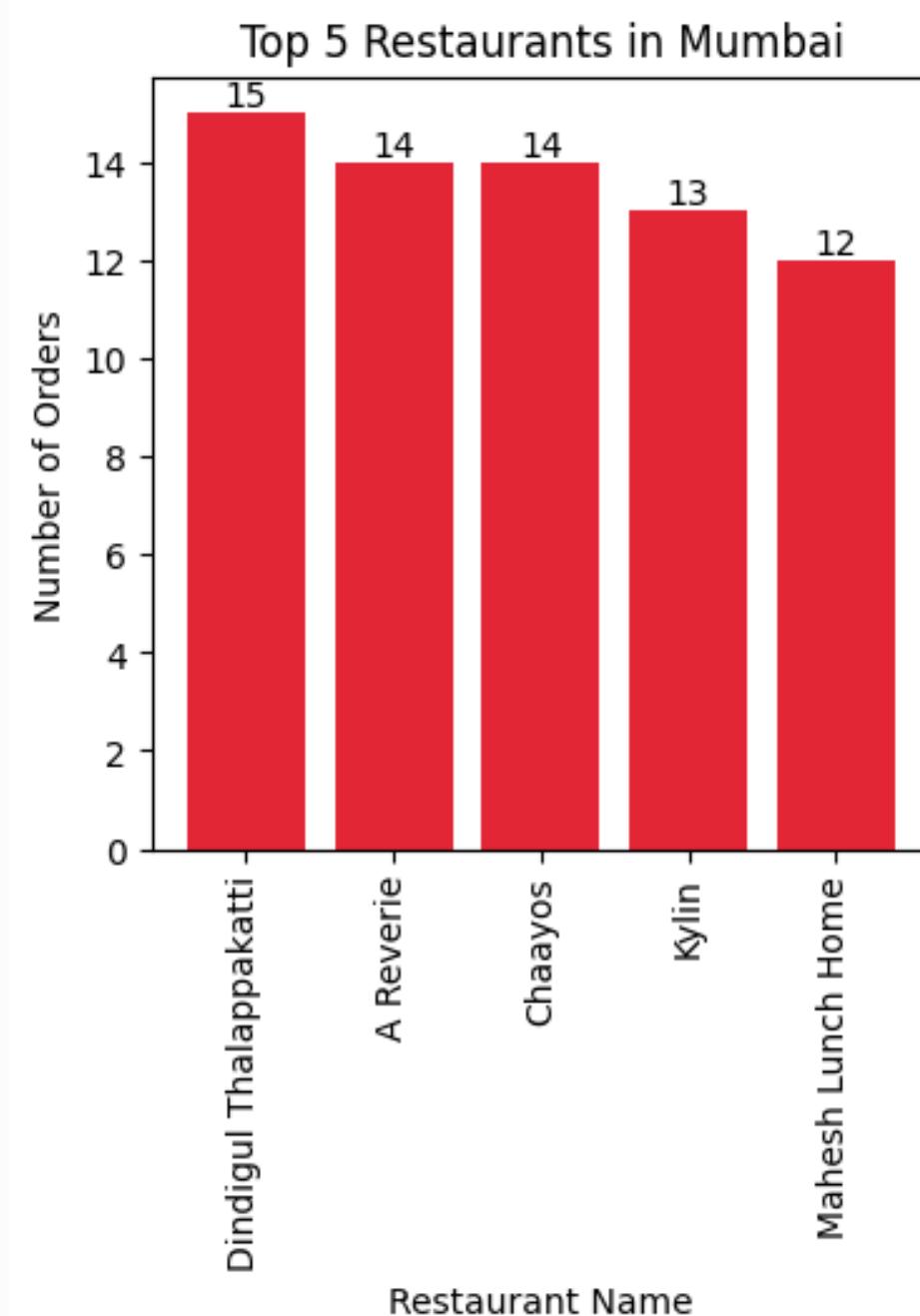
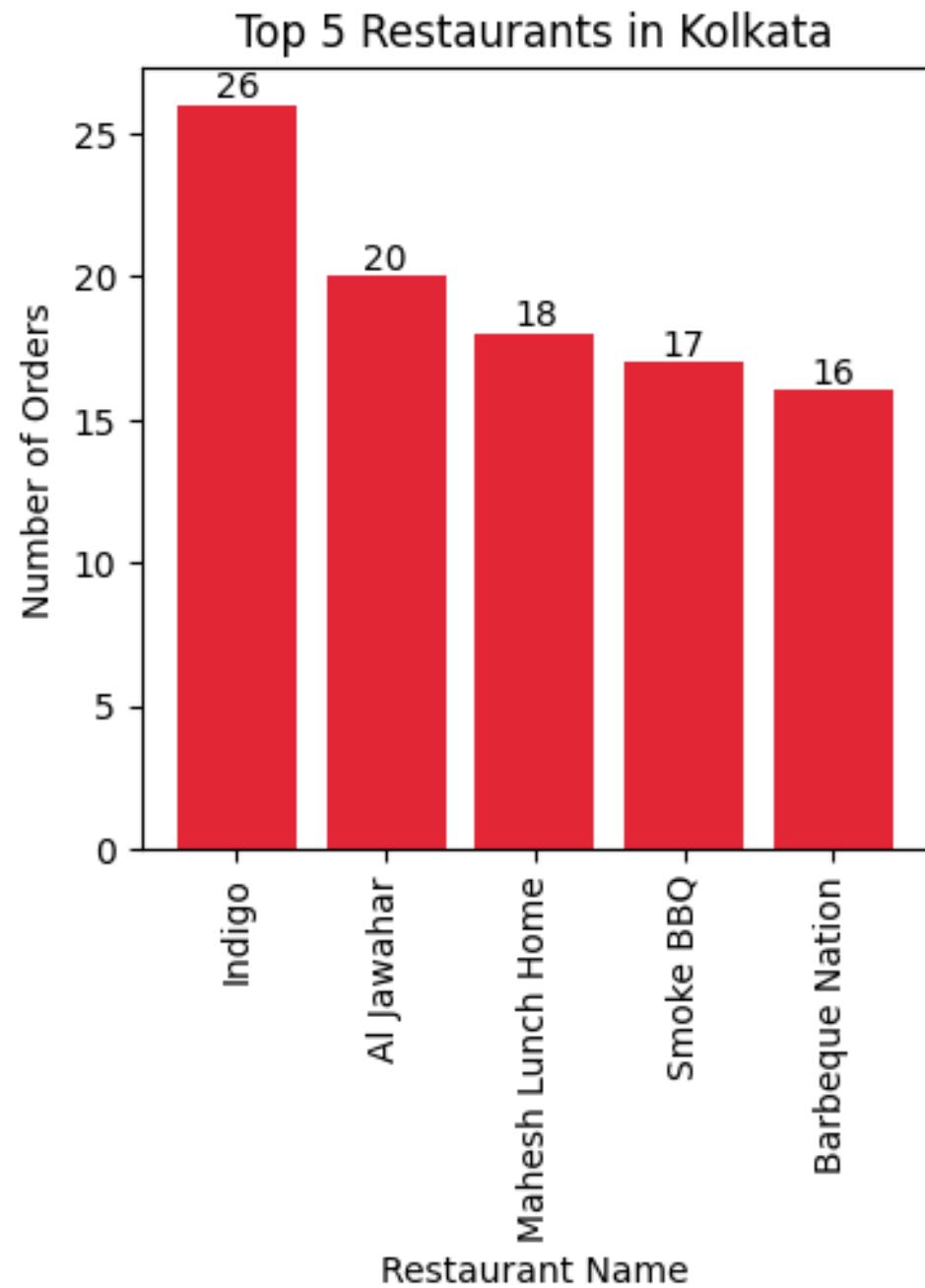
Top 5 Restaurants for each Location based on Number of Orders



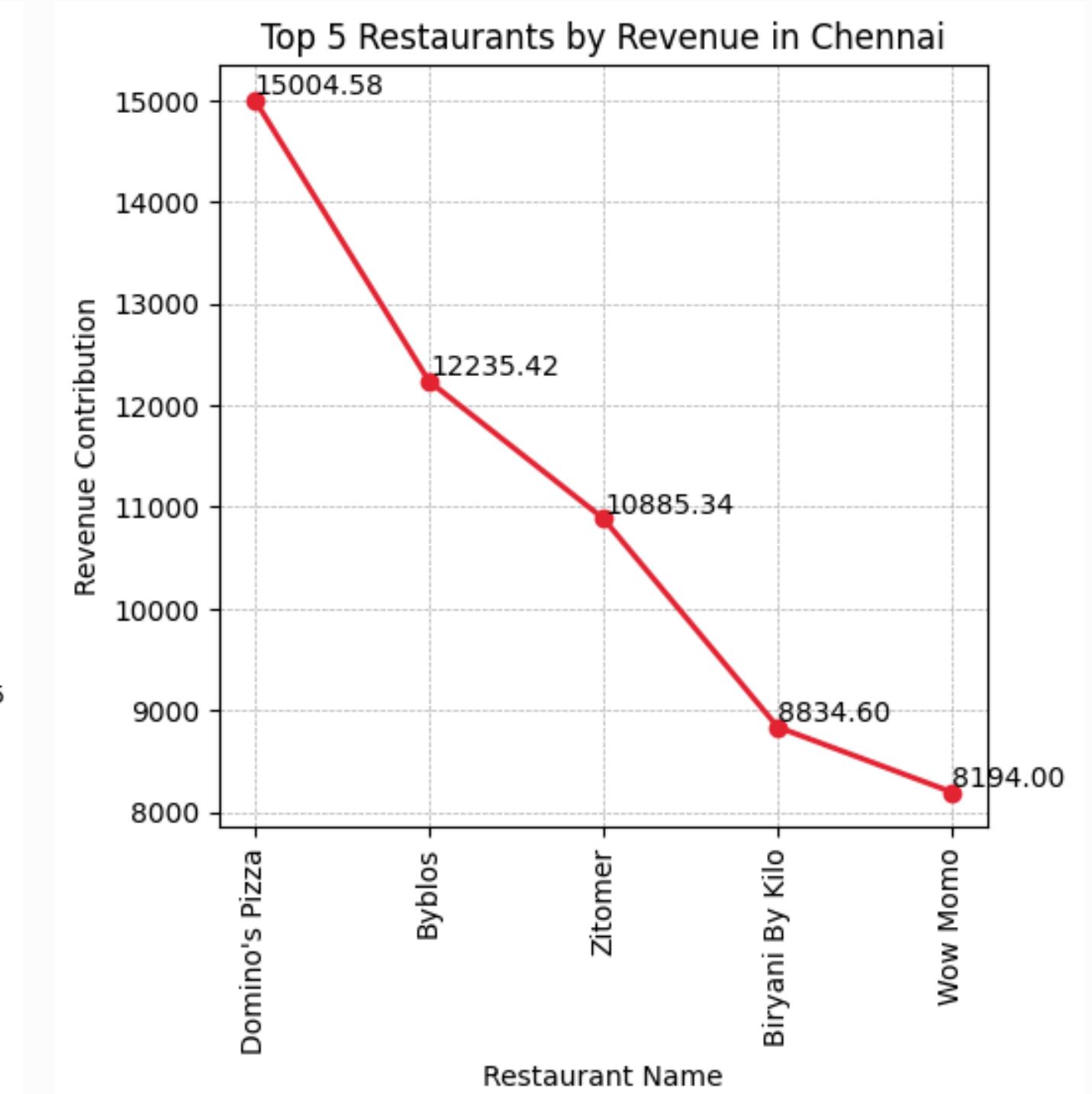
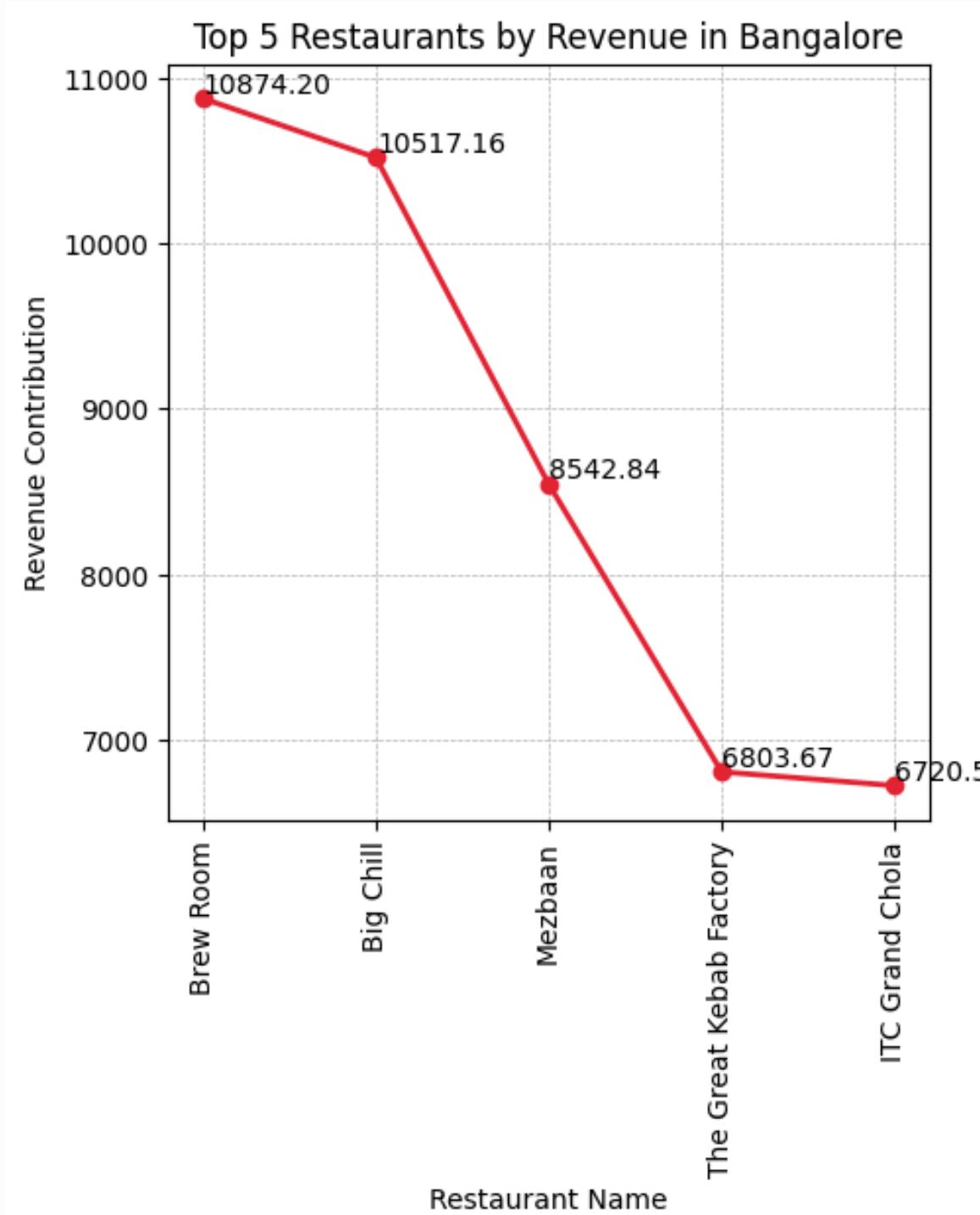
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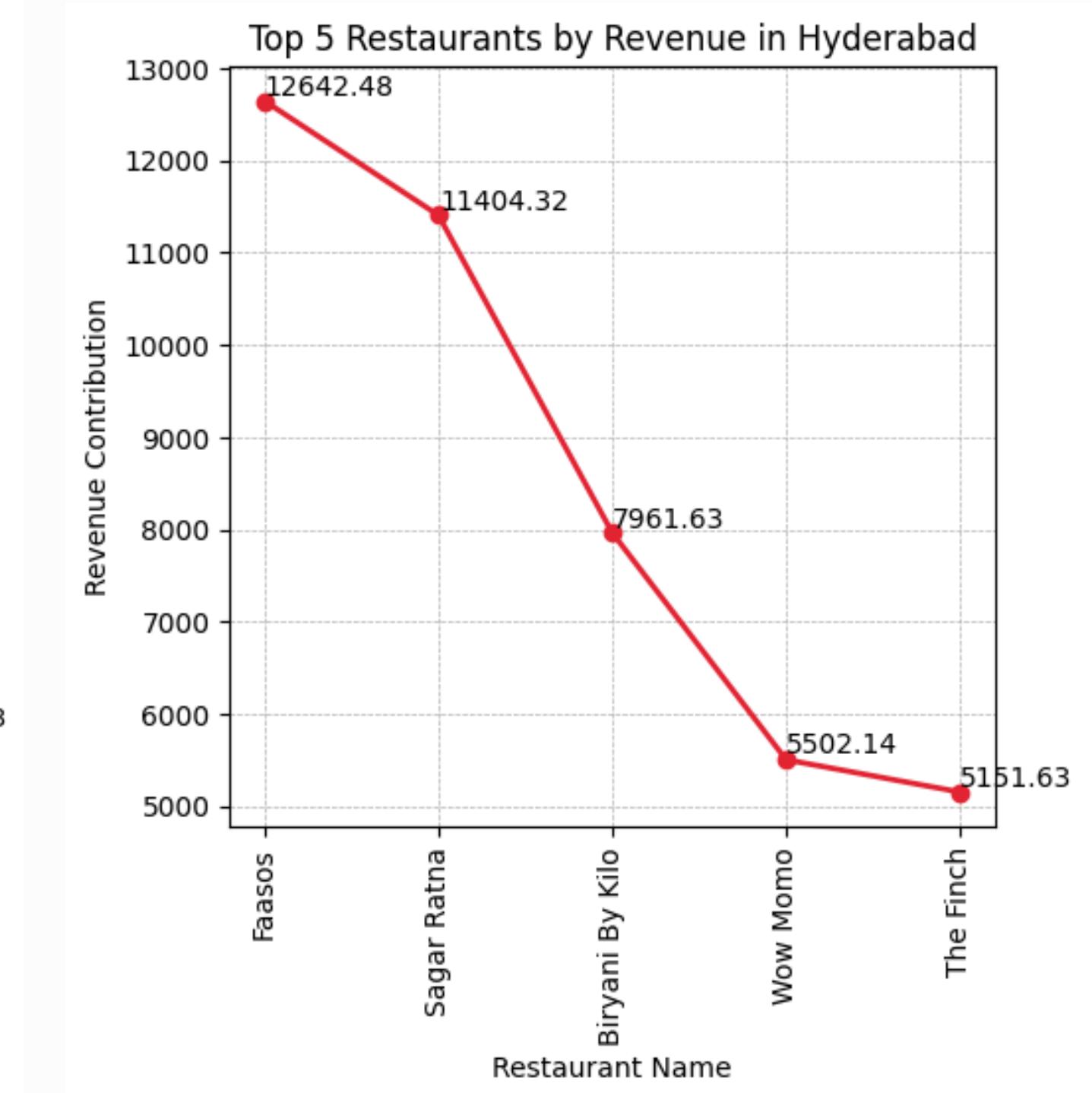
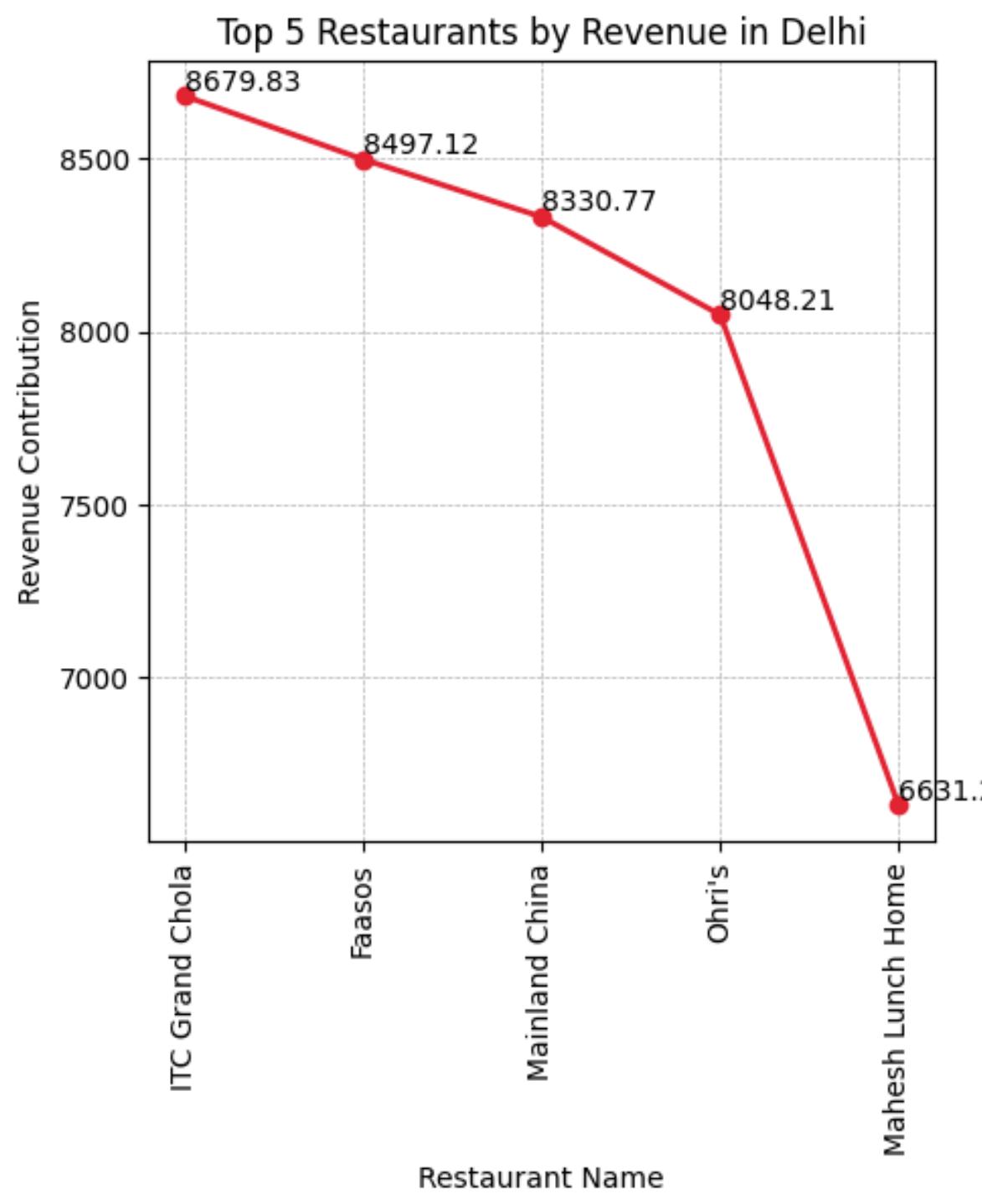
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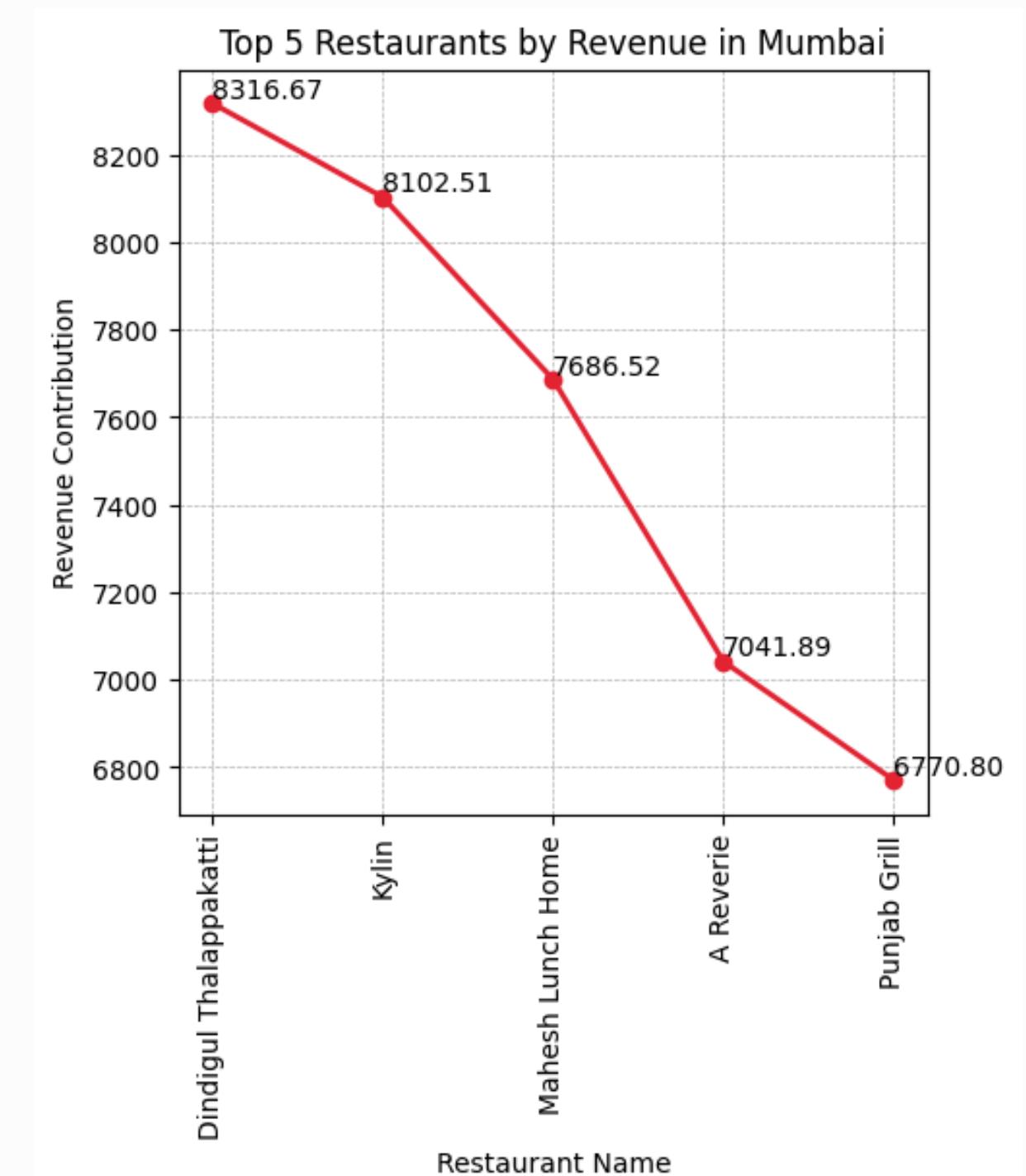
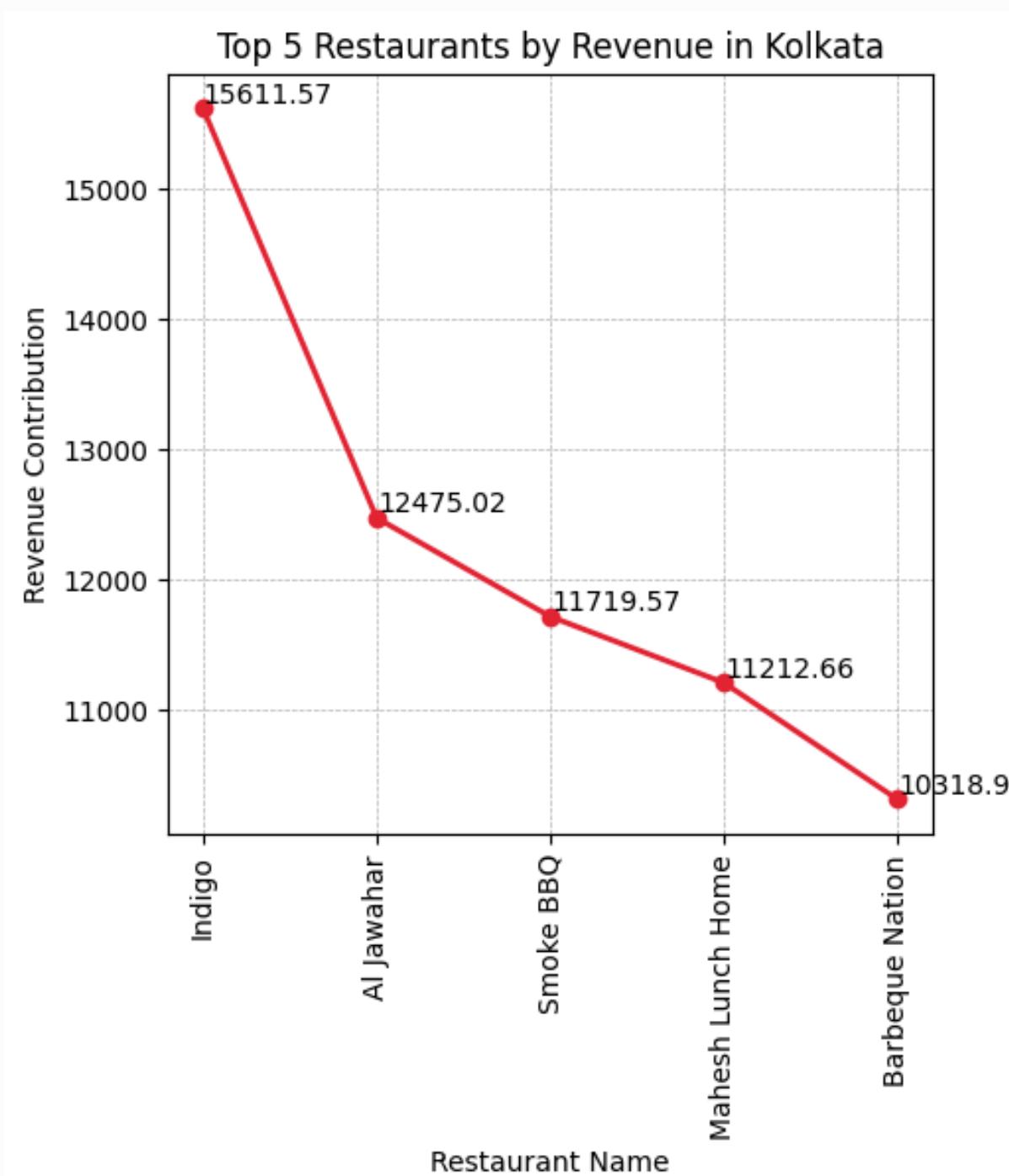
Top 5 Restaurants for each Location based on Revenue Contribution



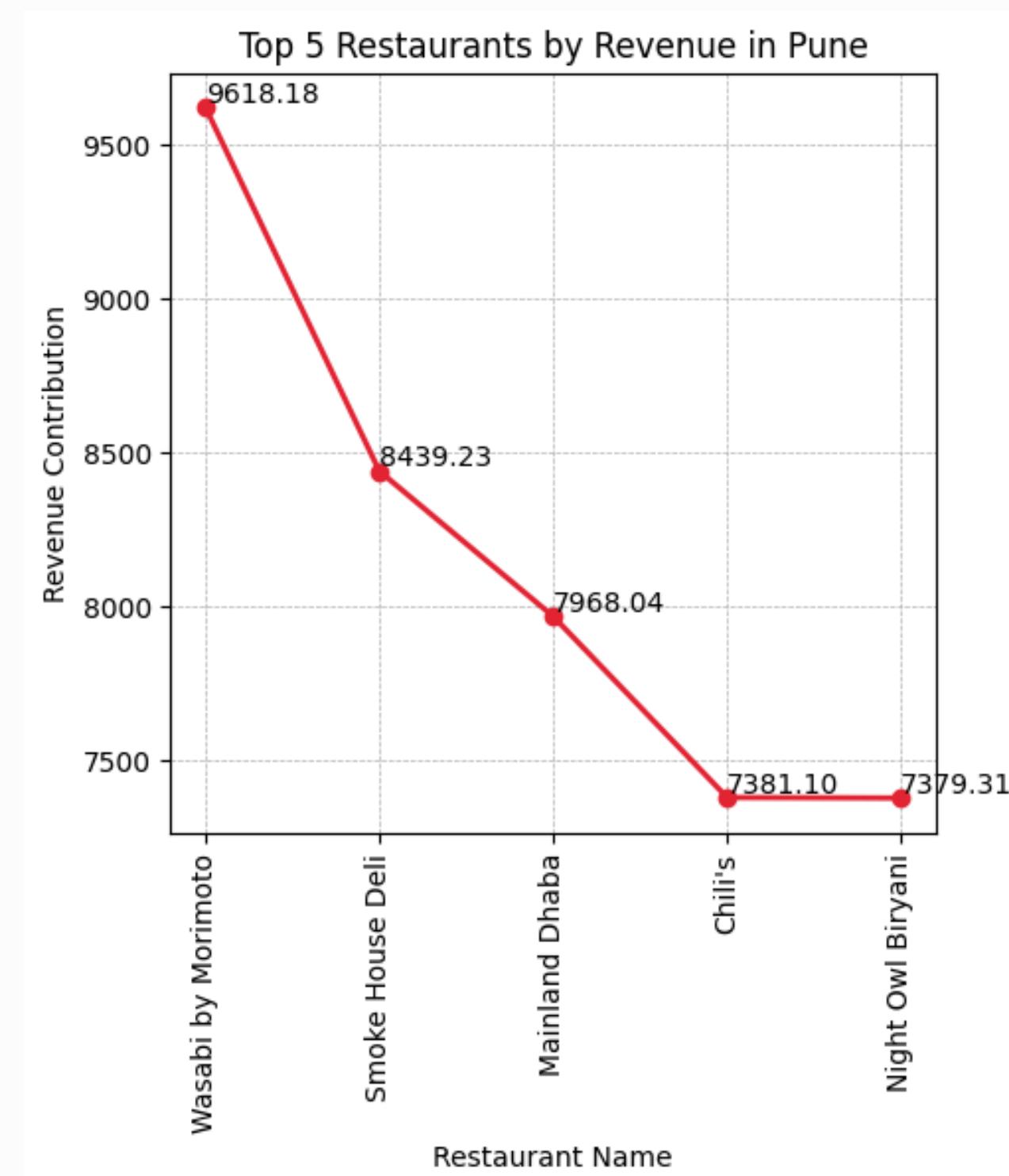
Top 5 Restaurants for each Location based on Revenue Contribution



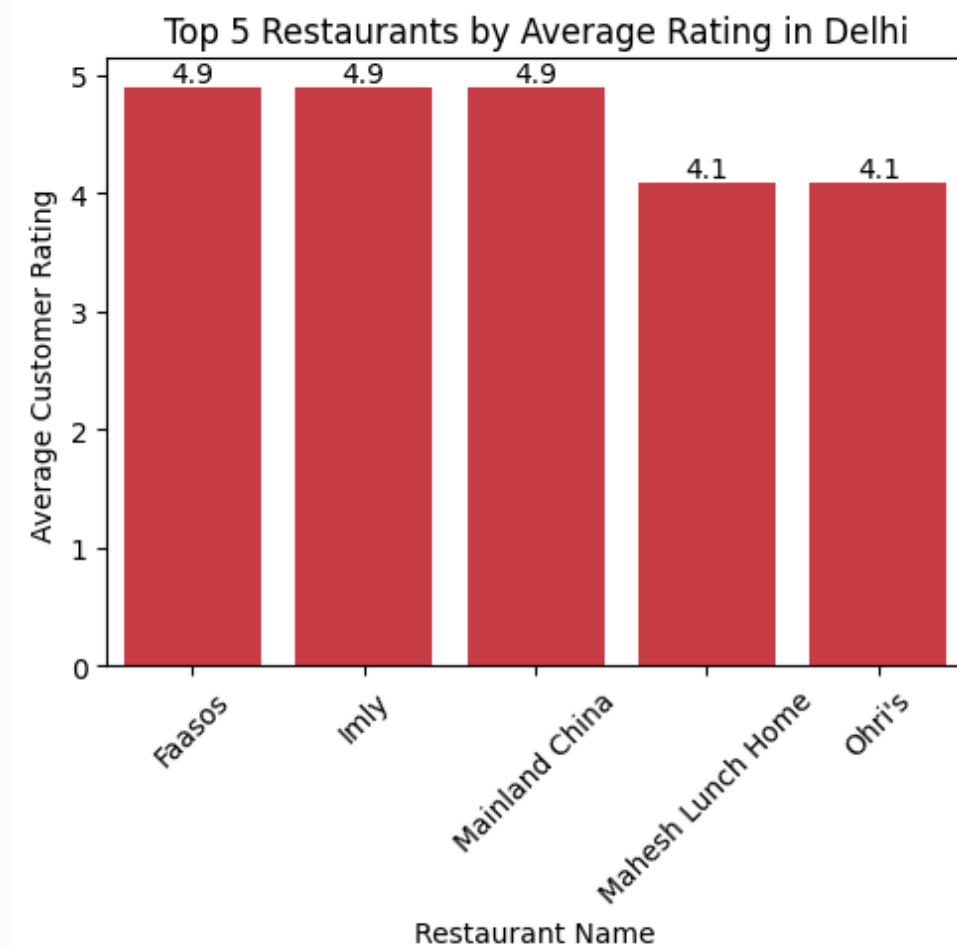
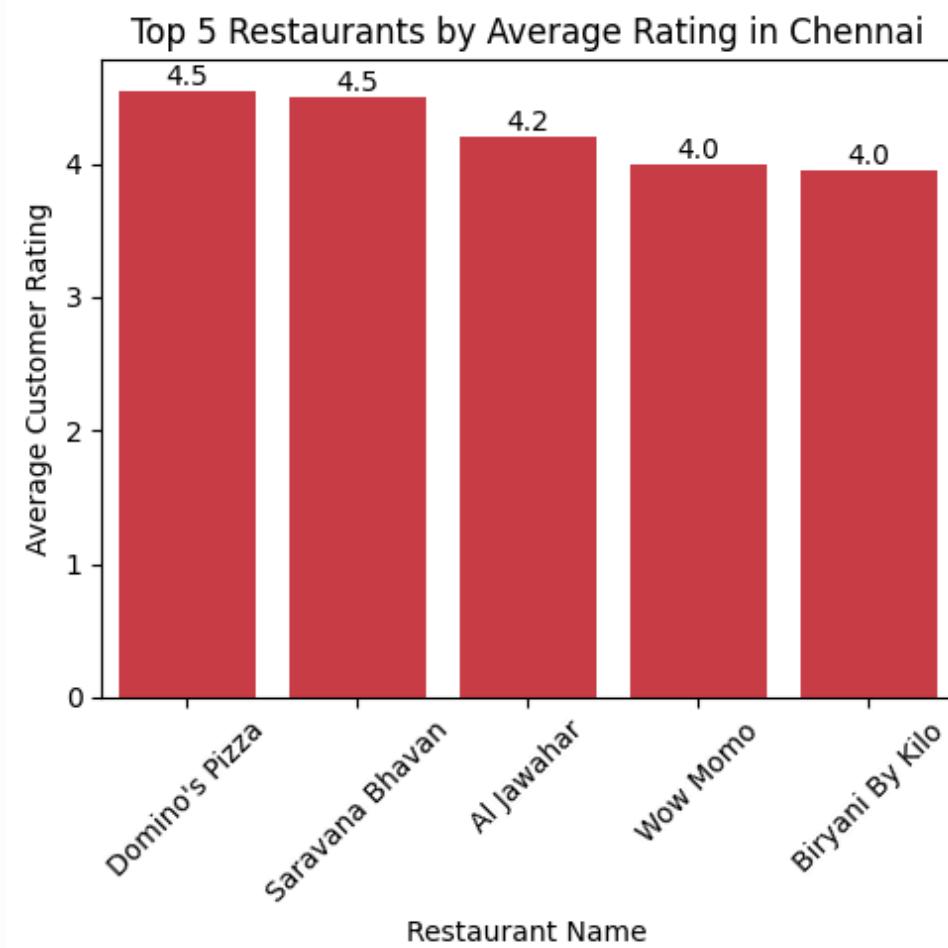
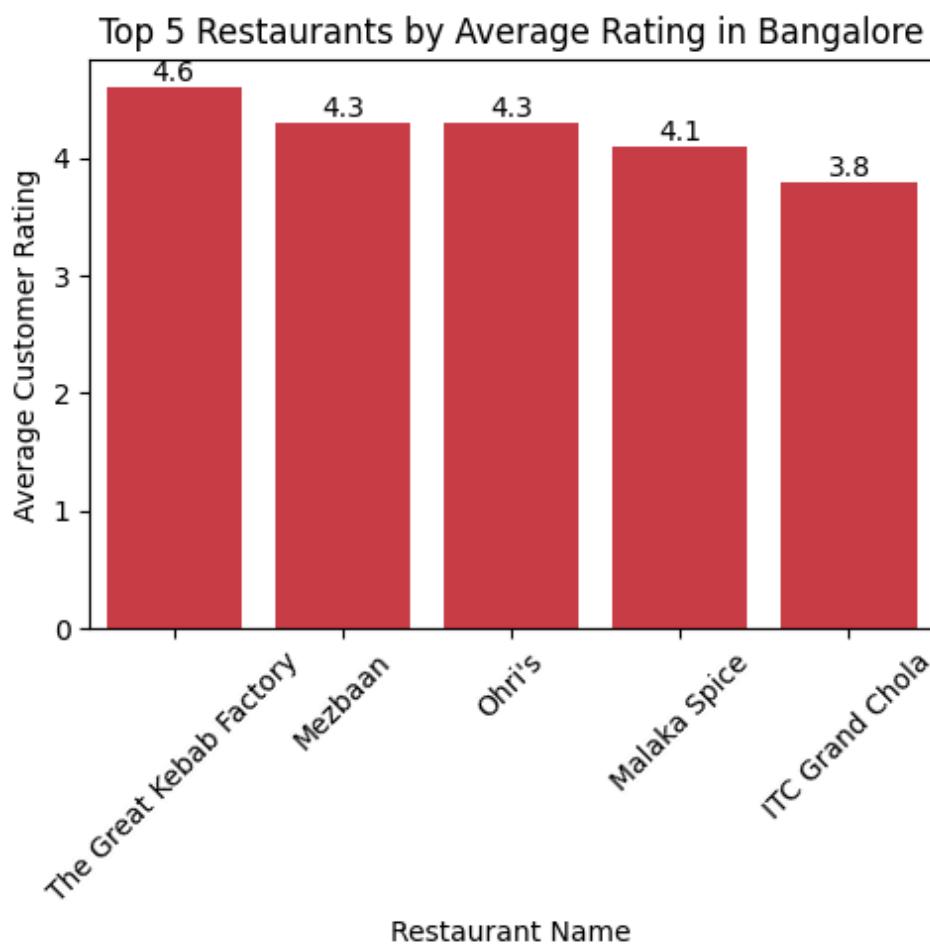
Top 5 Restaurants for each Location based on Revenue Contribution



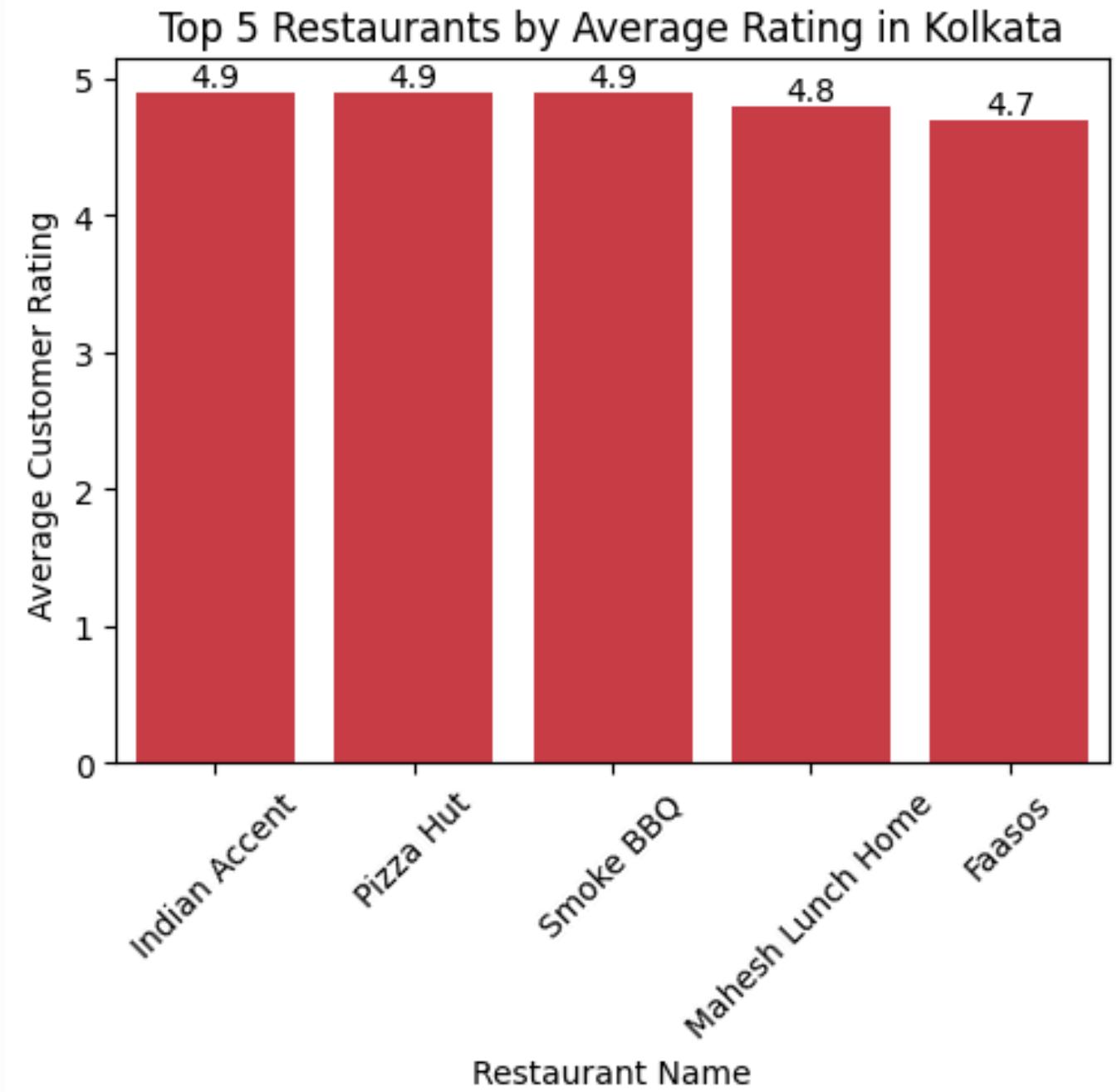
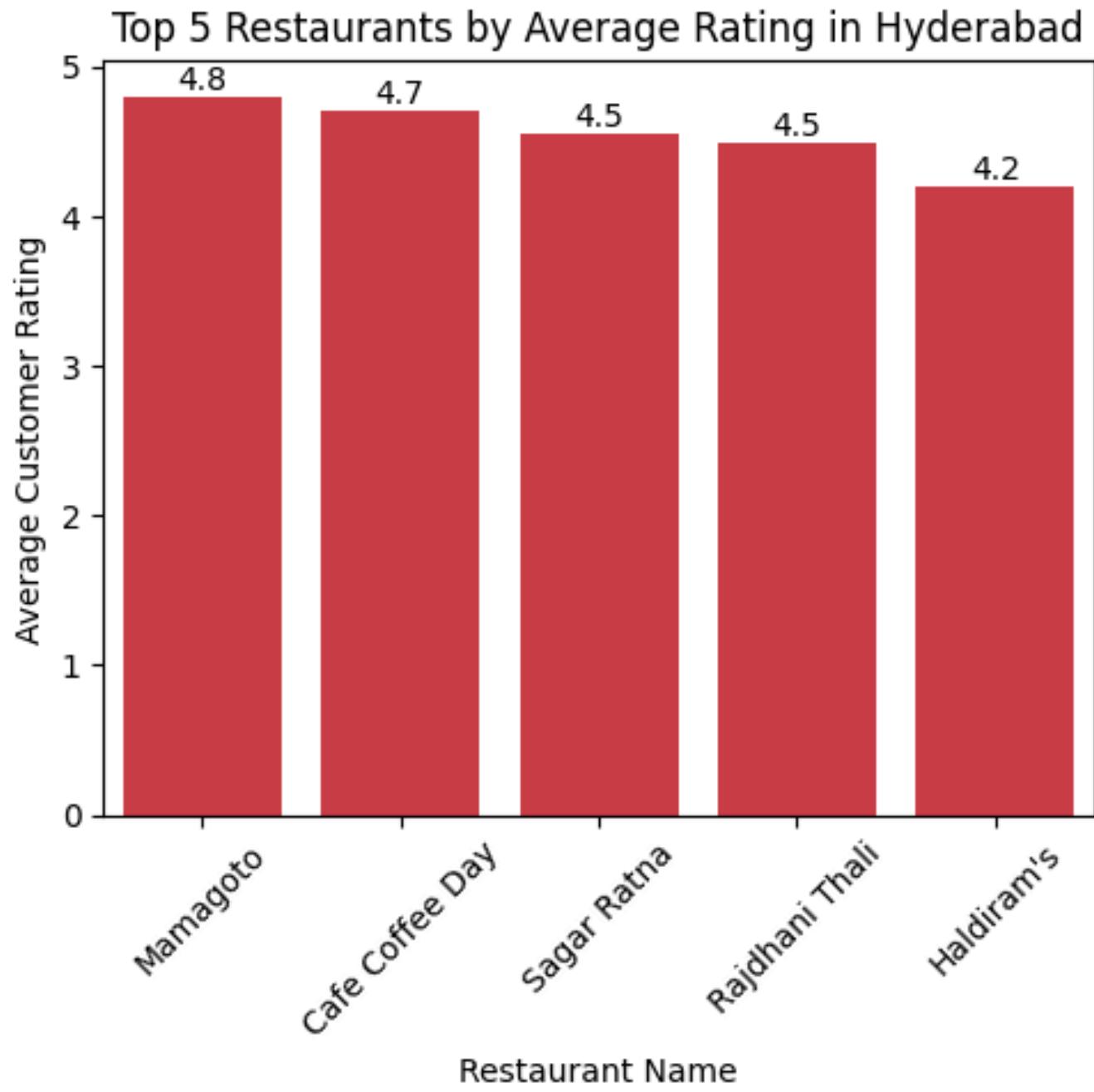
Top 5 Restaurants for each Location based on Revenue Contribution



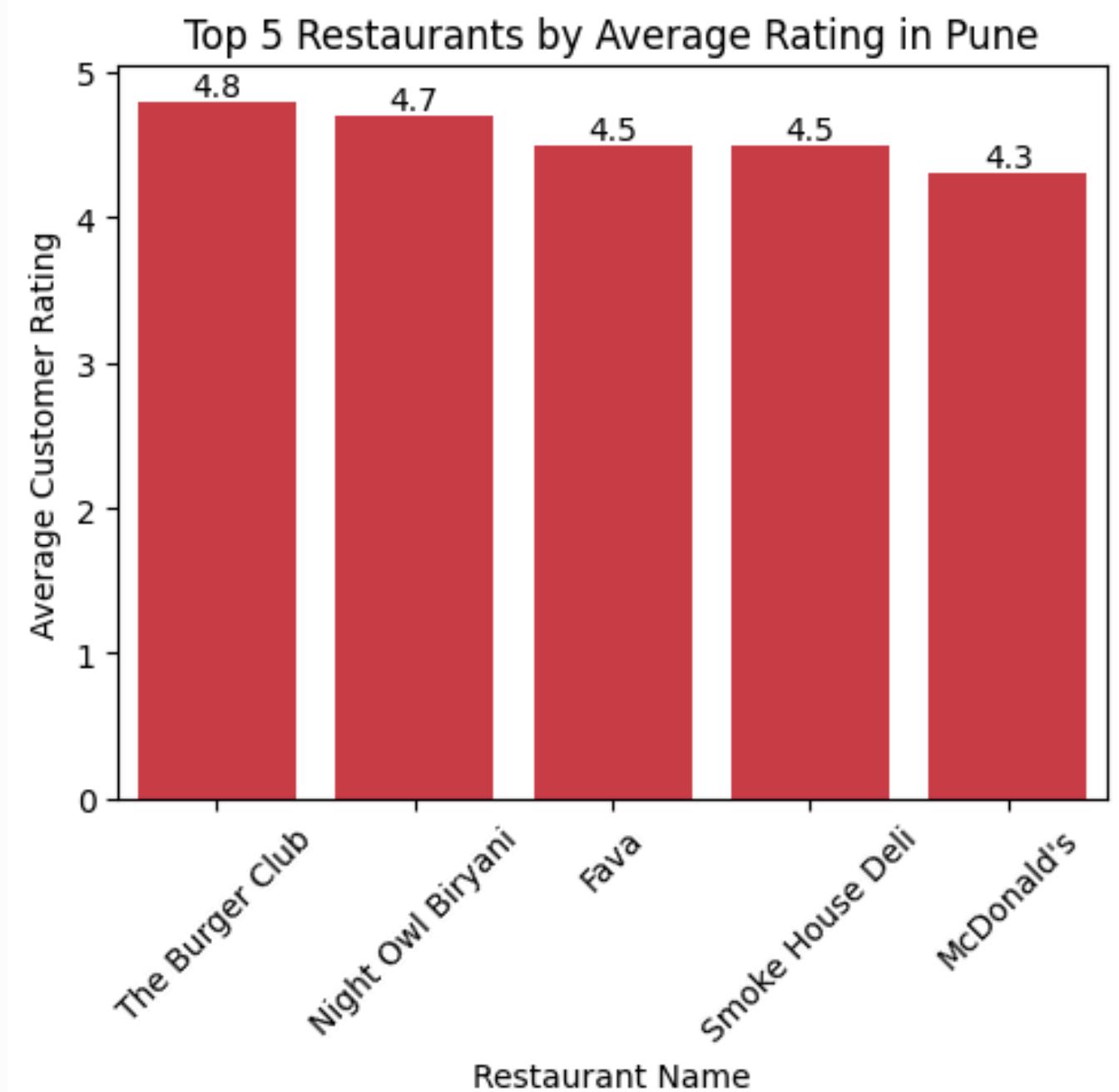
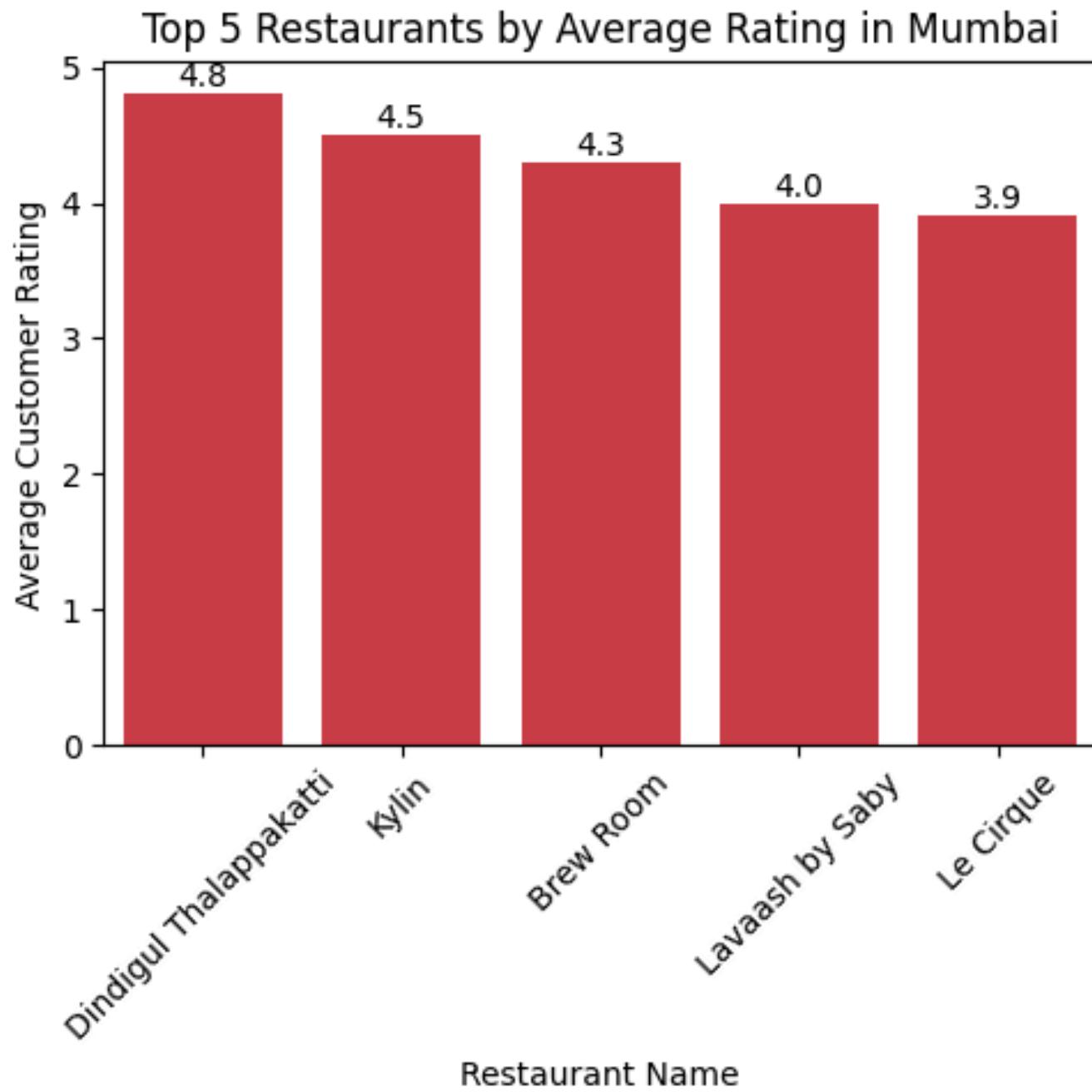
Top 5 Restaurants for each Location based on Average Rating



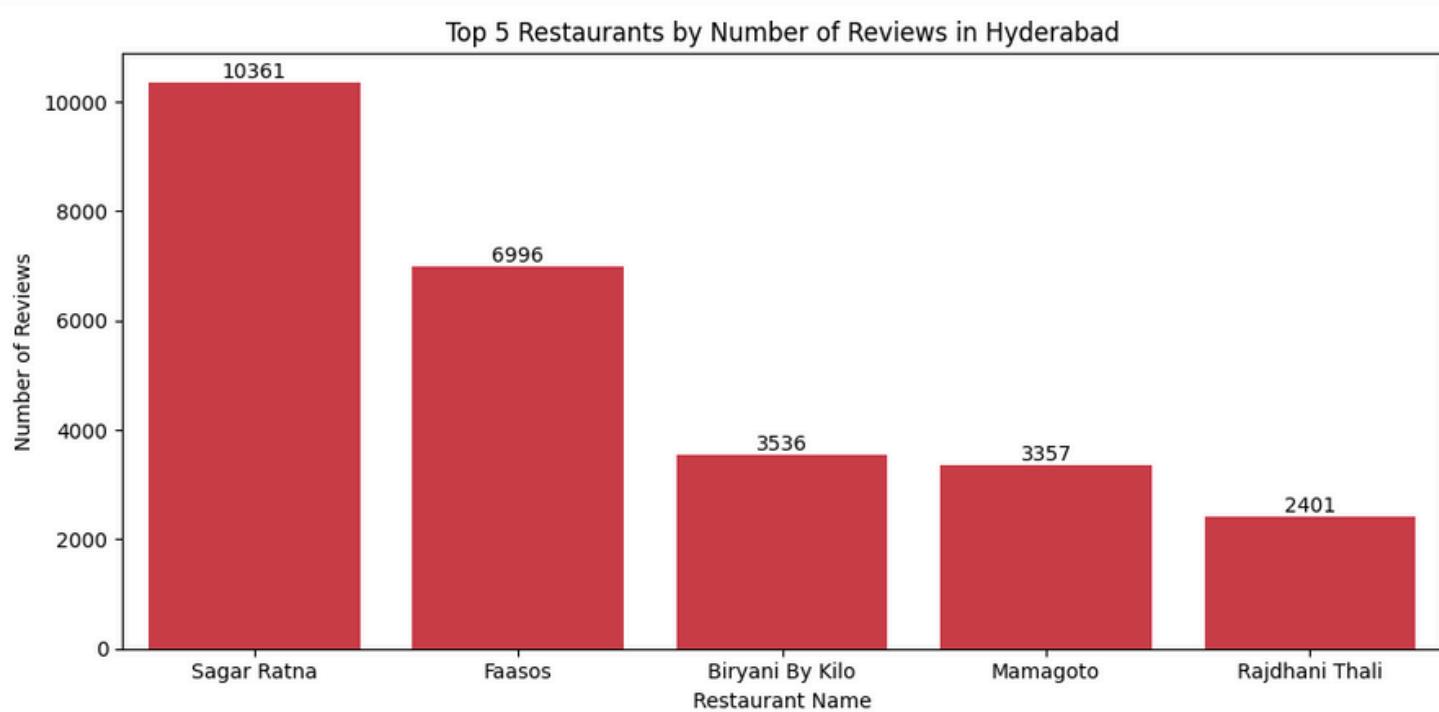
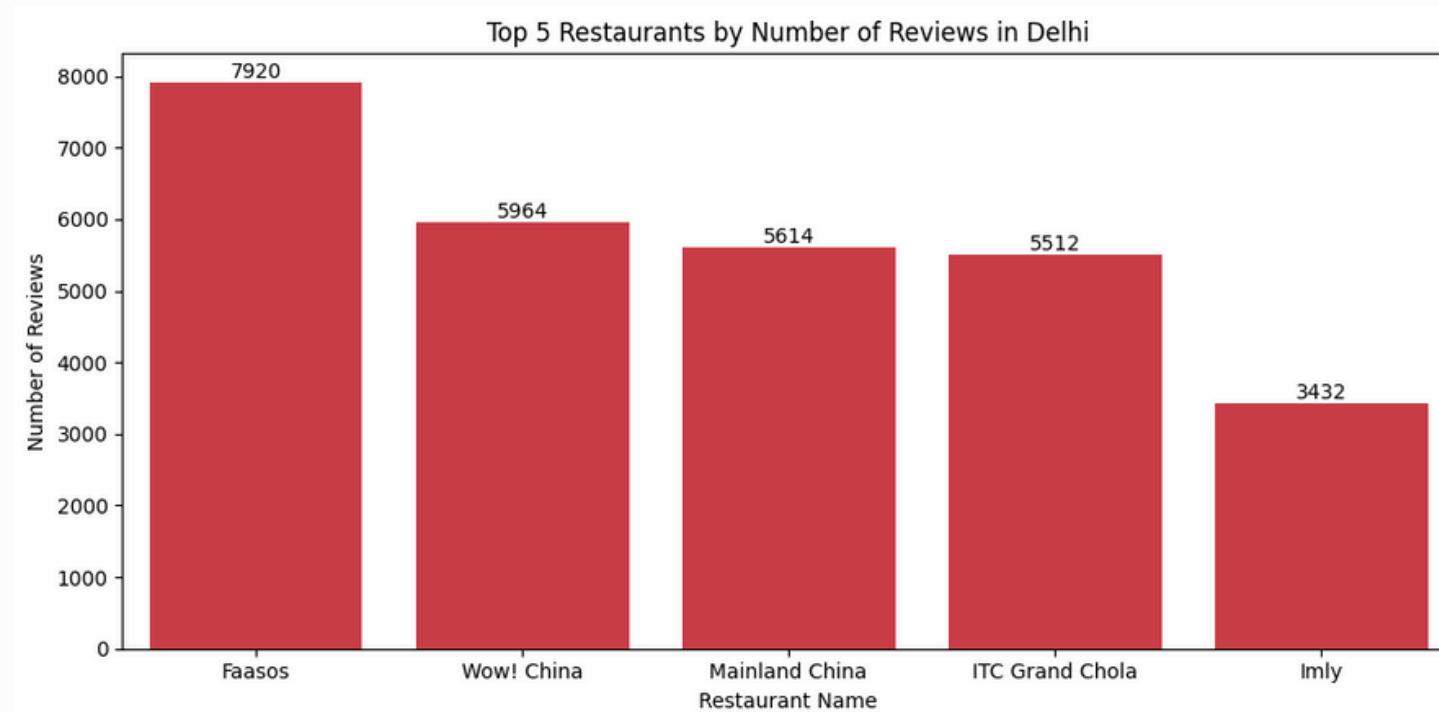
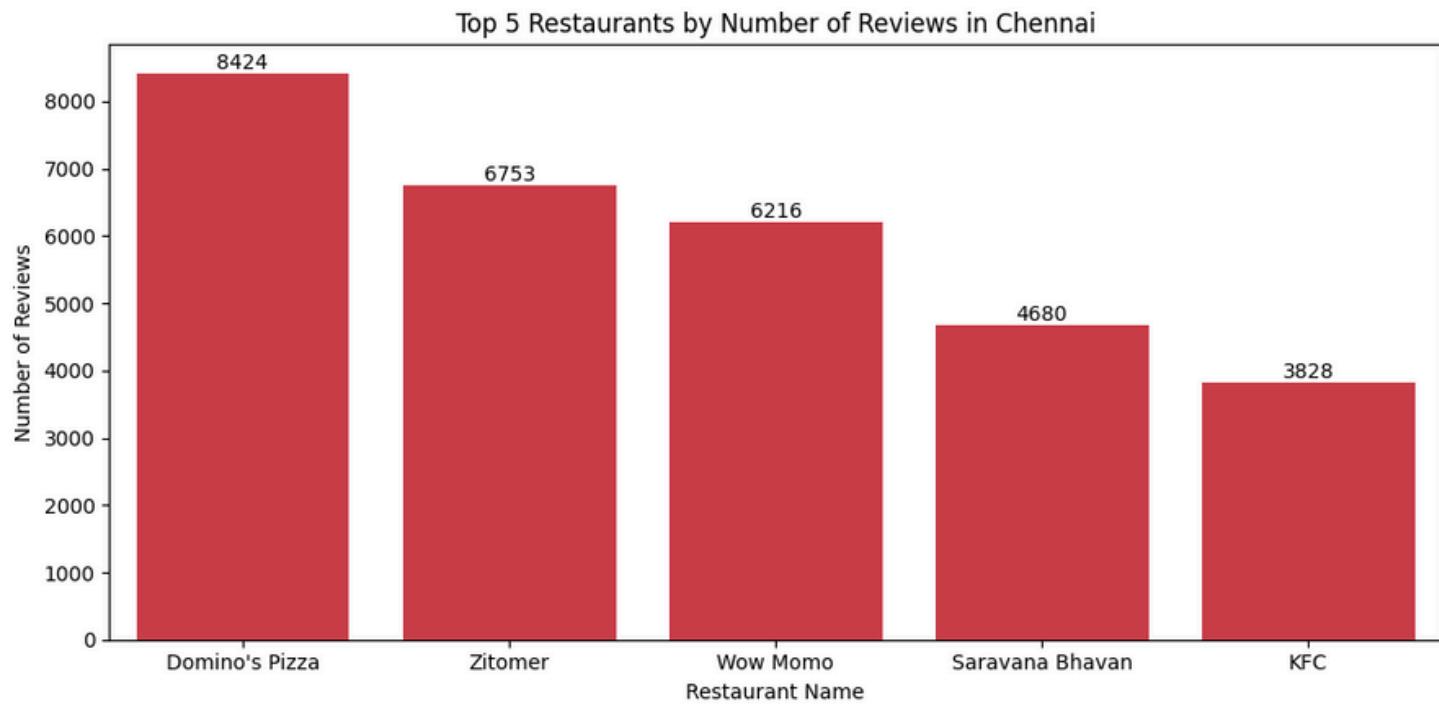
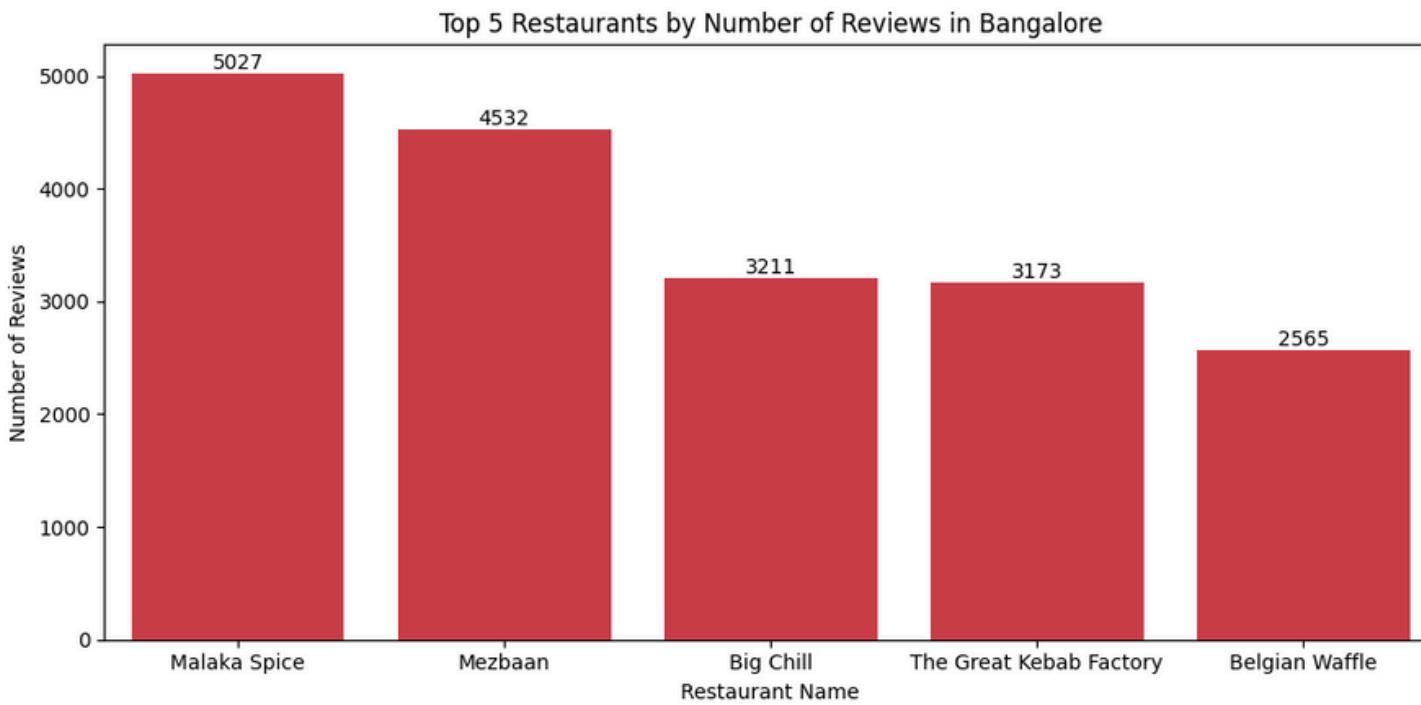
Top 5 Restaurants for each Location based on Average Rating



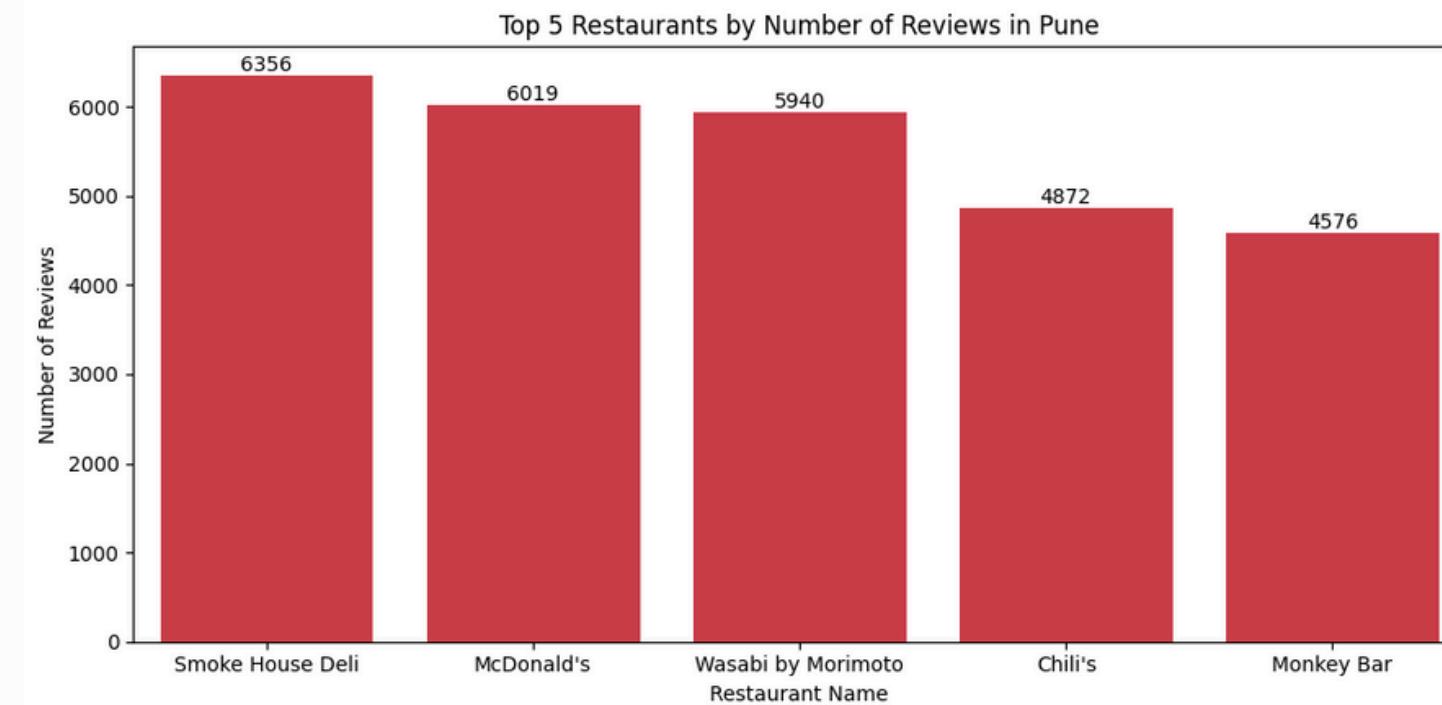
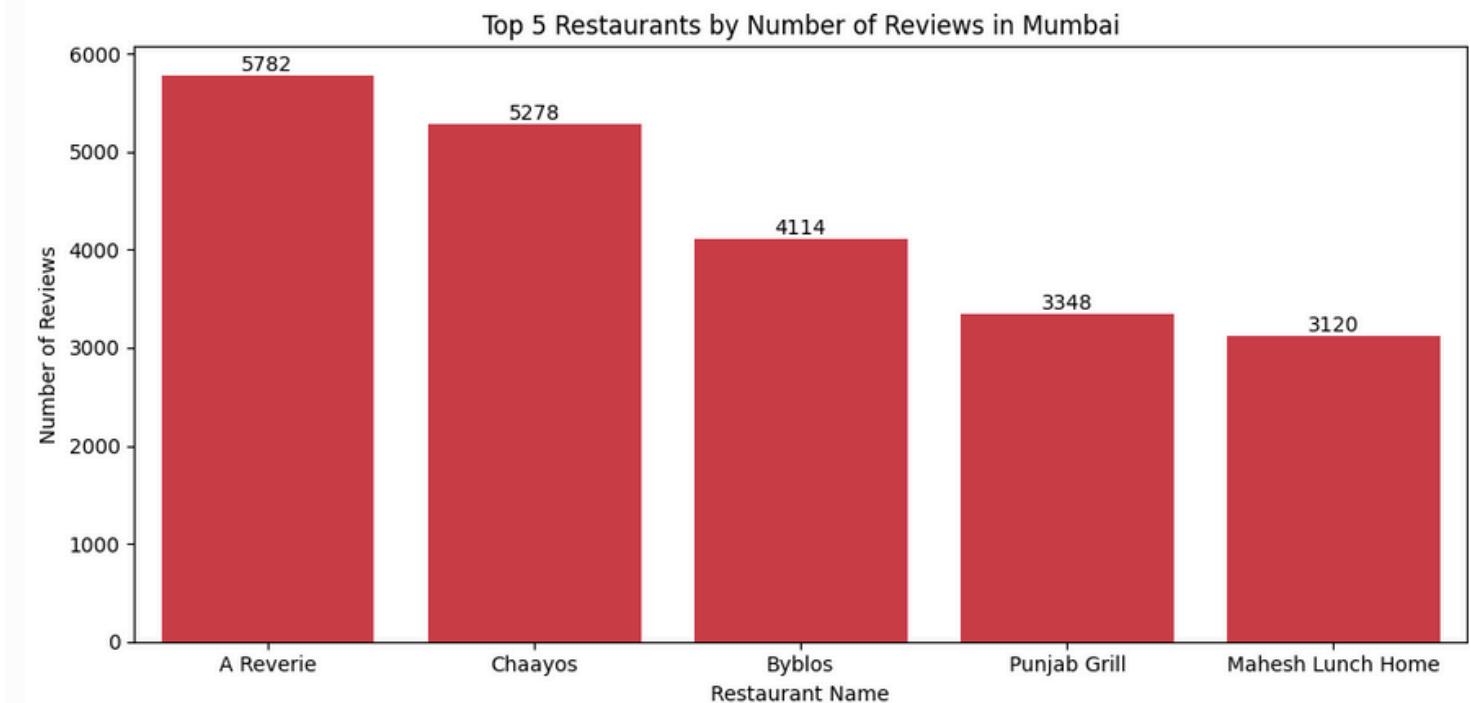
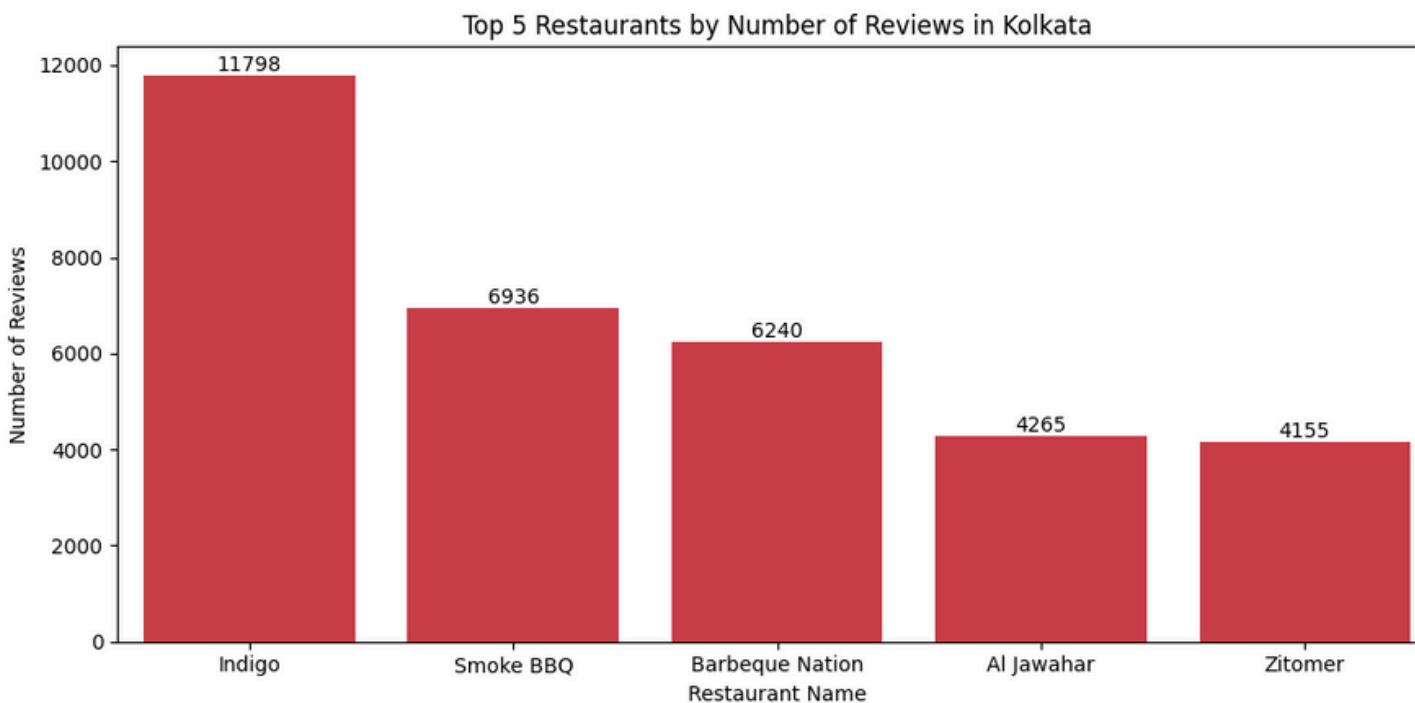
Top 5 Restaurants for each Location based on Average Rating



Top 5 Restaurants for each Location based on Number of Reviews



Top 5 Restaurants for each Location based on Number of Reviews





THANK YOU