Sprint 7
Final Project
Zomato Sales Analysis

By: Kenneth Weeks

March 14, 2025

Introduction

- The purpose of the project is to analyze the Sales of Zomato's Restaurants.

- The following questions will be answered during this presentation:
  - What are the main Key Performance Indicators (KPI's)?
  - What are the dynamics of sales and revenue overtime?
  - How did the distribution of sales change over a period of time?

Over-all Sales by Quarter

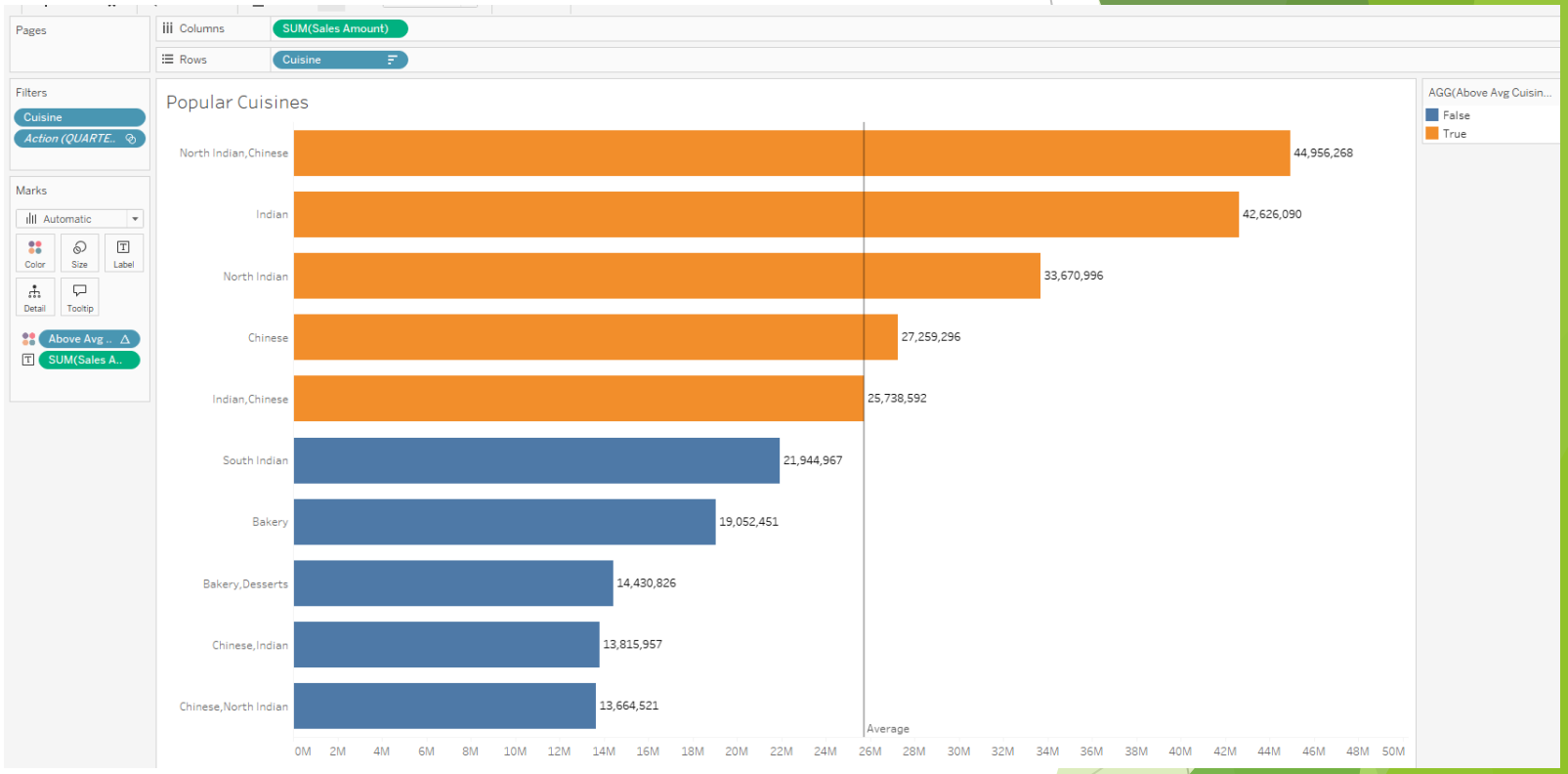
- From the 4th Quarter of 2017 to the 2nd Quarter of 2020 the sales for Zomato Restaurants decreased.
- 2018 1st Quarter had the highest sales during this period with $115,950,460.
- 2020 2nd Quarter had the lowest sales during this period with $63,264,897.

Key Performance Indicators (KPI's)

- Total Sales Amount - $986,565,016
- Total Sales Quantity – 2,444,320
- Total Number of Customers – 77,929

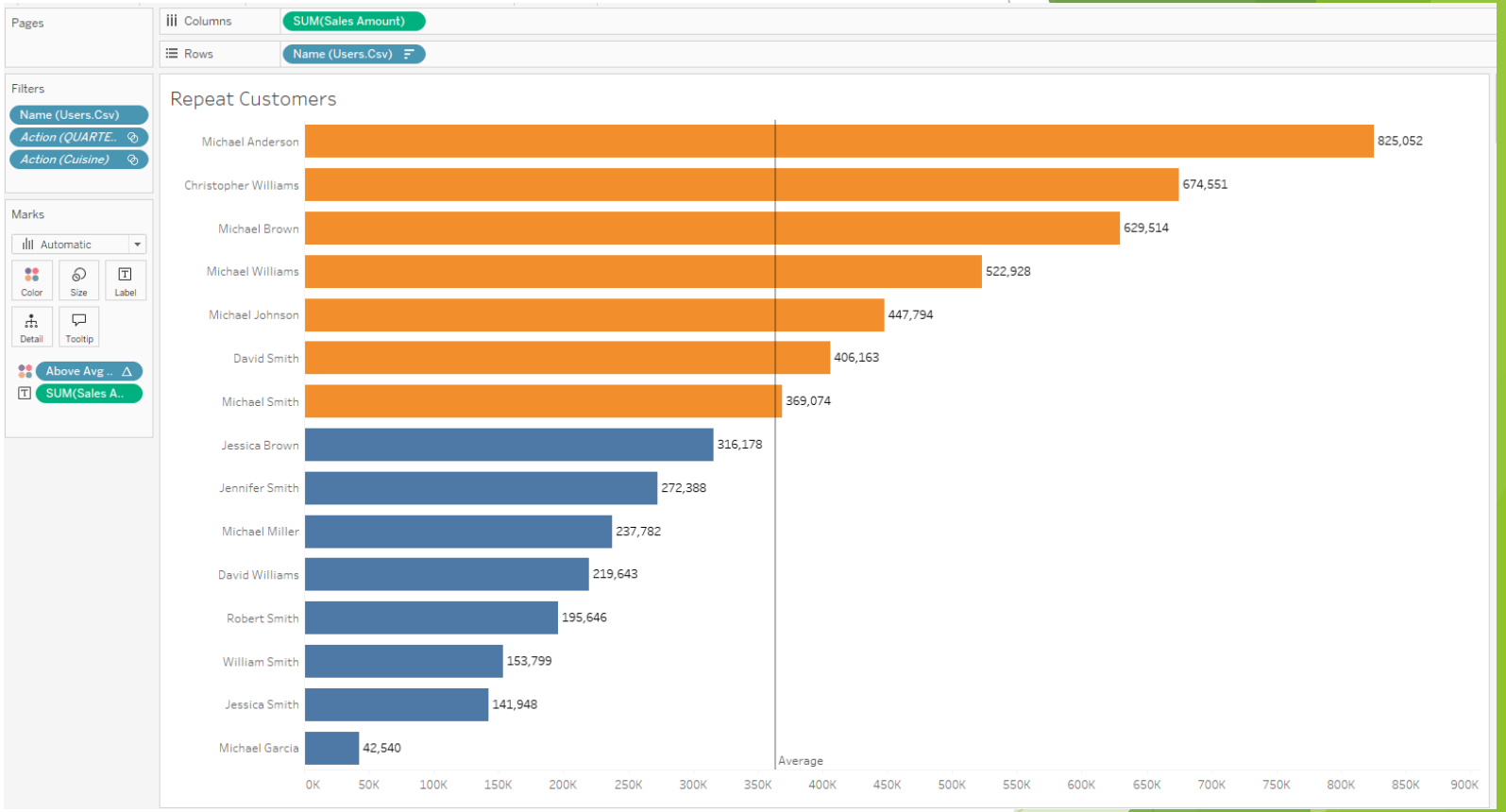
Popular Cuisines

- The most popular restaurant cuisines with above average revenue are:
- North Indian and Chinese
- Indian
- North Indian
- Chinese
- Indian and Chinese



Repeat Customers

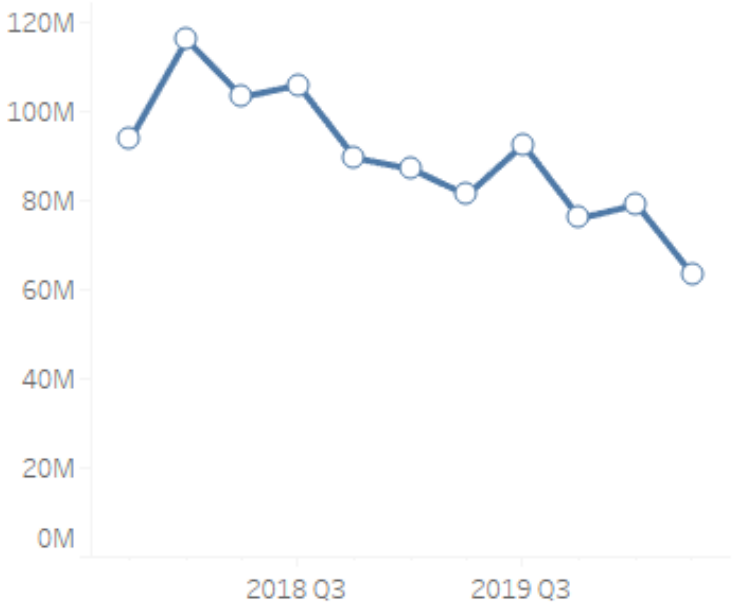
- Repeat Customers with an Above Average Spend amount:
  - Michael Anderson
  - Christopher Williams
  - Michael Brown
  - Michael Williams
  - Michael Johnson
  - David Smith
  - Michael Smith



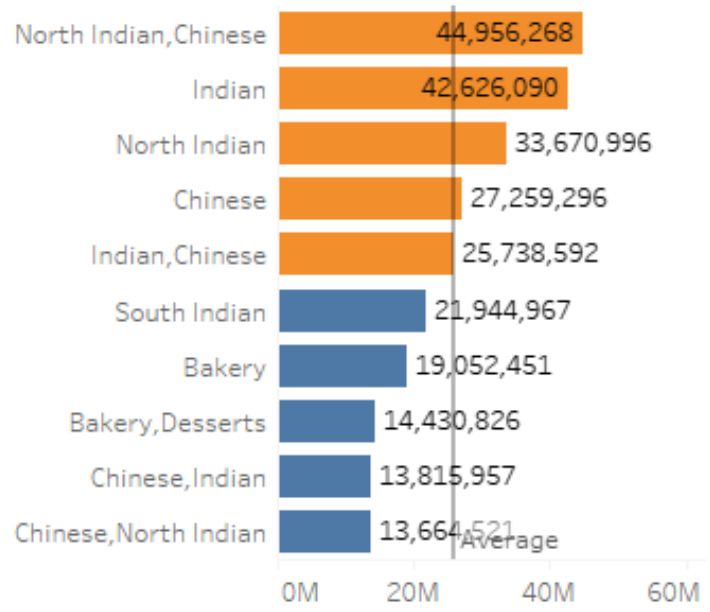
Zomato Sales Dashboard

Sales Amount	Sales Qty	# of Customers
986,565,016	2,444,320	77,929

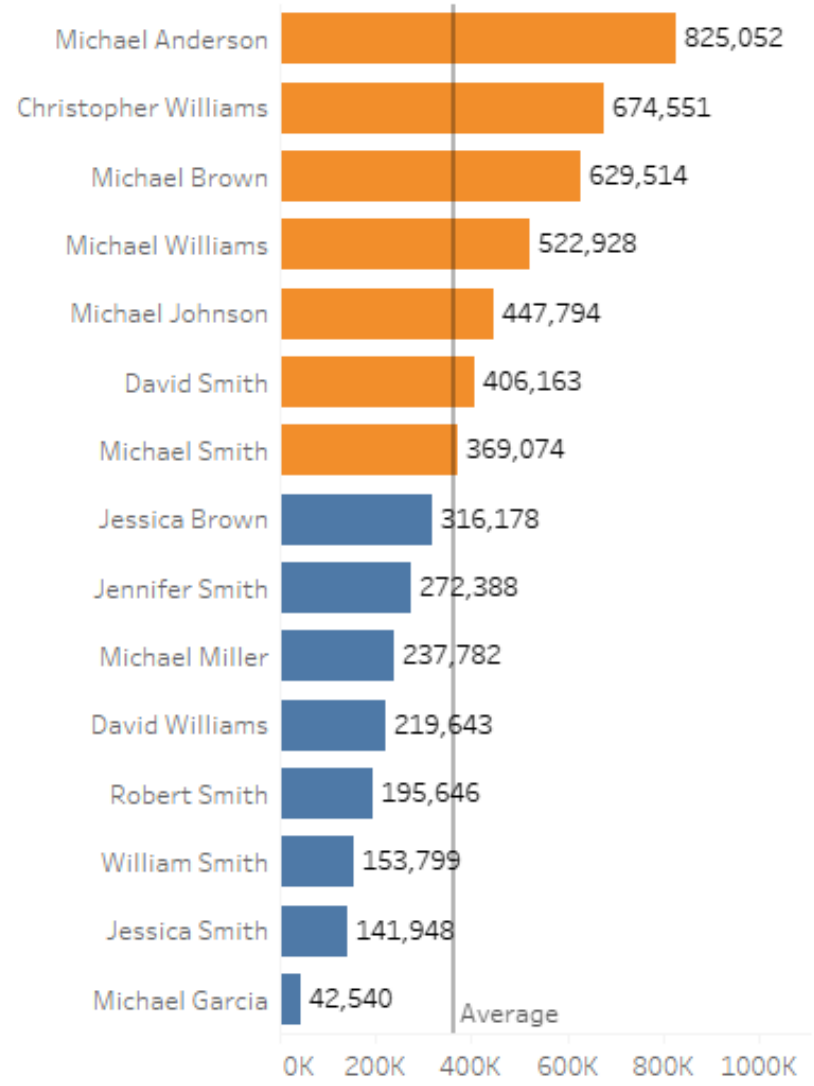
Over-all Sales by Qtr



Popular Cuisines



Repeat Customers



Recommendations

Upselling and Cross-Selling – Train staff to suggest add-ons, appetizers, or larger portions when taking orders to increase average order amount.

Targeted Promotions – Run limited-time offers, happy hour specials, or discounts during slower periods to attract new customers.

Review/Rating Program – Reward customers who leave an online review with a discount code or coupon for next visit.

Conclusions

Revenue for the company is currently on a downward trend. The data shows the over-all sales, popular cuisines, and which customers are spending the most money at our restaurants.

The recommendations outlined in the previous slide could be a good starting point to reverse the downward trend of the companies' restaurants.