

# ZOMATO SALES ANALYSIS REPORT

## KEY INSIGHTS

### 1. Key Metrics

SNo	Metrics	Value
1	Total Sales Amount	987M
2	Total Quantity Sold Across All Regions	2M
3	Total Ratings	148K
4	Total Orders Across All Regions	150K
5	Total Number of Active Users	77.9K
6	Total Number of Users	78K

### 2. Sales Overview (Amount and Quantity)

- a. **Total Sales:**
  - i. Zomato has processed sales amounting to 987M with a total of 2M items sold.
- b. **Product Distribution:**
  - i. Veg Sales: 122M
  - ii. Non-Veg Sales: 106M
  - iii. Other Sales: 24M
- c. **Ratings and Orders:**
  - i. There are 148K ratings and 150K orders, showing a significant engagement rate among users.

### 3. Top Cities for Sales

- a. Tirupati and Electronic City are leading in sales, showing high demand from these regions. Other important cities include Raipur, Malviya Nagar, and Bikaner, indicating geographical hotspots for Zomato's operations.
- b. The "Top Cities" graph shows the highest-performing locations, which could help in targeting and optimizing marketing strategies

### 4. Yearly Sales Trends

- a. Zomato experienced its highest sales in 2018 (0.42bn), followed by a decline in subsequent years, reaching 0.14bn in 2020. This might indicate market saturation or external factors affecting growth.

### 5. Customer Analysis

- a. **Lost and Gained Customers:**
  - i. Zomato lost 33K customers (more females than males) while gaining 12K customers (with males leading slightly over females). This reflects potential areas for customer retention improvements.
- b. **Age Distribution:**
  - i. Most users fall between the ages of 20 and 30 years, with 14.5K users aged 25 being the highest. This age demographic is the primary consumer base for Zomato.

## **6. Area-Wise Analysis**

- a. Sales by City: Cities like Electronic City and Old Gurgaon are top-performing regions in terms of sales, with Electronic City contributing 0.36M in sales.
- b. Ratings by City: Bikaner leads in customer satisfaction with 1.7K ratings, followed by Noida and Indirapuram.
- c. Users by City: Similar trends are observed, with Bikaner and Noida leading in terms of the number of active users.

## **7. Customer Retention Focus**

- a. With a significant number of lost customers, focusing on retention strategies could be a key area for improving Zomato's performance, particularly by addressing female user attrition

**→ These insights can help Zomato optimize its operations, focus on high-performing regions, target the right customer segments, and devise strategies to retain customers and drive future growth.**