**ZOMATO SALES ANALYSIS REPORT**

***KEY INSIGHTS***

1. **Key Metrics**

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| **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 |

1. **Sales Overview (Amount and Quantity)**
   1. **Total Sales:** 
      1. Zomato has processed sales amounting to 987M with a total of 2M items sold.
   2. **Product Distribution:**
      1. Veg Sales: 122M
      2. Non-Veg Sales: 106M
      3. Other Sales: 24M
   3. **Ratings and Orders:**
      1. There are 148K ratings and 150K orders, showing a significant engagement rate among users.
2. **Top Cities for Sales**
   1. 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.
   2. The "Top Cities" graph shows the highest-performing locations, which could help in targeting and optimizing marketing strategies
3. **Yearly Sales Trends**
   1. 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.
4. **Customer Analysis**
   1. **Lost and Gained Customers:**
      1. 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.
   2. **Age Distribution:** 
      1. 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.
5. **Area-Wise Analysis**
   1. 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.
   2. Ratings by City: Bikaner leads in customer satisfaction with 1.7K ratings, followed by Noida and Indirapuram.
   3. Users by City: Similar trends are observed, with Bikaner and Noida leading in terms of the number of active users.
6. **Customer Retention Focus**
   1. 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.**