

# Zomato Analytics Dashboard

## Mission Statement :

To deliver exceptional food experiences by fostering high customer satisfaction, promoting quality restaurant partnerships, and leveraging data insights to drive growth and operational excellence.

## Vision Statement :

To be the most trusted food delivery platform, focused on customers, known for quality service, reliability, and using data to create value for both customers and restaurant partners.

**zomato**



PLANS AFTER  
THIS CALL:  
COOK FOOD  
EAT FOOD



## Zomato Analytics KPI

**Good Ratings Score:** Track the percentage of orders receiving high ratings (e.g., 4 stars and above) to gauge customer satisfaction and service quality.

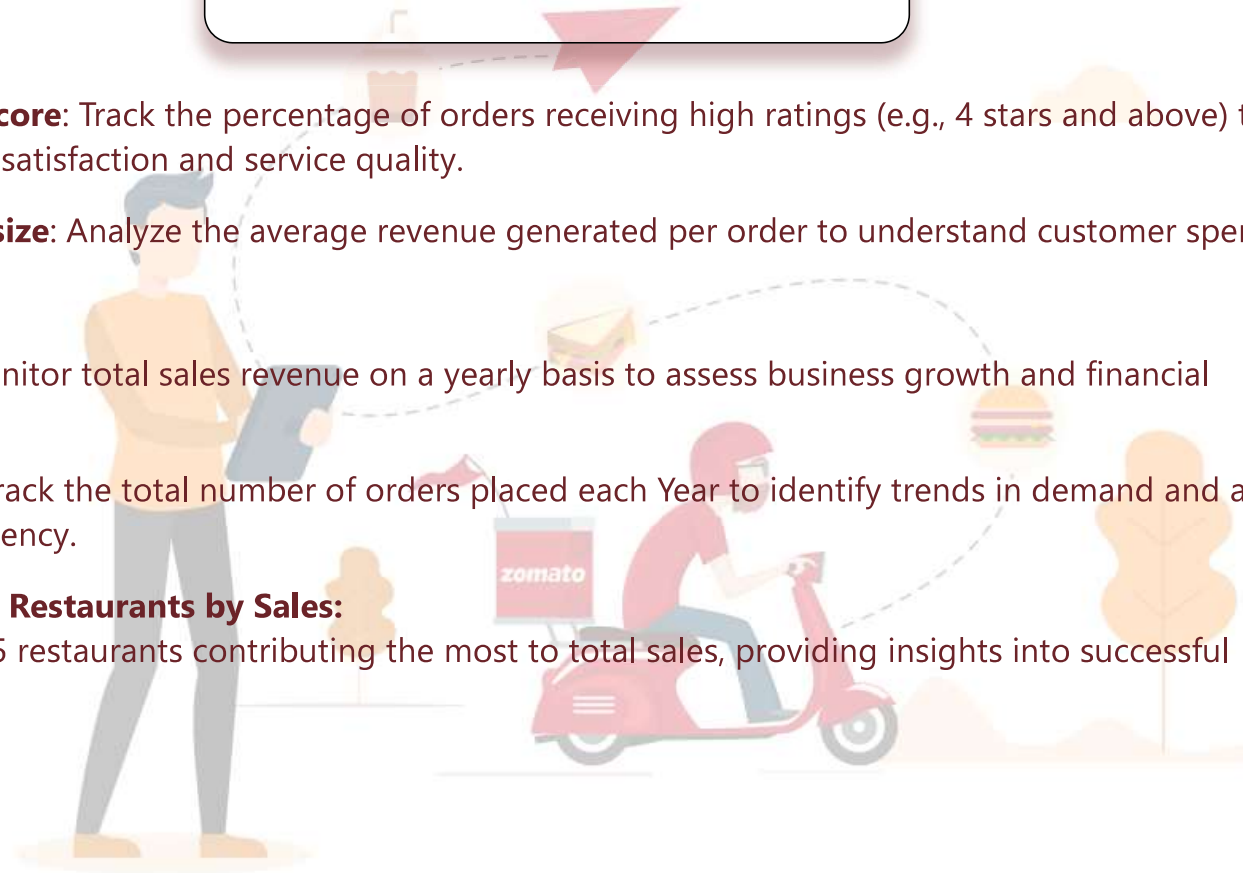
**Average Order size:** Analyze the average revenue generated per order to understand customer spending behavior.

**Yearly Sales:** Monitor total sales revenue on a yearly basis to assess business growth and financial performance.

**Yearly Orders:** Track the total number of orders placed each Year to identify trends in demand and assess operational efficiency.

**Top Performing Restaurants by Sales:**

Identify the top 5 restaurants contributing the most to total sales, providing insights into successful partnerships.



# Dashboard

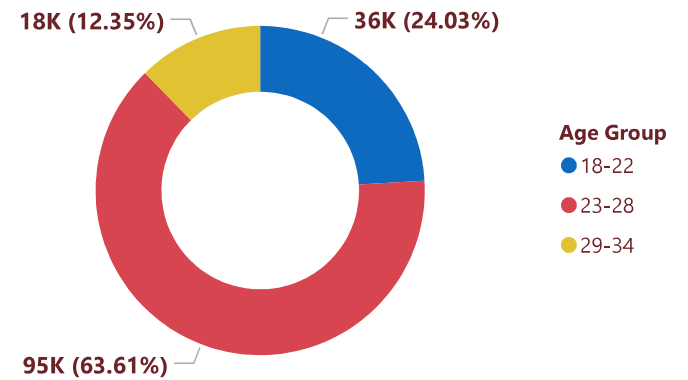
21.07

Good Ratings score

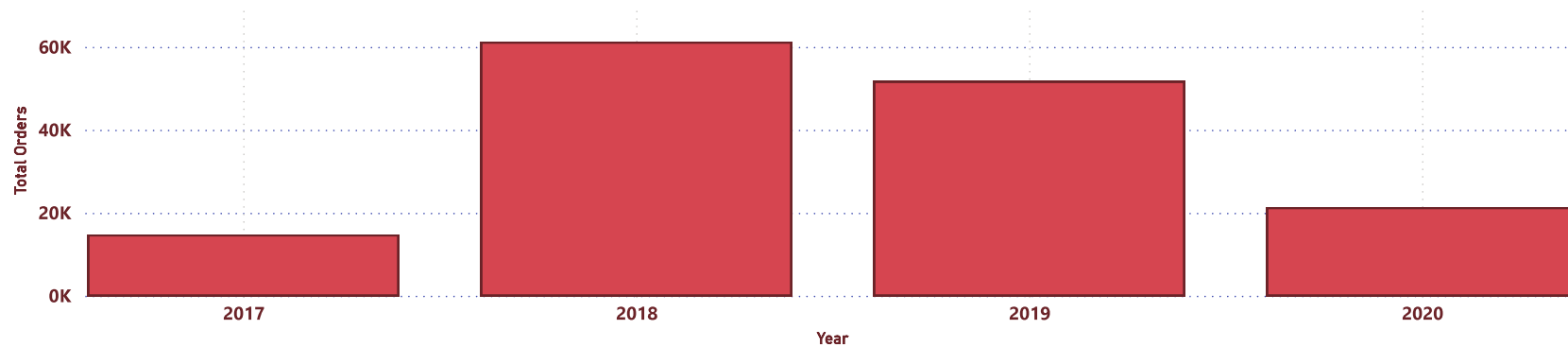
396.47

Tracking Average Order Size

## Age Group-Wise Sales Analysis



## Yearly Order report



# Dashboard

964M

Total Sales Amount

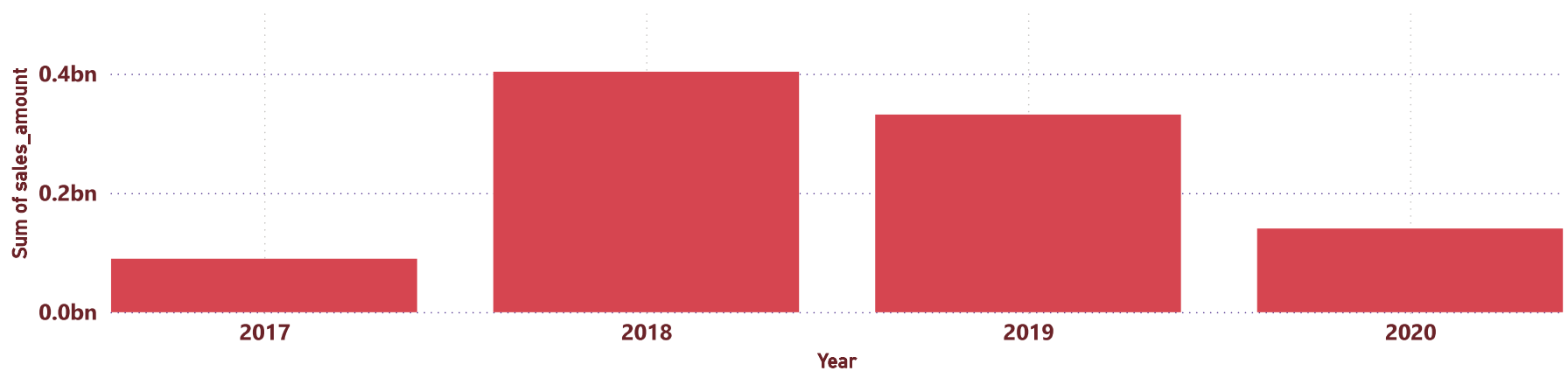
2M

Total Sales Quantity

## Highest Performing Restaurants by Sales

name	Sum of sales_amount
Domino's Pizza	5025266
Kouzina Kafe - The Food Court	1958408
Sweet Truth - Cake and Desserts	1952881
Pizza Hut	1792693
Biryani House	1711064
<b>Total</b>	<b>12440312</b>

## Yearly Sales Performance



## Conclusion for Zomato Dashboard Analysis

### Good Rating Score:

**With a low score of 21.07%**, there is a clear need to improve customer satisfaction by addressing service and delivery issues.

### Average Order Size:

**The average order size of 396.47** shows room for growth through upselling and targeted promotions.

### Dominant Age Group:

**63% of orders are from customers aged 23-28**, indicating a prime demographic for tailored marketing efforts.

### Yearly Sales and Orders:

**Stagnant yearly sales and orders** highlight the need for innovative promotions and strategies to boost demand.

### Top Performing Restaurants by Sales:

**The top 5 restaurants** significantly drive sales, offering insights into successful partnerships and benchmarks for improvement.