

zomato

Executive Summary

KPI & Insights

Insights & Observation by Revenue



Executive Summary – Zomato Analytics Dashboard

Reporting Period: January 17, 2023 – January 16, 2025

Tool Used: Power BI

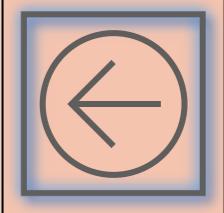
The **Zomato Analytics Dashboard** was designed to deliver a comprehensive view of food delivery operations, customer behavior, restaurant performance, and sales trends. This report empowers business stakeholders with interactive, data-driven insights to support better strategic and operational decisions.



Key Business Highlights

- .
- . **Total Orders:** Over **10,000+** orders placed across the reporting period.
- . **Revenue Trends:** **Saturday** consistently generated the highest daily revenue.
- . **Average Order Value (AOV):** ₹1,000 per order.
- . **Average Delivery Time:** **65 minutes**, indicating room for efficiency improvements.
- . **Customer Satisfaction:** Average rating of **3 out of 5**, suggesting a need to improve service quality.

Zomato Insight Dashboard



Discount Utilization

49.91%

Total Orders

10K

Average Delivery Time

65

Average Order Value

₹ 1K

Customer Satisfaction

3

Restaurant Name

All

Customer Location

All

Delivery Partner

All

Rating

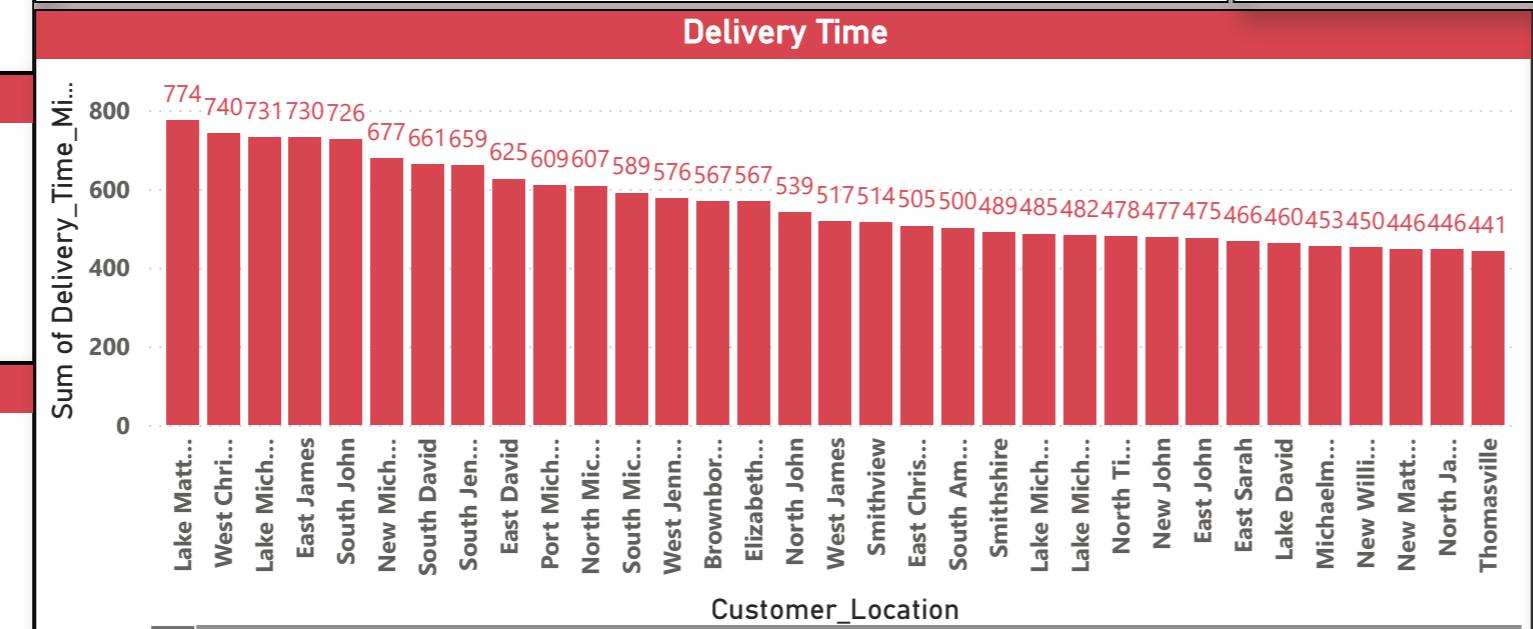
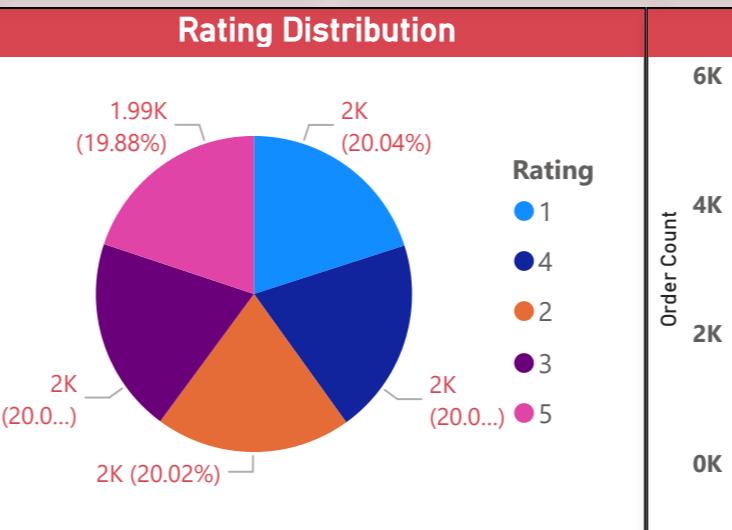
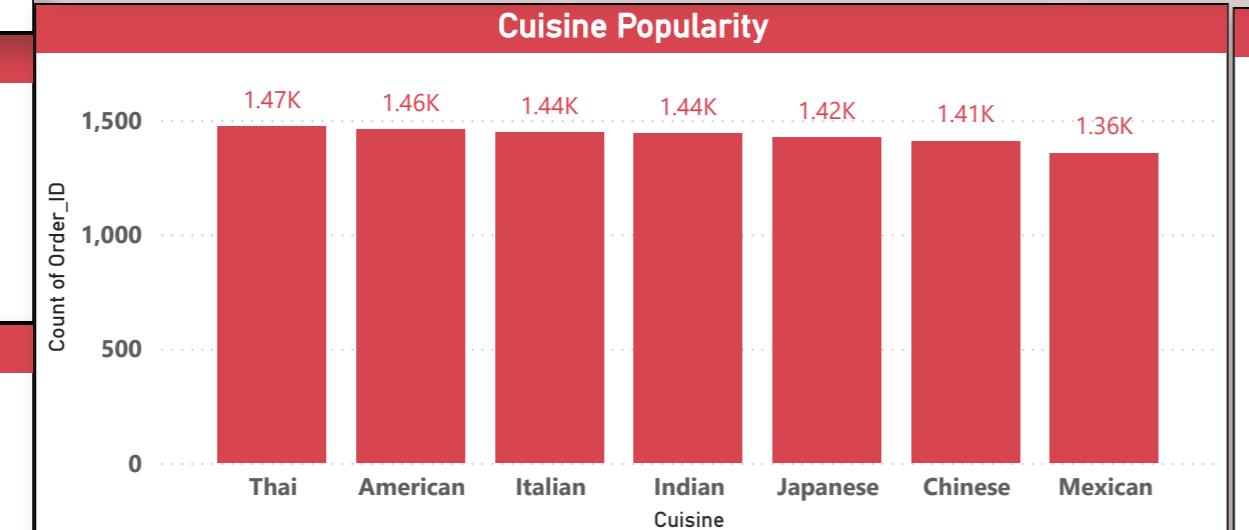
All

Restaurant Location

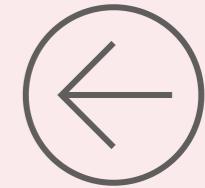
All

Date

All



Zomato Insight Dashboard



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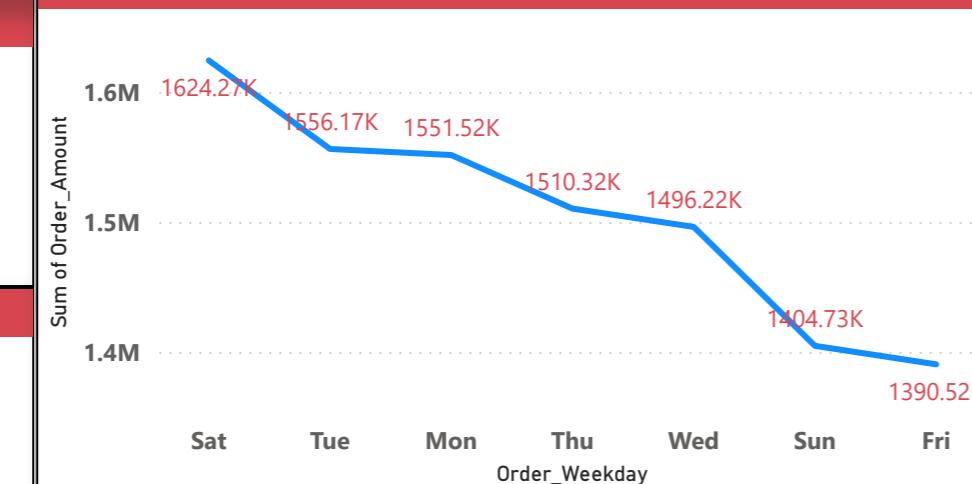
Restaurant Location

All

Date

All

Day Revenue Trend



Total Order Trend

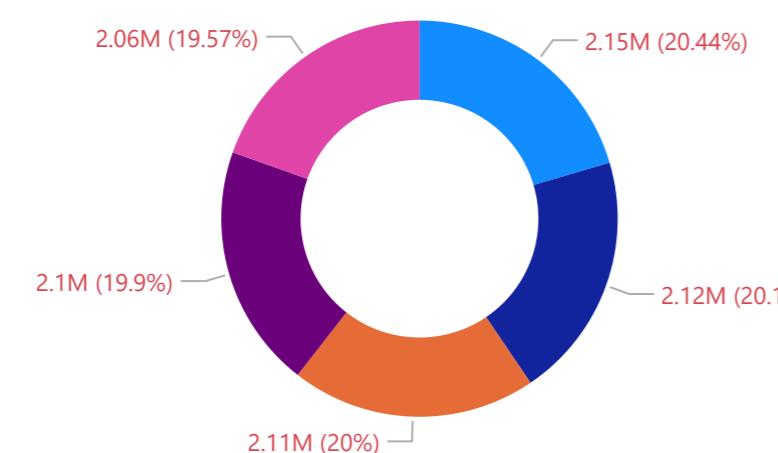


Revenue By City



Used Payment Method

Payment_Method ●UPI ●Debit Card ●Net Banking ●Cash ●Credit Card



TOP 10 Customers

Name	Total Amount
Richard Williams	4,936.10
Michael Miller	4,844.44
Michael Johnson	5,805.87
Jessica Smith	6,534.87
Jennifer Williams	5,556.58
James Johnson	6,871.85
Jacob Smith	4,835.79
Daniel Brown	4,769.66
Christopher Johnson	5,939.76
Ashley Jackson	5,258.99

Bottom 10 Customers

Name	Total Amount
Tyler Manning	100.76
Sarah Sanchez	101.13
Paul Carter	100.36
Kimberly English	100.46
Kaitlyn Rogers	100.69
Carla Allen	100.90
Brendan Hernandez	101.78
Brandy Butler	101.84
Andrew Chen	102.13
Amber Mcpherson	101.65