Zomato Sales Analysis

Business Problem Statement: The objective of this project is to analyze the Zomato Restaurants dataset to uncover valuable insights within the food delivery market. Our aim is to comprehend the elements that influence a restaurant's success, encompassing factors such as customer ratings, reviews, and cuisine type.

📊 Project Details:

Data Sources: Excel Files.
Data Cleaning: removed null values and replace it with other value. 🧹
Data Modeling: With the finesse of a sommelier, I crafted relationships, calculated measures, and designed a robust data model. ☑
DAX Queries.
Sure, here are the updated Main Visualizations points :

📊 Main Visualizations:

💰 **Sales Amount**: A line chart showcasing the ebb and flow of Zomato's revenue.
⭐ **Rating Trends**: A scatter plot revealing the correlation between ratings and sales.
📦 **Orders**: A chart reflecting the number of orders placed.
🏙 **Sales by City**: A bar chart mapping sales across foodie hubs.
📅 **Sales by Year**: A column chart displaying sales trends over time.
👥 **Users Count**: Insights into user demographics and their distribution.
🏃 **Active Users**: A visual representation of the number of active users.
🚶 **User Gain and Lost**: A view of user churn rates.
🎂 **Total Users by Age**: Understanding the age distribution of users.
🎡 **City Performance**: Insights into sales performance across different cities.

Column Names and Descriptions:

1. f_id: Food item unique identifier.

2. item: Name of the food item.
3. veg_or_non_veg: Indicates if the item is vegetarian or non-vegetarian.
4. menu_id: Unique identifier for each menu item.
5. r_id: Restaurant identifier associated with the menu item.
6. cuisine: Type of cuisine offered by the menu item.
7. price: Price of the menu item.
8. order_date: Date when the order was placed.
9. sales_qty: Quantity of items sold in the order.
10. sales_amount: Total amount of sales generated.
11. currency: Currency used for the transaction.
12. user_id: Identifier of the user who placed the order.
13. id: Unique identifier for each restaurant.
14. name: Name of the restaurant.
15. Country: Country where the restaurant is located.
16. city: City where the restaurant is situated.
17. rating: Average rating of the restaurant.
18. rating_count: Number of ratings received by the restaurant.
19. cuisine: Type of cuisine offered by the restaurant.
20. address: Physical address of the restaurant.
21. name: Name of the user.
22. Age: Age of the user.
23. Gender: Gender of the user.
24. Marital Status: Marital status of the user.

25. Occupation: Profession or occupation of the user.

Key Insights:

I processed the data and removed the NAN values from the sentiment column and removed the incorrect values in the Category column and NAN from the Rating column.

1. Zomato serves in 150,281 locations and collaborates with 77,929 restaurants, handling 150,281 orders.

2. Food data includes unique IDs, item names, and vegetarian/non-vegetarian indications.

3. Menu data comprises IDs, restaurant links, cuisine types, and item prices.

4. Orders detail dates, quantities, sales amounts, currencies, and user and restaurant IDs.

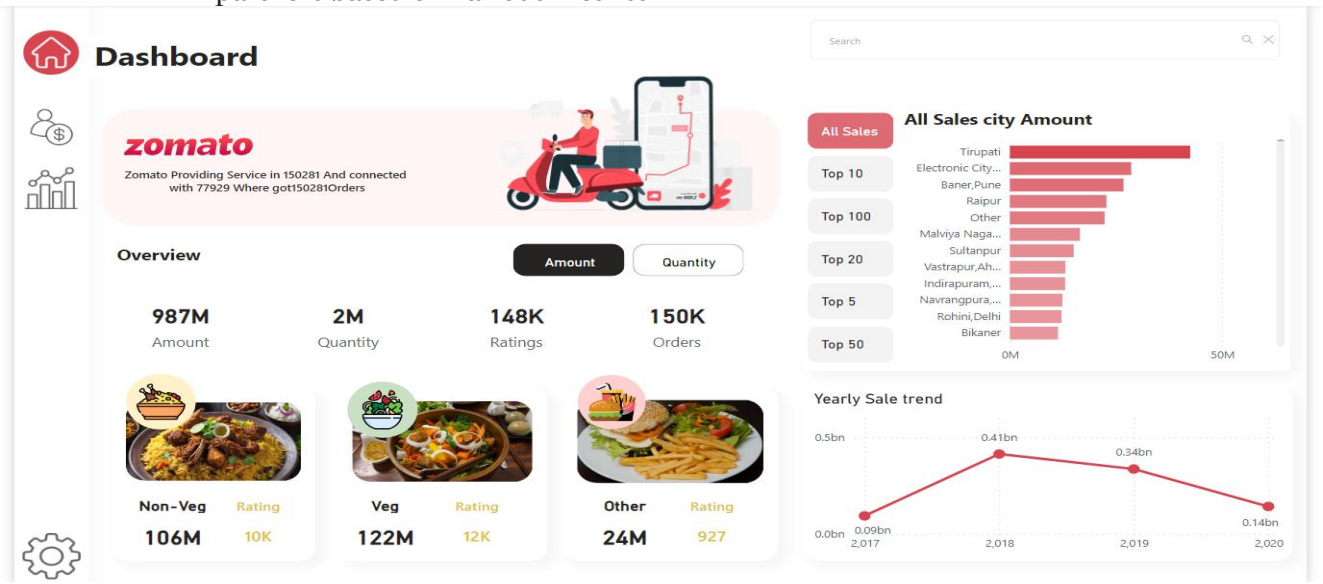
5. Restaurant information encompasses IDs, names, locations, ratings, cuisine types, and addresses.

6. User data contains IDs, names, ages, genders, marital statuses, and occupations.

1. Overview Dashboard:

- **Key Metrics:** Display high-level metrics such as total orders, revenue, average rating, and top cuisines
- **Trends:** Show trends over time for orders, revenue, and ratings to identify patterns and seasonality
- **Geographical Distribution:** Use maps or charts to visualize the distribution of restaurants and orders across different regions

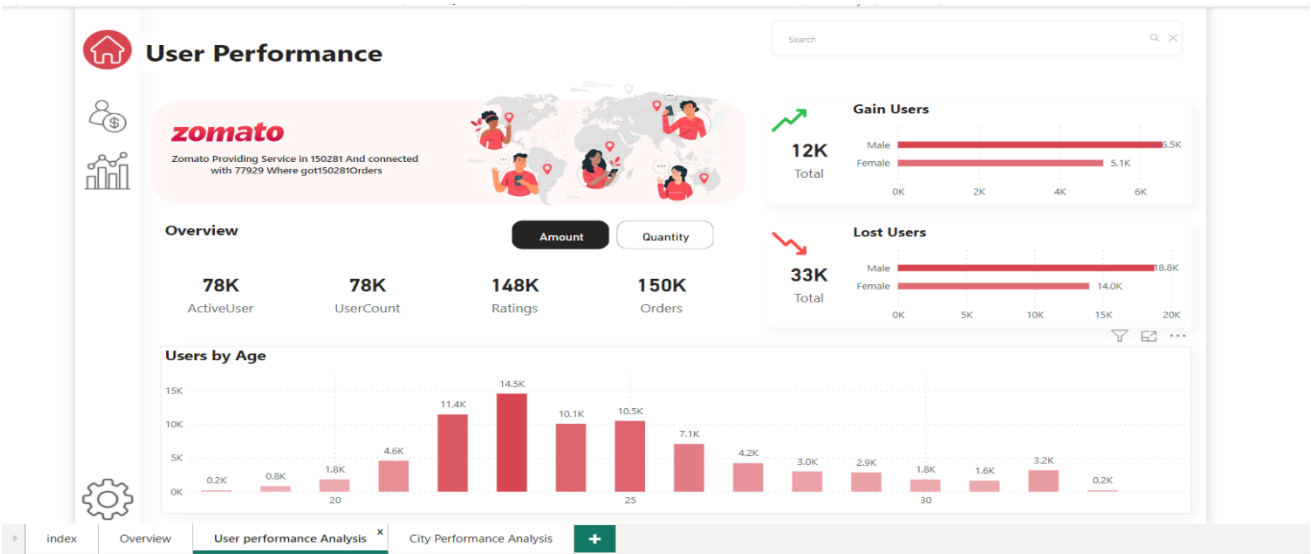
- **Top Performers:** Highlight top-performing restaurants, cuisines, and delivery partners based on various metrics



2. User Performance Dashboard:

· **User Segmentation:** Segment users based on factors such as frequency of orders, average order value, and ratings

· **User Retention:** Analyze user retention rates, churn rates, and engagement metrics to understand user behavior and loyalty



3. City Performance Dashboard:

- **City Comparison:** Compare performance metrics such as orders, revenue, and ratings across different cities or regions
- **Top Restaurants:** Identify top-rated and most popular restaurants in each city based on user ratings and order volumes