



ZOMATO

Food Delivery Dashboard



Filter Panel

Date

All

Foods

All

payment method

All

member Type

All

Restaurant Type

All

NEXT

Quantity Sold

15.10K

Total Transactions

2.75K

Avg Qty per Order

5.50

Success Rate (%)

94.25

Cancellation Rate (%)

5.75

Quantity Sold By Month

Feb

4376

Mar

4264

Jan

3404

Apr

3059

Month Wise Total Transactions

Feb

792

Mar

765

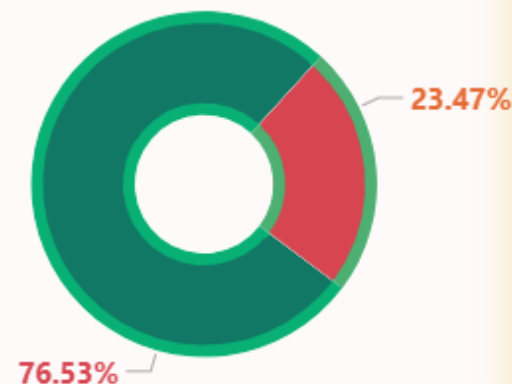
Jan

626

Apr

563

Veg vs Non-Veg Share



Jan 2023

Feb 2023

Mar 2023

Apr 2023

Payment Method

Total Transactions
2746

UPI
1719

COD
750

Card
277

Total Quantity by Food

Samosa
Butter Chicken
Chole Bhature
Masala Dosa
Gulab Jamun
Tandoori Chicken
Pav Bhaji
Dal Tadka
Biryani
Ras Malai
Lassi
Pani Puri
Dhokla
Vada Pav
Aloo Paratha
Rajma
Malai Kofta
Kheer
Palak Paneer
Rogan Josh
Bhindi Masala
Kofta Curry
Paneer Tikka

1310

710

665

616

495

460

444

422

233

181

Transactions by Member Types

1714

1032

Gold

Regular

Member Type



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Filter Panel

Quarter, Month, D...

All

Food_Type

All

payment_method

All

member_Type

All

Resturant_Type

All

NEXT

Quantity Sold

15.10K

Total Transactions

2.75K

Delivered Orders

3K

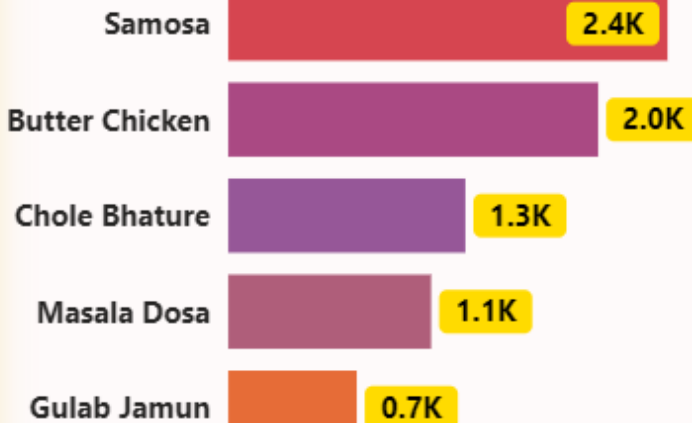
Not Delivered

158

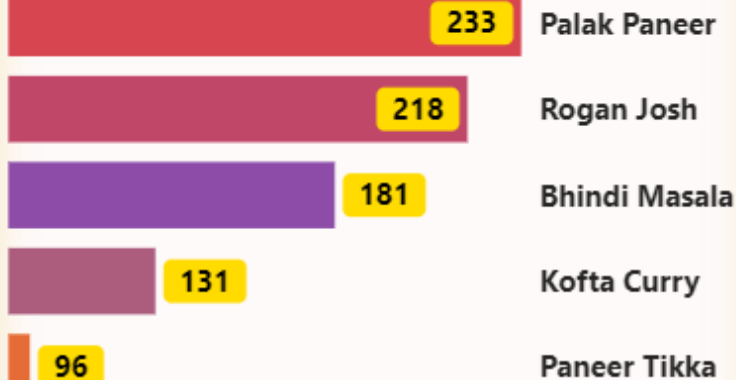
Success Rate (%)

94.25

Top 5 Foods



Bottom 5 Foods



Select all

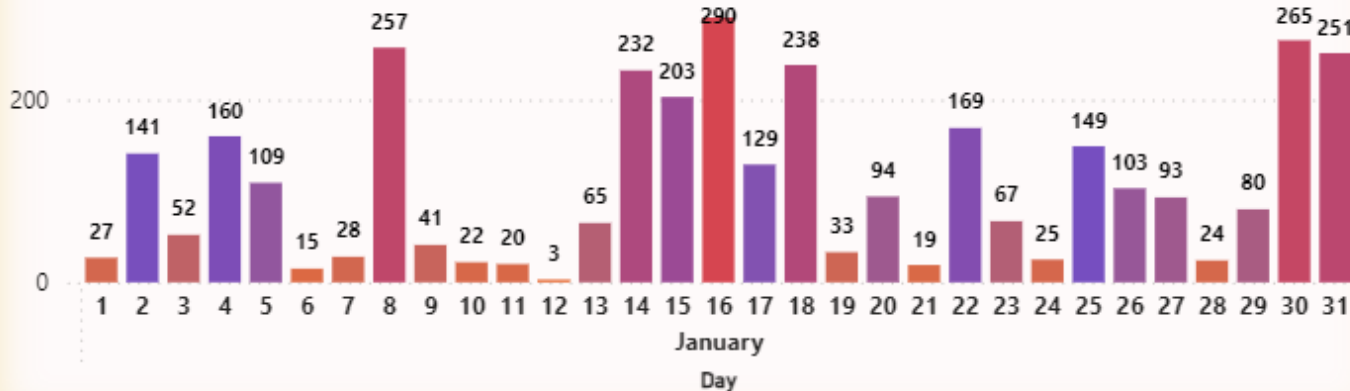
Jan

Feb

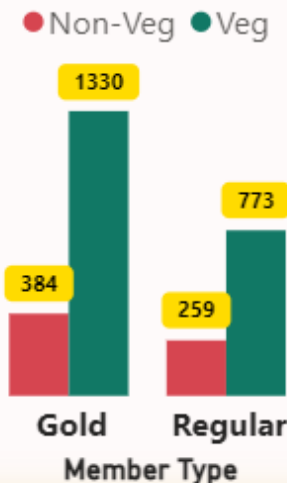
Mar

Apr

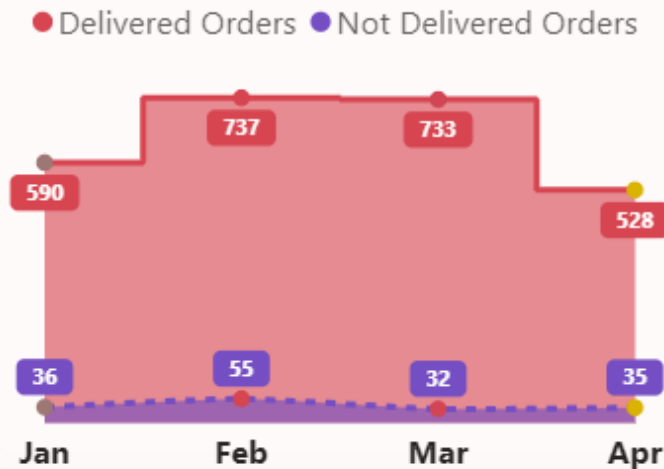
Total Quantity by Month



Veg vs. Non-Veg share



Orders Delivered & Not Delivered



Narrative Overview

Overall Performance:

- **15.1K items** sold across **2.75K transactions**
- **94.25%** delivery success rate
- **5.75%** cancellations



Category Split:

- **Veg: ~76.53%** share — led by **Samosa (2,427)** and **Chole Bhature (1,921)**
- **Non-Veg: ~23.47%** share — concentrated in **Butter Chicken (2,044)**, **Mutton Biryani (1,310)**, **Tandoori Chicken (1,121)**

Member Type:

- **Gold Members:** 1,714 transactions (**62%**)
- **Regular Members:** 1,032 transactions (**38%**)

Payment Methods:

- **UPI:** 1,719 transactions (**62.6%**)
- **COD:** 750 transactions (**27.3%**)
- **Card:** 277 transactions (**10.1%**)

Monthly Trend:

- **Jan:** 546 transactions (**19.8%**)
- **Feb:** 719 (**26.1%**)
- **Mar:** 758 (**27.5%**) — peak month
- **Apr:** 727 (**26.5%**)

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Full Detailed Narrative

Overview

From January to April, 15,100 items were sold across 2,750 transactions, with a 94.25% delivery success rate and 5.75% cancellations. March saw the highest transactions, followed by February and April, with January the lowest.

Category Performance – Veg vs Non-Veg

Veg dishes lead with ~75.5% share, driven by Samosa (2,427) and Chole Bhature (1,921), plus Pav Bhaji, Dal Tadka, Rajma, and other staples. Non-Veg holds ~24.5%, concentrated in Butter Chicken (2,044), Mutton Biryani (1,310), and Tandoori Chicken (1,121).

Top & Bottom Items

Top 5: Samosa (2.4K), Butter Chicken (2.0K), Chole Bhature (1.3K), Masala Dosa (1.1K), Gulab Jamun (0.7K). Bottom 5: Paneer Tikka (96), Kofta Curry (131), Bhindi Masala (181), Rogan Josh (218), Palak Paneer (233).

Member Type Analysis

Gold members: 1,714 transactions (62.3%). Regular members: 1,032 transactions (37.7%). Gold prefers Non-Veg; Regular leans Veg.

Payment Method Mix

UPI: 1,719 (62.6%), COD: 779 (28.3%), Card: 277 (10.1%). Digital payments form nearly three-quarters of all orders.

Month-wise Transactions

Jan: 546 (19.8%), Feb: 719 (26.1%), Mar: 758 (27.5%), Apr: 727 (26.5%).

Operational Insights

Delivery performance is strong; not-delivered orders remain low. Regular members have slightly higher cancellations.

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Recommendations

- **Protect and promote top sellers** like Samosa, Butter Chicken, and Chole Bhature with prime menu placement, combo deals, and seasonal campaigns.
- **Revive low performers** (Paneer Tikka, Kofta Curry, Bhindi Masala) through limited-time offers, bundling with popular items, or recipe tweaks.
- **Segmented marketing:** Push Non-Veg offers to Gold members and Veg-forward bundles to Regular members to match preferences.
- **Digital payment adoption:** Incentivise COD users to switch to UPI or Card with small discounts or loyalty points.
- **Menu innovation:** Introduce 1–2 new items each quarter to test customer response and keep the menu fresh.
- **Customer retention:** Offer loyalty rewards for repeat orders, especially targeting Regular members to increase frequency.
- **Operational focus:** Monitor delivery times and cancellation reasons weekly; address recurring issues proactively.
- **Upselling opportunities:** Suggest add-ons like beverages or desserts during checkout to lift average order value.