

# Zomato Sales & User Analytics Dashboard (Power BI)

An interactive Power BI dashboard designed to analyze **Zomato's business performance**, including sales trends, city-wise performance, product categories, and user engagement metrics across India.

## Project Highlights

- **Tool Used:** Power BI
- **File Format:** `.pbix` (Power BI Template)
- **Use Case:** Business Intelligence, Sales Analytics, User Behavior Analysis

## Key Business KPIs

Metric	Value
<b>Total Revenue</b>	₹987M
<b>Sales Value</b>	₹2M
<b>Order Count</b>	150K
<b>Rating Count</b>	148K
<b>Active Users</b>	78K

## City-Wise Sales Insights

- **Top Cities by Amount:**
  - Tirupati (\~₹42M)
  - Electronic City, Bangalore (\~₹30M)
  - Baner, Pune (\~₹27M)
  - Raipur (\~₹25M)

These cities account for approximately 50% of total sales.

- **Top Cities by Sale Value:**

- Electronic City leads with ₹400K+ in value.

- **Top Cities by Ratings & Active Users:**

- Bikaner leads both metrics, followed by Noida-1, Rohini, and BTM, Bangalore.
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## Sales Trend (2017–2020)

Year	Revenue	% Change
2017	₹0.09B	–
2018	₹0.41B	+356%
2019	₹0.34B	-17%
2020	₹0.14B	-58%

Sales dropped approximately 66% from the 2018 peak to 2020—potentially due to market or external factors such as the pandemic.

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## Sales by Food Category

Category	Sales	Ratings	% of Revenue
Veg	₹122M	12K	12.4%
Non-Veg	₹106M	10K	10.7%
Other	₹24M	927	2.4%

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## User Performance Summary

- **User Gained:** 12K (6.5K Male, 5.1K Female)
  - **User Lost:** 33K (19K Male, 14K Female)
  - **Net User Loss:** 21K (73% more users lost than gained)
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## User Demographics

- Peak engagement is observed in the age group 22–26, representing 46% of all users.
  - The most active age is 24 years old with 14.5K users.
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## Features & Interactivity

- Toggle between Amount and Quantity views

- Filter by Top N Cities (5/10/20/50/100)
  - City-level breakdown of:
    - Sales
    - Orders
    - Ratings
    - Gained / Lost Users
  - Charts: Bar, Line, Cards, Table Visuals
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## Insights & Recommendations

- Focus retention efforts on the age group 22–26, especially male users.
  - Expand marketing in high-growth cities like Raipur and Baner, Pune.
  - Address post-2018 sales decline through diversification and regional strategy.
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## Files Included

File Name	Description
<code>Zomato_Sales_Analysis.pbix</code>	Power BI template file
<code>Zomato_2.png</code>	Sales & KPI Dashboard Screenshot
<code>Zomato_3.png</code>	User Performance Screenshot
<code>Zomato_4.png</code>	Quantity & City-Wise Detail View

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