Zomato Sales Analysis Report

1. Project Overview

This project focuses on analyzing **Zomato sales and customer behavior data** using **Microsoft Excel**.
The goal was to create a **dynamic and interactive dashboard** that provides insights into:

- Customer preferences (cuisines & payment methods)
- Restaurant performance
- Order trends and ratings
- Revenue distribution

The dashboard leverages **Pivot Tables, Pivot Charts, and Slicers** to allow easy filtering and exploration of data.

2. Data Description

The dataset consists of **10,000 order records** with the following key attributes:

- **Order_ID** – Unique order identifier

- **Cuisine** – Type of cuisine ordered
- **Restaurant_Name** – Partner restaurant details
- **Order_Amount** – Total bill value
- **Payment_Method** – Cash, UPI, Debit Card, Credit Card, Net Banking
- **Rating** – Customer feedback rating (1–5)
- **Is_Discount_Applied** – Discount flag

3. Dashboard Components

The interactive dashboard includes:

1. **Slicers for Filters**
    - Cuisine type
    - Payment method
    - Restaurant name
2. **Key Visualizations**
    - **Cuisine-wise Average Order Amount** (Bar Chart)
    - **Cuisine-wise Order Count** (Bar Chart)
    - **Top 10 Restaurants by Revenue** (Bar Chart)
    - **Customer Ratings Distribution** (Pie Chart)
    - **Payment Method Contribution** (Pie Chart)

3. **Dynamic Interactivity**
    - Users can filter by payment mode, cuisine, or restaurant to dynamically update all charts.
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4. Key Insights

1. **Cuisine Preferences**
    - Indian, Italian, and American cuisines dominate in terms of order volume.
    - Italian cuisine shows the **highest average order value**, suggesting premium positioning.
2. **Top Restaurants**
    - A handful of restaurants (e.g., *Davies-Morgan, Johnson-Torres*) generate the highest revenue.
    - The revenue distribution suggests strong loyalty toward top brands.
3. **Ratings Analysis**
    - Ratings are fairly balanced across categories (1–5).
    - Indicates room for improvement in customer satisfaction, especially around delivery and food quality.
4. **Payment Methods**
    - Digital transactions dominate, with UPI, Debit Cards, and Credit Cards accounting for the majority of payments.
    - Cash transactions are relatively low, showing a shift toward **digital-first customers**.

5. Business Recommendations

1. **Cuisine Strategy**
    - Focus marketing campaigns on Indian and Italian cuisines since they are both popular and revenue-generating.
    - Introduce combo offers on lower-performing cuisines like Japanese and Mexican to boost orders.
2. **Restaurant Partnerships**
    - Strengthen collaboration with top-performing restaurants for exclusive deals.
    - Provide support to mid-tier restaurants to improve sales.
3. **Customer Experience**
    - Analyze low-rated orders to identify common complaints (delivery time, food quality, packaging).
    - Implement targeted improvements to increase **average rating**.
4. **Payment Promotions**
    - Launch **cashback offers** on digital payments (UPI, Credit/Debit cards) to further strengthen cashless adoption.
    - Small incentives for Net Banking and Wallet usage could diversify payment preferences.

6. Tools & Techniques Used

- **Microsoft Excel**
    - Data Cleaning & Preparation

    - Pivot Tables for Aggregation
    - Pivot Charts for Visualization
    - Slicers & Timelines for Interactivity
- **Dashboard Design Principles**
    - Minimalistic layout for clarity
    - Interactive filters for dynamic insights
    - Professional formatting (labels, titles, legends)

7. Conclusion

The **Zomato Sales Dashboard** provides a **360-degree view** of business performance.
It enables stakeholders to:

- Monitor customer preferences
- Track restaurant contributions
- Analyze revenue streams
- Enhance decision-making with data-driven insights

This project demonstrates how **Excel can be used effectively as a Business Intelligence (BI) tool** to turn raw data into actionable insights.