Zomato Sales analysis

Problem Statement:

The Zomato sales analysis project aims to gain comprehensive insights into the platform's performance across various dimensions. The primary focus is on understanding the dynamics of orders, user engagement, and menu popularity. The objective is to establish meaningful relationships between datasets containing information on orders, users, and menu items. Through the utilization of SQL queries and Power BI data modeling, the project aims to uncover trends in sales, user behavior, and menu preferences. The analysis will delve into factors such as peak order times, popular menu items, and regional sales variations. The ultimate goal is to generate actionable insights for stakeholders, enabling informed decision-making to enhance Zomato's operational efficiency and customer satisfaction.

Resources:

Database:
https://www.kaggle.com/datasets/anas123siddiqui/zomato-database
Tools: PowerBI,MySQLworkbench

Concepts:

1.Data Modeling
2.Cardinality
3.JOINS
4.Aggerations
5.Filtering

Solution:

The solution involves a systematic approach to Zomato sales analysis, leveraging SQL queries and Power BI data modeling. First, we'll design and execute SQL queries to extract relevant data from the orders, users, and menu datasets, establishing essential relationships between them. Using Power BI, we'll import the queried data, define relationships, and create an entity-relationship diagram for a comprehensive view. Through Power BI's intuitive interface, we'll develop interactive visualizations, including sales trends, user behavior insights, and menu popularity charts. By iteratively refining the analysis, we aim to provide stakeholders with a robust dashboard that offers actionable insights, such as peak order times, popular menu items, and regional sales variations. This integrated approach ensures a holistic understanding of Zomato sales, empowering decision-makers to optimize operations and enhance customer satisfaction.