Zomato Sales Performance Analysis

This was my Final Project for the TripleTen Business Intelligence Analytics Program.
It was an independent project designed to showcase what I have learned throughout the TripleTen Program.
The purpose was to complete the Zomato onboarding project to showcase analytical skills to the mock company.

First Dashboard

- Interactive Tableau Dashboard Overview

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Section Title	Description
Description	Describes the final product's purpose, software, format, and included visuals.
Process	Describes the project process, including tools and techniques used.
Data	Describes the data source, including files, tables, and fields.
Assumptions	Describes assumptions made during the project and about the data.
Findings	Summarizes insights and key business recommendations from the analysis.

Description

This was a **Sales Performance Analysis** focused on understanding regional sales trends, seasonal patterns, and customer spending behavior for Zomato.

- Built in Tableau with an interactive dashboard design.
- Visuals include KPI Cards, Regional Sales Maps, Seasonal Trend Lines, Bar Charts, and Customer Behavior Analysis.
- The dashboard was created to assist Zomato's business leadership and regional managers in strategic decision-making.

Process

- Reviewed the problem statement and project requirements in detail.
- Selected Tableau as the primary visualization tool and created an initial decomposition plan.

- Cleaned and prepared data using SQL for aggregation and joins.
- Built multiple interactive visualizations in Tableau, applying dynamic filters and drilldowns.
- Delivered a final report highlighting actionable business insights and recommendations.

Data

TripleTen provided archived Excel files from the mock company Zomato. Two main datasets were used for this analysis:

- **Orders:** Includes all restaurant orders made between October 4, 2017, and June 26, 2020, along with order value and location data.
- **Restaurant:** Contains restaurant information related to the orders dataset.

Additional created tables:

- **Calendar Table:** Built to enable time-series and seasonal trend analysis.
- **Aggregated Measures:** Calculated fields and KPIs used directly in Tableau for dynamic visualizations.

Assumptions

- The provided datasets are accurate, complete, and ready for analytical use.
- Minimal missing or incorrect values that would not significantly skew analysis.
- Regional classifications and order timestamps reflect real-world business operations.
- Seasonal trends are assumed to reflect real purchasing behaviors without significant external disruptions.
- Sales and customer behavior insights are generalized across regions unless otherwise noted.

Findings

- **Regional Performance:** Sales are concentrated in large urban areas, with some regions significantly outperforming others.
- **Seasonal Trends:** There are visible sales peaks during specific months, indicating opportunities for seasonal marketing campaigns.
- **Customer Behavior:** Repeat customers tend to spend more over time compared to first-time buyers, highlighting the value of customer retention strategies.

- **Revenue Drivers:** Certain cuisines and regions contribute disproportionately to total revenue, suggesting focused investment opportunities.
- **Strategic Recommendations:** Invest in high-performing regions, incentivize loyalty programs for returning customers, and capitalize on peak seasons with targeted promotions.