Zomato Sales Performance Analysis

This project analyzes Zomato's restaurant sales to uncover regional sales opportunities, identify seasonal patterns, and support data-driven strategic planning.

Introduction

Overview:

This project is a sales performance analysis designed to extract insights from Zomato's restaurant sales across different countries, seasons, and customer behaviors. Developed as part of the Tripleten Business Intelligence Analyst program, it demonstrates expertise in SQL, Excel, Tableau, and business dashboard reporting.

Target audience: Business Leadership, Regional Sales Managers at Zomato.

Date range: 2025-03-16 to 2025-03-30

Interactive Dashboard: View Tableau Dashboard Here

Dashboard Details

The interactive dashboard contains several components for sales performance analysis:

- **KPI Cards** summarizing total revenue, average order value, number of orders, and number of customers.
- **Regional Sales Performance** segmented by country and major cities.
- **Seasonal Sales Trends** visualized by month and year, showing sales fluctuations over time.
- **Customer Spending Behavior** analyzing average order value and customer frequency.
- **Filters** enabling drilldowns by country, cuisine type, and order year.

Dashboard Analysis

- **Regional Performance:** India leads in total revenue, followed by major markets like UAE and South Africa. Within India, cities like New Delhi and Mumbai are key drivers of sales volume.

- **Seasonal Trends:** Sales peak during December and January, indicating strong seasonal opportunities.
- **Customer Behavior:** Average order value is highest in specific regions and among certain cuisine types, suggesting high-margin segments.
- **Order Growth:** Repeat customers display higher average revenue compared to first-time buyers, highlighting the importance of customer retention.

Actionable Recommendations

Based on the findings:

- **Seasonal Promotions:** Launch targeted marketing campaigns around December-January to capitalize on peak sales periods.
- **Market Expansion:** Focus growth strategies on top-performing cities and regions such as New Delhi and Dubai.
- **Customer Loyalty Programs:** Implement initiatives to reward repeat customers and increase lifetime value.
- **Performance Monitoring:** Analyze low-performing cities for operational inefficiencies or competitive challenges.

Additional Information

- Data was sourced from Zomato's **Orders** and **Restaurants** datasets.
- Tableau was used to build a dynamic, interactive dashboard.
- The analysis centers on three strategic pillars: **regional sales performance**, **seasonal patterns**, and **customer behavior trends**.