

Zomato Executive Sales Analysis



Introduction	Zomato Chart Analysis	Total Monthly Sales	Highest Revenue by city	Lowest Revenue by city	Monthly Sales by top 5 Cuisines
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Introduction

Zomato’s Sales Analysis

Business Objective: Analyze sales performance across different regions and identify key factors driving restaurant revenue.

Success Metrics

- Which regions generate the highest and lowest restaurant revenue?
- What seasonal trends impact restaurant sales revenue across different regions?
- What popular cuisines impact sales revenue the most?

Zomato Executive Sales Analysis

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Zomato Chart Analysis

Total Monthly Sales - This line chart tracks overall sales from January through December.

Highest Revenue by City - A bar chart contains the top 10 cities that produce the highest sales revenue.

Lowest Revenue by City - A bar chart that shows the cities that bring in the least revenue.

Monthly Sales by Top 5 Cuisines - This Highlight table contains monthly sales for popular cuisines. Starting with [dark orange] being the lowest monthly sales to [dark blue] being the highest monthly sales.

Top 5 Cuisines in Popular Cities - A Treemap showing Zamato's top 5 Cuisine sales revenue in top-performing cities.

Zomato Executive Sales Analysis

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Analysis

Total Monthly Sales

Highest Revenue by city

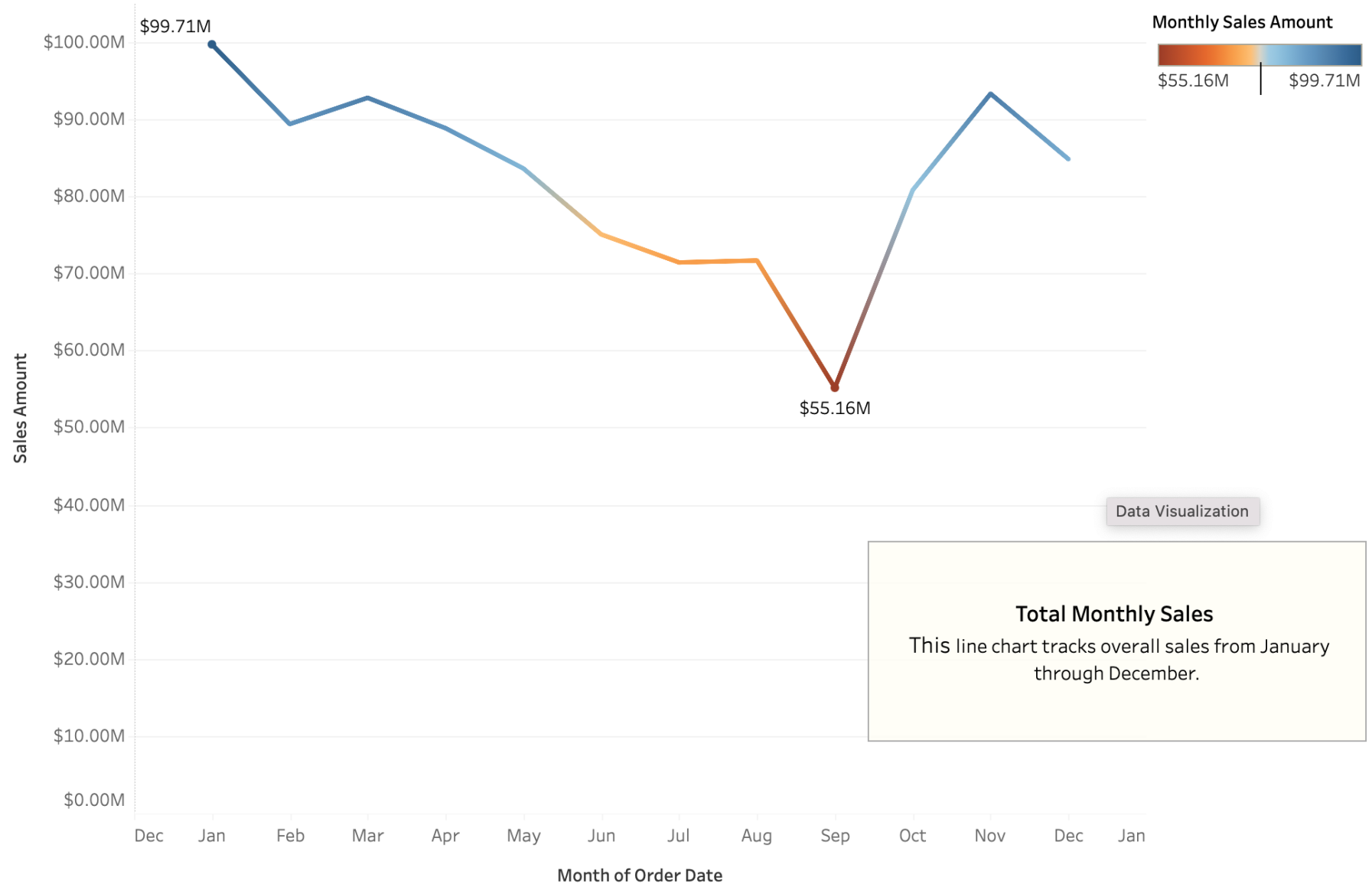
Lowest Revenue by city

Monthly Sales by top 5 Cuisines

Top 5 Cuisine by Top 5 Cities

Zomato Executive Dashboard

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Data Visualization

Zomato Executive Sales Analysis

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Introduction

Zomato Chart Analysis

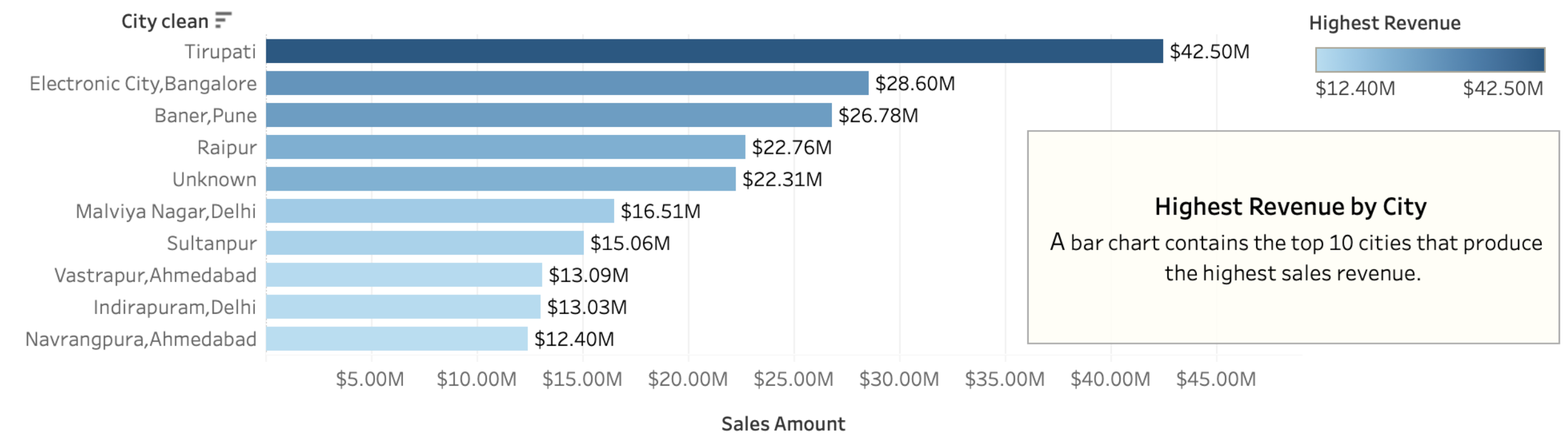
Total Monthly Sales

Highest Revenue by city

Lowest Revenue by city

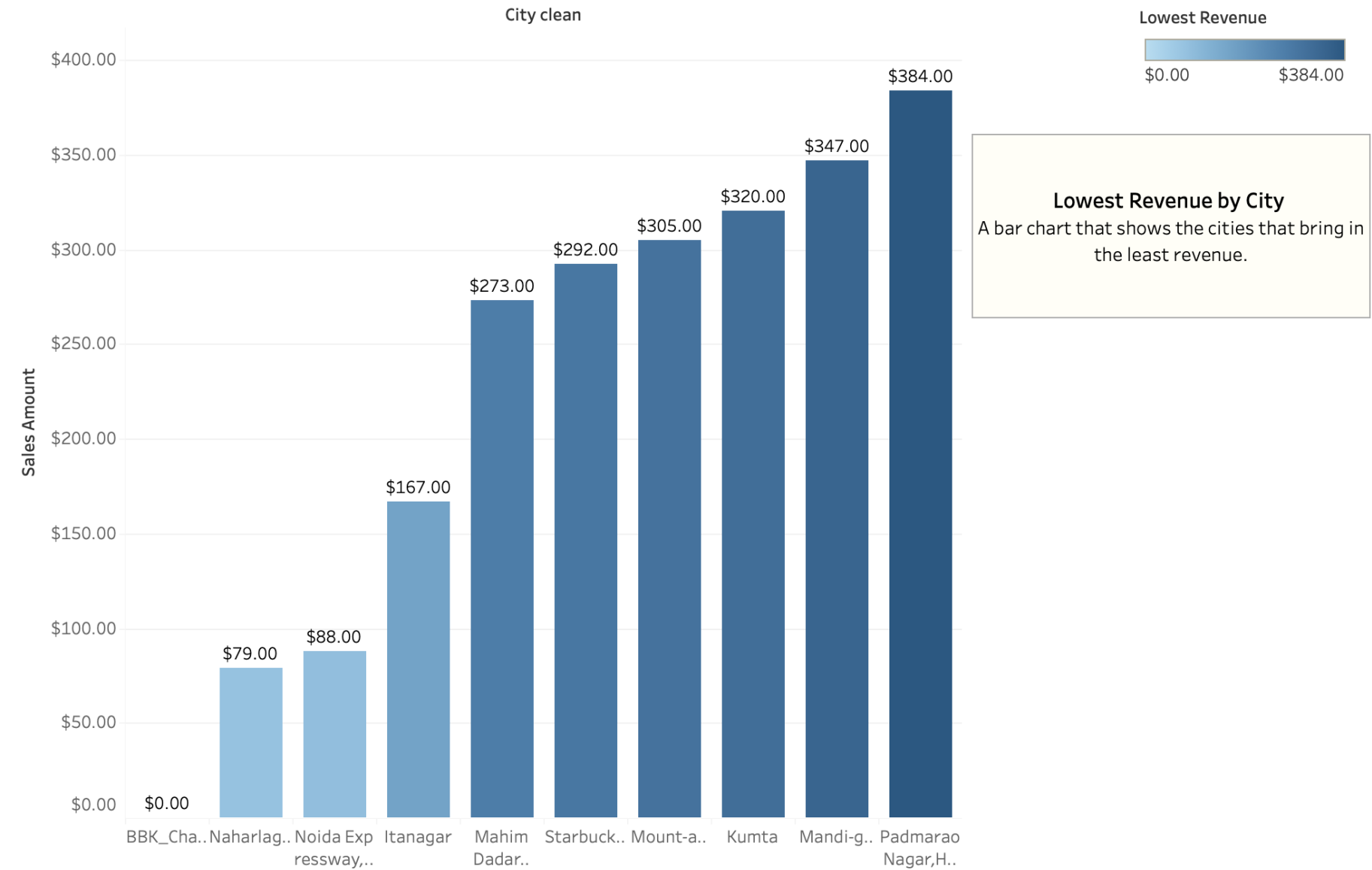
Monthly Sales by top 5 Cuisines

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Cuisine	Order Date												Monthly Sales by Cuisine	
	January	February	March	April	May	June	July	August	Septemb..	October	November	December		
North India..	\$3.21M	\$4.18M	\$4.61M	\$3.81M	\$5.03M	\$3.39M	\$3.76M	\$2.58M	\$2.10M	\$4.94M	\$4.18M	\$3.17M	\$1.04M	\$5.03M
Indian	\$4.07M	\$4.64M	\$3.87M	\$2.89M	\$3.79M	\$2.25M	\$3.39M	\$3.74M	\$2.50M	\$3.50M	\$3.42M	\$4.57M		
North Indian	\$3.80M	\$2.20M	\$2.79M	\$2.03M	\$2.57M	\$2.09M	\$2.27M	\$4.00M	\$2.83M	\$2.47M	\$4.53M	\$2.09M		
Chinese	\$1.73M	\$2.17M	\$2.61M	\$3.16M	\$1.88M	\$2.66M	\$1.90M	\$1.83M	\$1.88M	\$2.36M	\$1.95M	\$3.14M		
Indian,Chin..	\$3.02M	\$2.85M	\$2.05M	\$2.44M	\$2.05M	\$1.20M	\$2.24M	\$1.04M	\$1.64M	\$2.70M	\$2.25M	\$2.28M		

Monthly Sales by Top 5 Cuisines

This Highlight table contains monthly sales for popular cuisines. Starting with [dark orange] being the lowest monthly sales to [dark blue] being the highest monthly sales.

Zomato Executive Sales Analysis

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Highest Revenue by city

Lowest Revenue by city

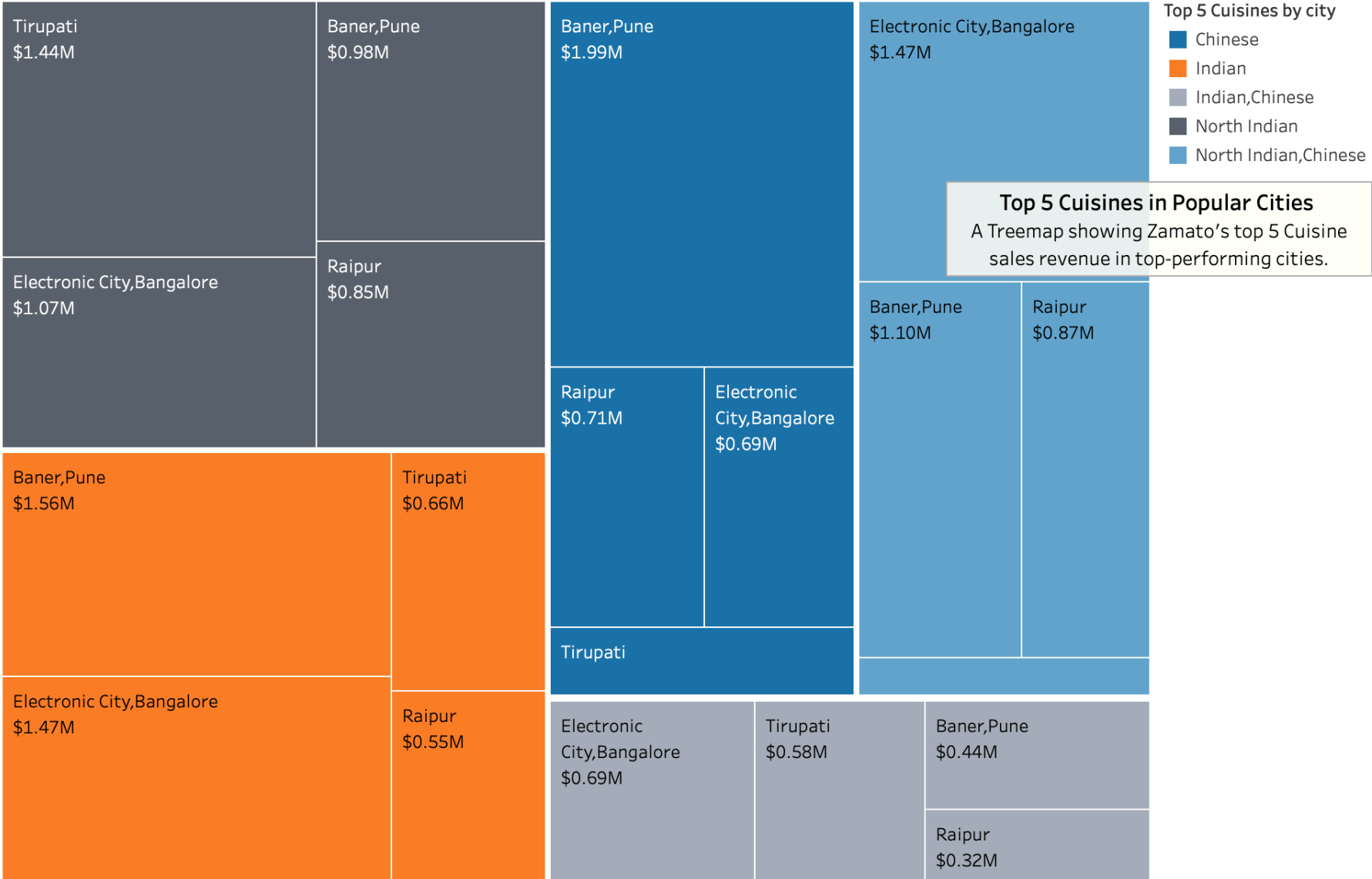
Monthly Sales by top 5 Cuisines

Top 5 Cuisine by Top 5 Cities

Zomato Executive Dashboard

Recommendations & Conclusions

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Zomato Executive Sales Analysis

<	Highest Revenue by city	Lowest Revenue by city	Monthly Sales by top 5 Cuisines	Top 5 Cuisine by Top 5 Cities	Zomato Executive Dashboard	Recommendations & Conclusions
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Data Visualization

Recommendations

Leverage Seasonality for Strategic Marketing Campaigns

- Since sales revenue fluctuates throughout the year due to seasonal trends, Zomato can increase revenue by launching targeted marketing campaigns aligned with peak seasons in each high-performing city. (**Seasonality**)

Expand Popular Cuisine Offerings in Low-Performing Cities

- Cities with low revenue tend to lack access to popular cuisines like North Indian and Chinese. Identifying these gaps will help diversify local food options and attract a broader customer base.

Copy Tirupati’s Revenue Model in Other Regions

- Tirupati’s strong performance is catered to its offering of North Indian cuisine. By analyzing what specific dishes, pricing strategies, and customer engagement methods are used there, Zomato can apply similar strategies in mid or low-performing cities to boost revenue performance.

Conclusion

Zomato’s sales data shows that season and food type play a big role in how much revenue different cities make. Cities like Tirupati do well because they offer popular food like North Indian cuisine, Chinese, etc. Cities with lower sales don’t have as much variety. Zomato can grow by adding more popular cuisines, running local promotions, and focusing on what customers want in each area. These steps can help boost sales, attract more customers, and improve business across all regions.