zomato

# Problem Statement

Zomato wants to understand how customer orders, sales, restaurant performance, and delivery efficiency vary across cities, categories, weekdays, and months.

The challenge is to identify key trends, peak demand days, customer behavior patterns, and revenue drivers to support strategic decisions, reduce delivery delays, and improve customer experience.

# Objective of the Project

The main objectives of this analysis were:
- To analyze overall Zomato sales & order performance
- To identify high-performing categories, restaurants, and cities
- To study customer behavior based on weekday trends & payment modes.
- To evaluate delivery performance & customer ratings
- To enable data-driven decision-making through an InteractivePower BI dashboard.

This project helps Zomato optimize:
- Delivery operations
- Restaurant partnerships
- Category-level promotions
- Customer satisfaction

# Dataset Description

The dataset contains 600 food delivery orders from Zomato (2024–2025).
It includes the following key columns:

Order ID
Order Date
City
Restaurant
Category
Sales
Rating
Quantity
Price
Delivery Time
Payment Mode

# Business  Analysis Questions

The dashboard helps answer the following business questions:
1. What is the total sales revenue and total number of orders?
2. What is the average delivery time and average customer rating?
3. Which food categories generate the most revenue?
4. On which day of the week do customers order the most?
5. Which payment modes are most preferred?
6. Which cities have the highest order volume?
7. How does restaurant-level performance vary by city?
8. What is the monthly trend of sales and orders?
9. Are there seasonal peaks or dips in customer ordering patterns?
10. How does delivery time compare across months or cities?
11. These insights help improve operational efficiency and customer experience.

# Tools Used

**Microsoft Excel**
1. Raw dataset creation
2. Data cleaning
3. Checking duplicates
4. Initial formatting and preparation

**Power BI**
1. Data Modelling
2. DAX Measures
3. Interactive Visualizations
4. Slicers (Year, Month, City)
5. KPI Cards
6. Trend Line + Bar Combination
7. Pie/Donut Charts
8. Professional Zomato-themed UI Design

**Power Query**
1. Data extraction
2. Data filtering & transformation
3. Data Type Check