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ZOMATO



VARAD NAIK



TOOLS USED

Excel

- Data cleaning, preparation, and aggregation.
- Quick analysis with pivot tables and charts

Power BI

- Interactive dashboards and data visualization.
- Advanced calculations using DAX for performance metrics.

GitHub

- Version control for scripts and project files.
- Collaboration and documentation.

Canva

- Designing professional reports and presentations.
- Creating visually appealing infographics.

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SALES PERFORMANCE OVERVIEW

- **Total sales amount and order quantity, with percentage growth compared to the previous period.**
- **Average order value (sales amount per order) and trends over time.**
- **Peak sales periods: hours and days with the highest revenue and order volume.**

OVERVIEW OF SALES

Dashboard

zomato

Zomato providing services in 822+ cities and connected with 77929+ customers and got 150281+ orders daily.



Overview

Amount

Quantity

987M

Sales

2M

Quantity

148K

Rating_Count

150K

Order_count

Default

Default City Amount

Top 10

Top 100

Top 20

Top 5

Top 50

Tirupati

Electronic City,...

Baner,Pune

Raipur

Others

Malviya Nagar,...

Sultanpur

Vastrapur,Ah...

Indirapuram,D...

Navrangpura,...

Rohini,Delhi

Bikaner

Tirupur

Sales Amount By Year



Non-Veg

106M

10K



Veg

122M

12K



Other

24M

927



OUR BEST
SELLING
CATEGORY

Order Now



Non-Veg

106M

10K

Rating_Count



Veg

122M

12K

Rating_Count



Other

24M

927

Rating_Count



USER PERFORMANCE OVERVIEW

- **Total Revenue Generated:** Total sales amount contributed by individual users.
- **Total Orders Placed:** The quantity of orders placed by each user.
- **Average Order Value (AOV):** Average revenue per order for each user

USER PERFORMANCE

User Performance

zomato

Zomato providing servises in 822+ cities and connected with 77929+ customers and got 150281+ orders daily.



Gained Customers

12K

Total

Male



Female



Lost Customers

33K

Total

Male



Female



Overview

Amount

Quantity

78K

Active Users

78K

Total Users

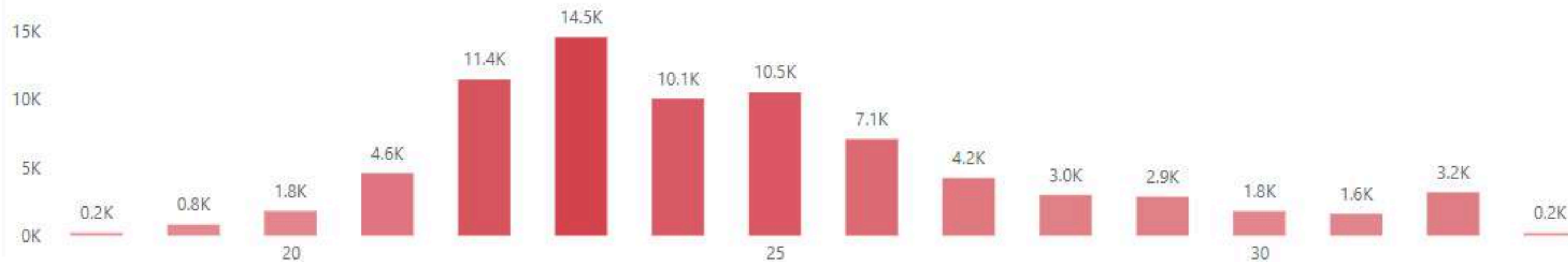
148K

Rating_Count

150K

Order_count

Users by Age





OUR TOTAL
USER **GAINED**
&
LOST COUNT

PERFORMANCE

User Performance

zomato

Zomato providing services in 822+ cities
and connected with 77929+ customers and
got 150281+ orders daily.



Gained Customers



12K

Total

Male

6.6K

Female

5.1K

Overview

Amount

Quantity

78K

Active Users

78K

Total Users

148K

Rating_Count

150K

Order_count



Lost Customers

33K

Total

Male

18.9K

Female

14.1K



CITY PERFORMANCE OVERVIEW

- **Total Revenue by City:** Total sales amount generated in each city.
- **Total Orders by City:** Number of orders placed in each city.
- **Top City in Orders:** The city with the highest order count across all users
- **City Growth Trends:** Year-over-year or month-over-month growth in revenue and orders for each city.

CITY ANALYSIS OVERVIEW

City Analysis

zomato



Overview

987M

Sales

2M

Quantity

148K

Rating_Count

150K

Order_count

Amount

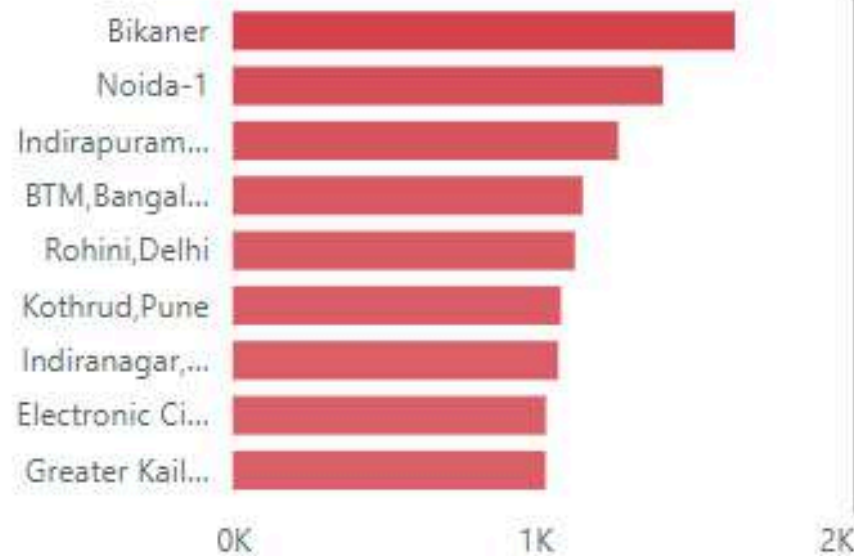
Quantity

City	Sales	Orders	GainCustomers	LostCustomers
Abids & Koti,Hyderabad	387914	104		95
Abohar	981299	68		17
Adajan,Surat	5342441	427		65
Adilabad	135898	50		50
Adityapur	2406269	448	26	230
Adoni	139330	37		5
Adyar,Chennai	1131741	421	113	99
Agartala	2879205	165	2	46
Agra	8118481	455		150
Ahmednagar	422894	94		
Airoli,Mumbai	292589	357		208
Aizawl	314360	30		
Ajmer	1191228	217		51
Akola	367660	100		00
Total	986565016	150281	11635	32798

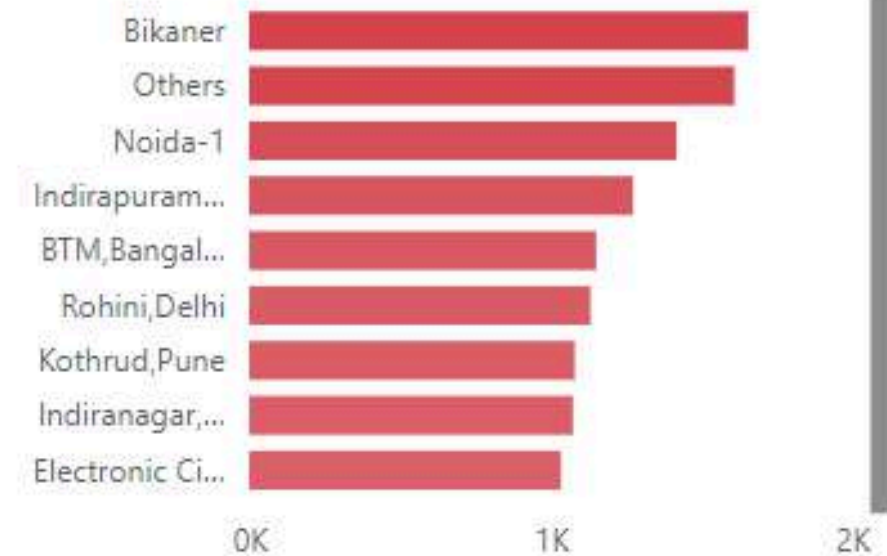
Sales by City



Rating_Count by City



Active Users by City



THANK YOU

