

# **Zomato Sales Analysis**

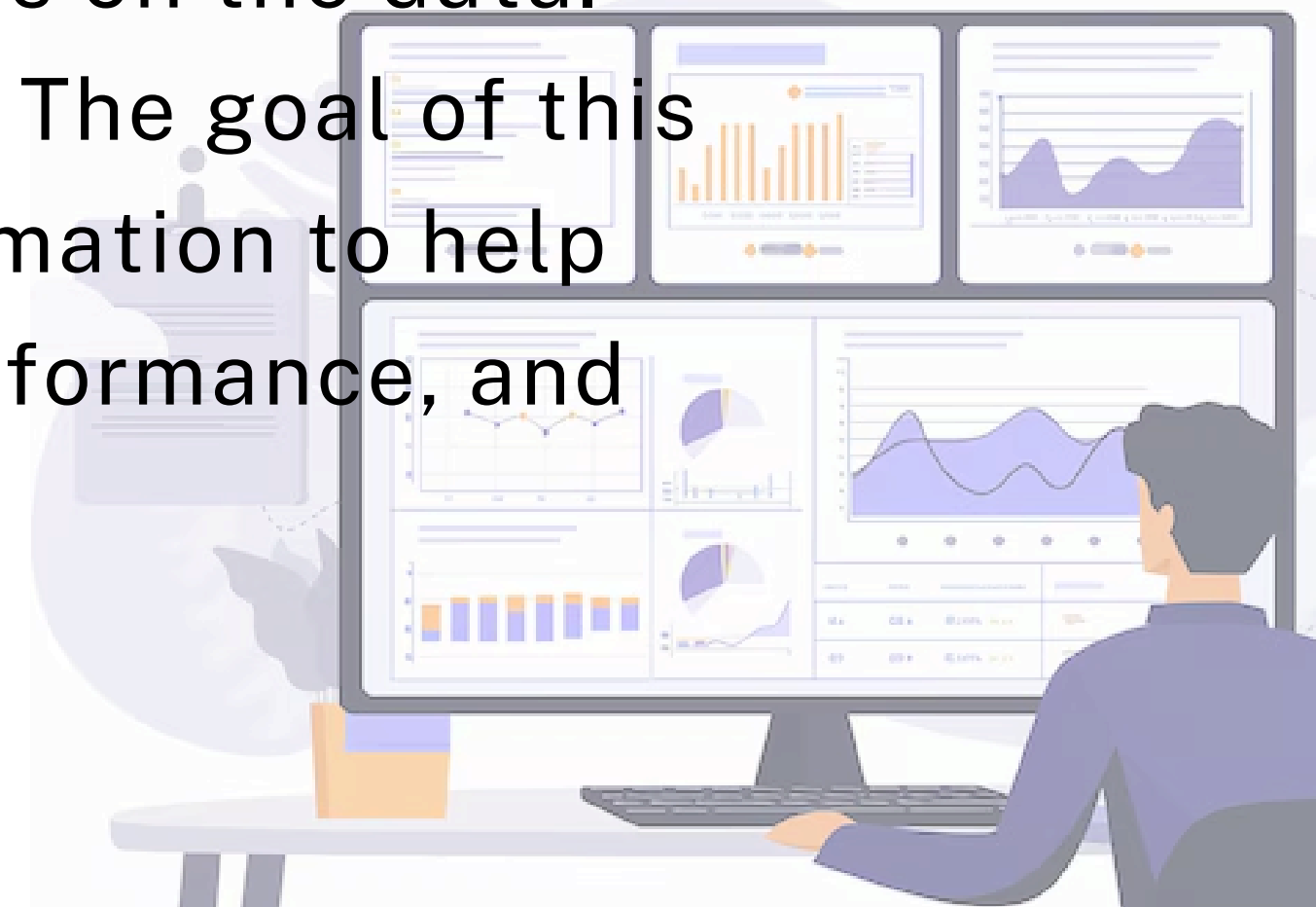
**SQL + PowerBi**

**Data Analyst Portfolio Project**

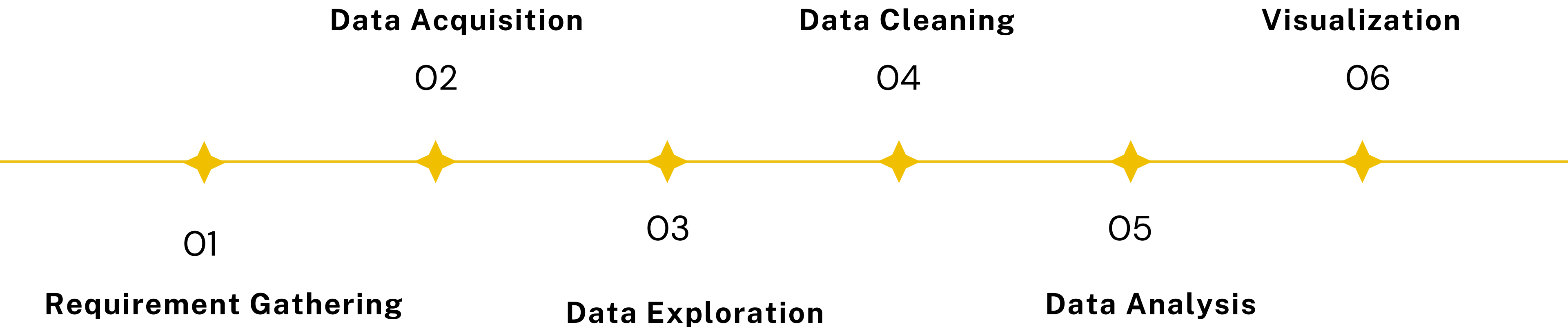
# Overview

## Zomato Sales Analysis

The Zomato Sales Analysis Project is a data analysis and visualization project aimed at analyzing and visualizing sales data from Zomato, a leading food delivery platform. This project utilizes SQL for data extraction, transformation, and performing queries on the data, and Power BI for creating interactive dashboards. The goal of this project is to provide insights and actionable information to help Zomato optimize its operations, improve sales performance, and enhance customer satisfaction.



# Phases of SQL Project



# Project Components



## Data Acquisition

Collect raw sales data like customer orders, product details, dates, and amounts. The data can come from databases, CSV files, or other sources.

## Data Transformation with SQL

Use SQL to clean and organize the data. This includes combining tables, summarizing data, fixing missing info, and adding new calculations.

## Data Analysis

Analyze the data using SQL to find useful insights, such as:

- Total orders,
- Sales Value by City.
- Sales and Orders Totals.
- Number of Users Grouped by Age.
- Total Rating count.

# Project Components



## Microsoft Excel Visualization

Power Bi is used to create interactive and informative visualizations that showcase the insights gained from the data analysis. The visualizations may include:

- Dashboards with key performance indicators (KPIs) for ratings, orders, amount etc.
- Bar charts for Top 5 cities by quantity.
- Column charts for users grouped by age ranges.
- Bar charts for sales value, rating count and active users by age group.

We need to analyze key indicators for our zomato sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics:

- **Total orders:** The count of the total users order.
- **Total ratings:** Average rating for the orders.
- **Total food choice:** Count the number of orders for each food category (Non-Veg, Veg, Other).
- **Total active users:** Total number of active users.
- **Customer Gain Analysis:** Number of male and female customers gained by year.

We would like to visualize various aspects of our zomato sales data to gain insights and understand key trends. We have identified the following requirements for creating charts:

- Top 5 cities by quantity
- Trend analysis of sales by year
- Percentage of customer gain analysis
- Top cities by sales.
- Total of sales and orders totals
- Active users by city, rating by city

# SQL QUERIES

## SQL and power Bi Project

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```
CREATE DATABASE Zomato_Sales;
```

```
select * from food;
select * from menu;
select * from orders_Type;
select * from restaurant;
select * from users;
select * from orders;
```

--Total Orders

```
SELECT count(order_date) AS Total_Orders
FROM orders;
```

--Rating Count

```
SELECT count(rating_count) AS Total_Ratings
FROM restaurant;
```

--Count of Activ User

```
SELECT COUNT(DISTINCT user_id) AS Active_User
FROM orders;
```



# SQL QUERIES

## SQL and Power Bi Project

```
--User by Age
SELECT * FROM users
ORDER BY Age;

--Total number of Non-Veg orders
SELECT count(Type) AS Total_NonVeg_Orders
FROM orders_Type
WHERE Type = 'Non-Veg';

--Total number of Veg orders
SELECT count(Type) AS Total_NonVeg_Orders
FROM orders_Type
WHERE Type = 'Veg';

--Sales value by city
SELECT r.city, SUM(o.sales_amount) AS total_sales
FROM restaurant r
JOIN orders o ON r.user_id = o.user_id
GROUP BY r.city;

--Active Users by City
SELECT r.city, COUNT(DISTINCT o.user_id) AS Active_User
FROM restaurant r
JOIN orders o ON r.user_id = o.user_id
GROUP BY r.city;
```

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--Rating count by city

```
= select city, COUNT(city) as rating_count  
from restaurant  
group by city;
```

--Top 5 cities by sales

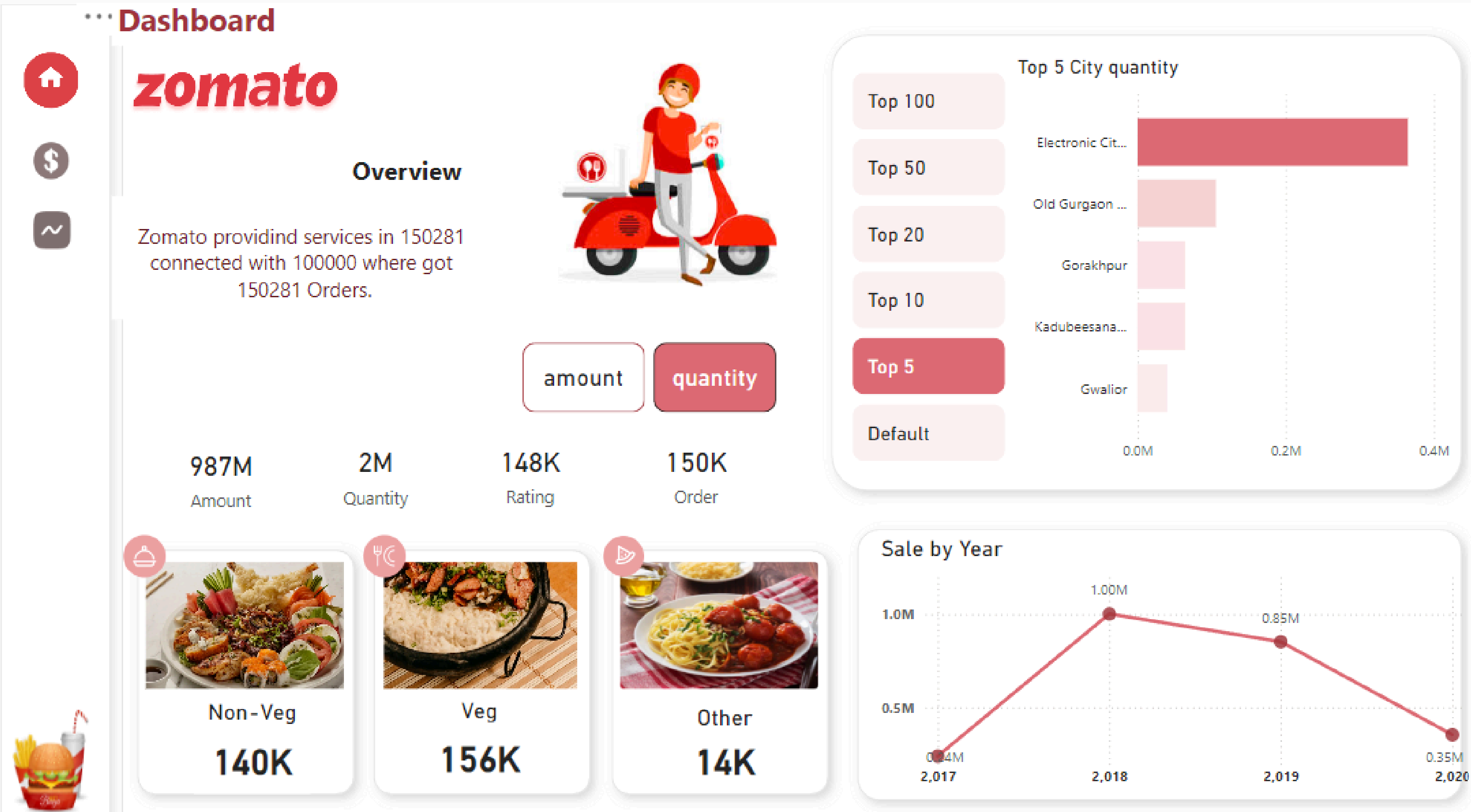
```
= SELECT TOP 5  
r.city, SUM(o.sales_amount) AS total_sales  
FROM orders o  
JOIN restaurant r ON r.user_id = o.user_id  
GROUP BY r.city  
ORDER BY total_sales DESC;
```

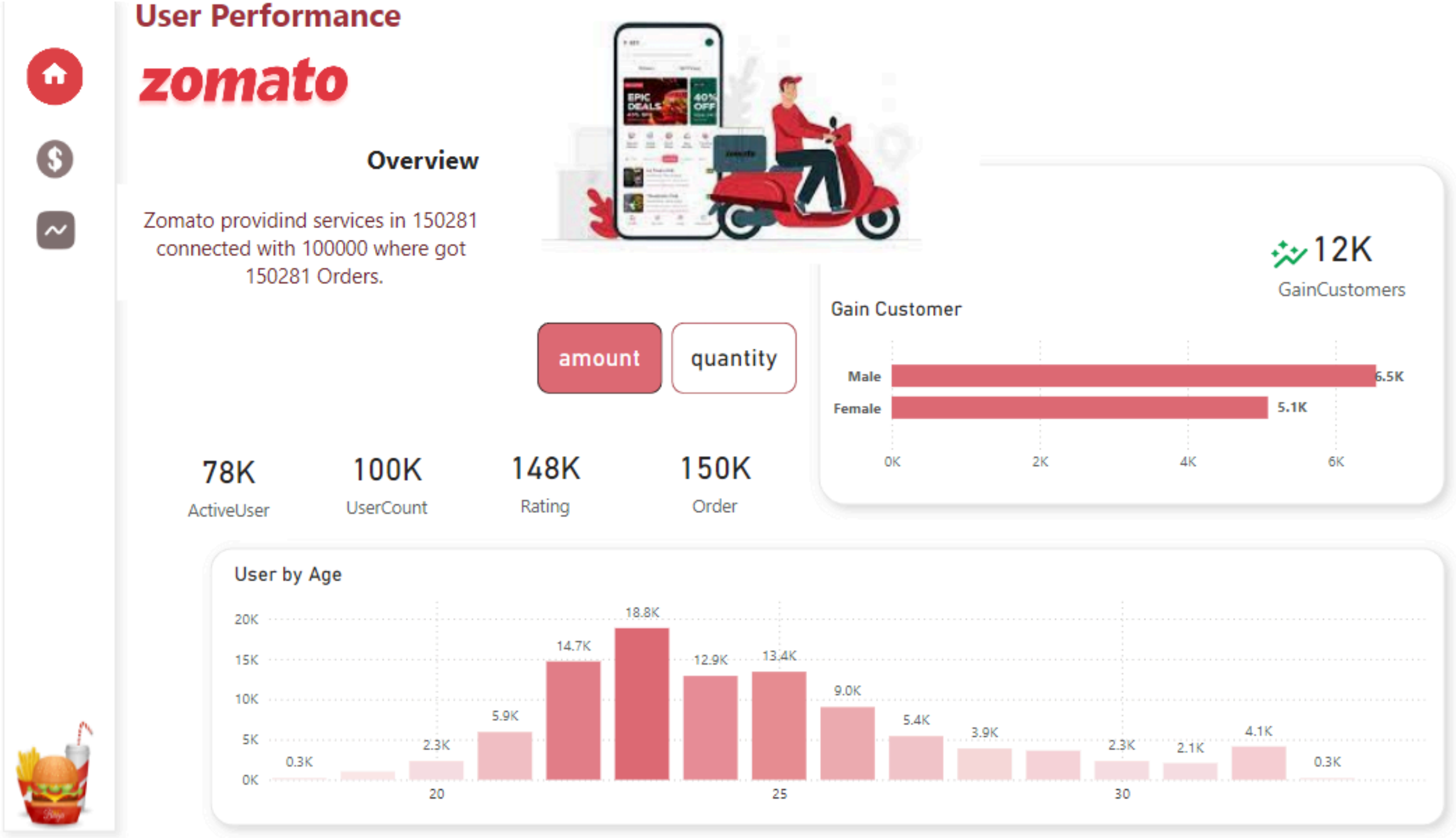
--Sales and Orders Totals

```
= SELECT COUNT(user_id) AS Total_Orders,  
SUM(sales_amount) AS Total_Sales  
FROM orders;
```

--Retrieve the number of users grouped by age

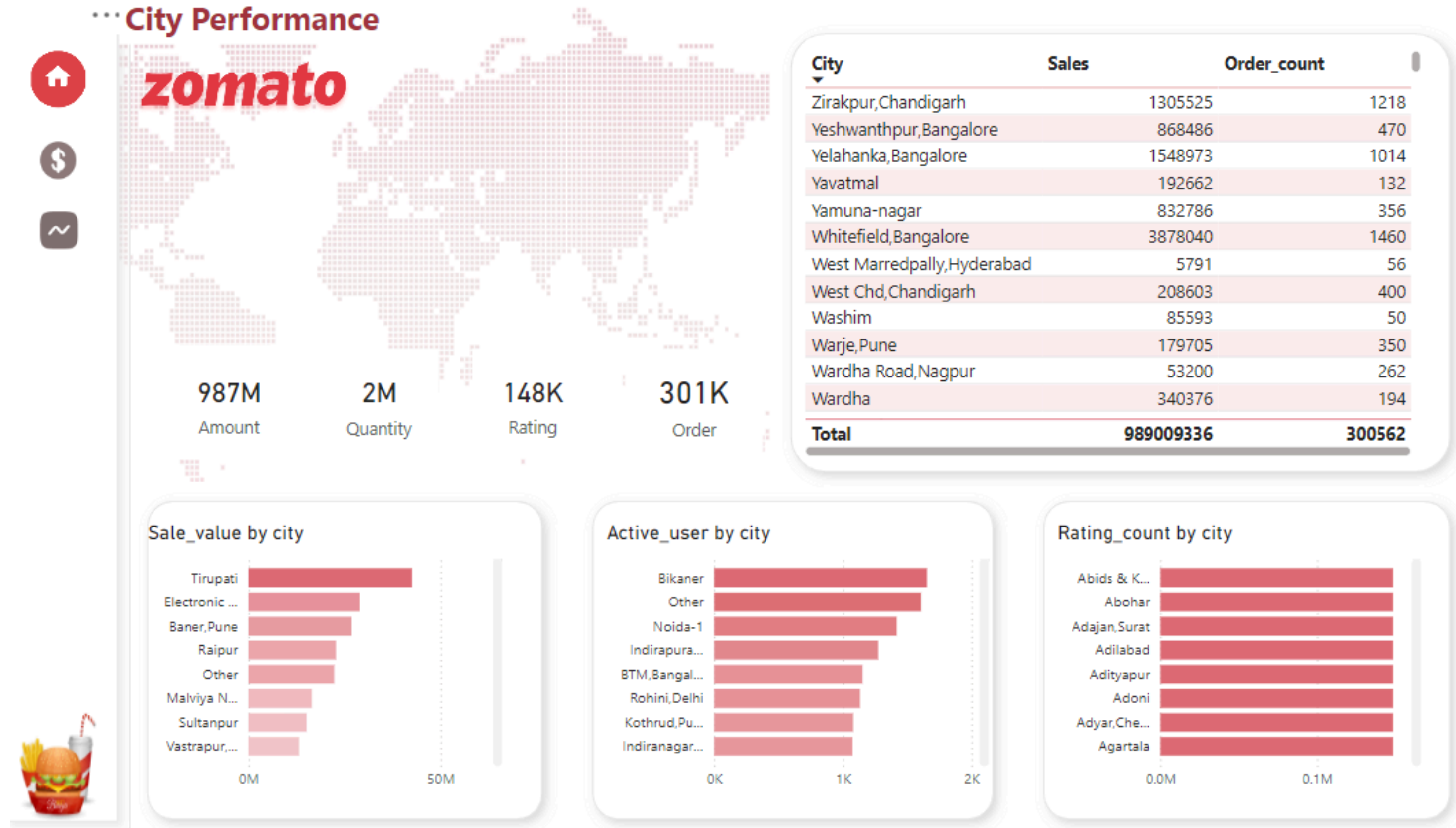
```
= SELECT Age, COUNT(user_id) AS User_count  
FROM users  
GROUP BY Age  
ORDER BY Age;
```





# Zomato Sales Analysis

# Power Bi Dashboard





# SQL and Power Bi Project

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Project By - Vedant Mahajan

# Thank You

