

Zomato Sales Data Analysis With Power BI

Overview

Insights

Dashboard

Future Scope



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Overview

Data Cleaning

The objective of this project is to analyze the Zomato Restaurants dataset to uncover valuable insights within the food delivery market. The aim is to comprehend the elements that influence a restaurant's success, encompassing factors such as customer ratings, reviews, and cuisine type. By delving into customer sentiments expressed in reviews, we seek to gain a deeper understanding of the popularity of various restaurant categories based on both total orders and the sentiment polarity of customer feedback. The overarching goal is to provide actionable recommendations for restaurant owners and managers to improve their establishment's performance and customer satisfaction (Review).

Overview of Dataset:



Food Item Categorization: Analyze food and veg/non-veg status.

Cuisine Variety: Explore menu cuisine diversity.

Sales Trends: Investigate order patterns over time.

Restaurant Distribution: Assess restaurant presence globally.

Demographic Analysis: Explore user age, gender, marital status.

Cuisine Popularity: Identify trending cuisines across regions.

Customer Satisfaction: Analyze reviews and ratings.

Geographic Insights: Visualize sales distribution across regions.

User Engagement: Measure user interaction frequency.



Data Cleaning

Menu Table

Source	✳
Navigation	✳
Promoted Headers	✳
Changed Type	
Merged Queries	✳
Expanded food	✳
Replaced Value	✳
Removed Columns	
Merged Queries1	✳
Expanded food1	✳
✕ Removed Duplicates	

Orders Table

Source	✳
Navigation	✳
Promoted Headers	✳
Changed Type	
Merged Queries	✳
Expanded restaurant	✳
Renamed Columns	
Unpivoted Columns	
Renamed Columns1	
Replaced Value	✳
✕ Replaced Value1	✳

Summary

1. **Renaming the Columns.**
2. **Replacing Values.**
3. **Changing the Datatype.**
4. **Dropping Duplicates.**
5. **Merging Queries.**
6. **Unpivoting Columns.**
7. **Cleaning Individual Column.**

Food Table

Source	✳
Navigation	✳
Changed Type	
Promoted Headers	✳
Changed Type1	
Removed Duplicates	
Removed Duplicates1	
✕ Filtered Rows	✳

Restaurant Table

Source	✳
Navigation	✳
Promoted Headers	✳
Changed Type	
Replaced Value	✳
Filtered Rows	✳
✕ Changed Type1	



Home



City Performance



Restaurant Performance



Insights



Future Scope



Active User

19K

Orders

42K

Quantity

100K

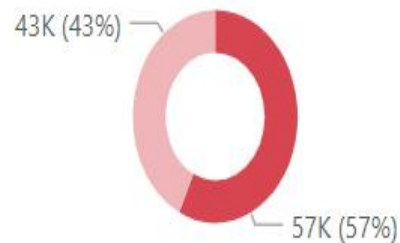
Current Year Sales

141M

Zomato

Power BI, jevan jhala ka? 😊

User Count by Gender



Gain Users



12K

Total



Lost Users

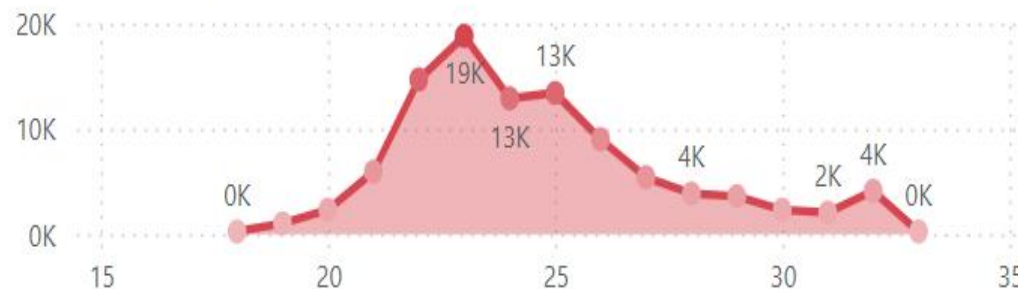


33K

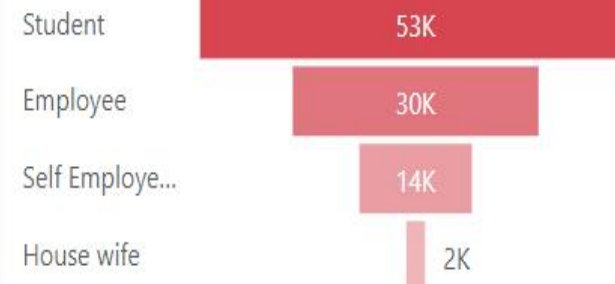
Total



Users by Age



UserCount by Occupation



zomato City Performance



Home



User Performance



Restaurant
Performance



Insights



Future Scope



Amount

964M

Quantity

2M

Orders

297K



Zomato

we're on a cutie duty

reminding you to complete your project on time

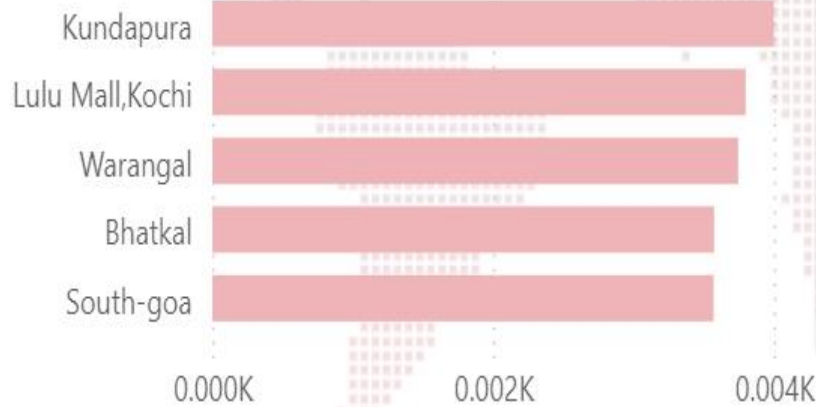
11:44 AM



Yearly Sale Trend



Average of rating by city



All Sale

Top 10

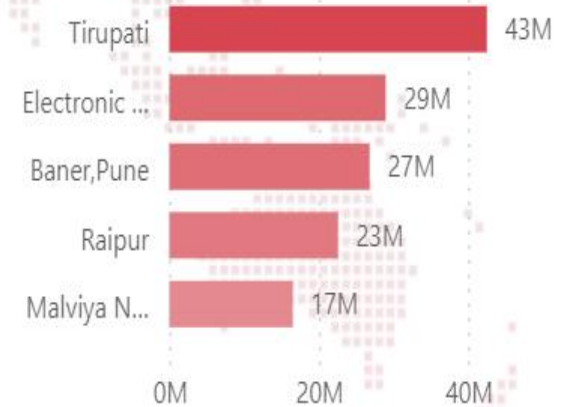
Top 100

Top 20

Top 5

Top 50

All Sale City





Home



User Performance



City Performance



Insights



Future Scope



veg_or_non_veg



Veg

cuisine



Sum of price
1783081

Veg
1502254

Non-veg
280827

Bakery
103355

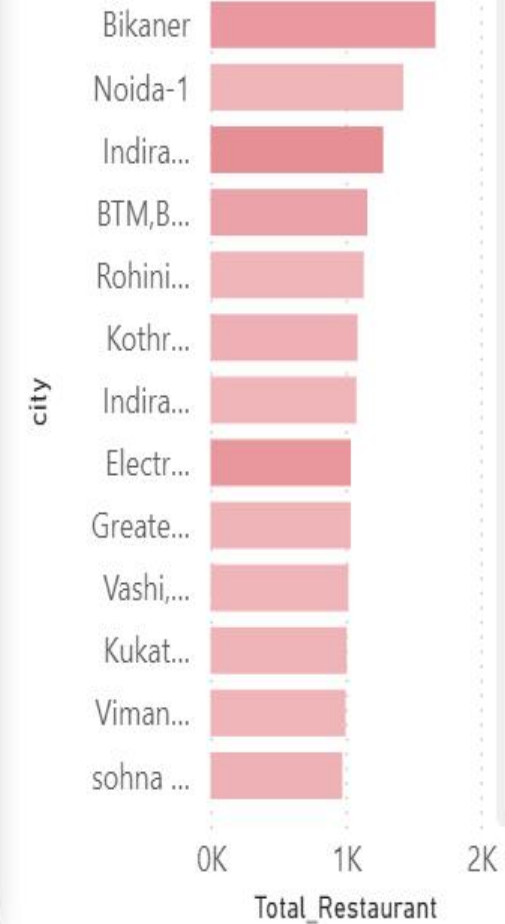
North Indian,Chinese
74313

Indian
55905

Indian,Chinese
52075



Total_Restaurant by city





Home



User Performance



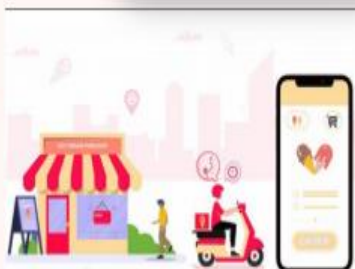
City Performance



Restaurant Performance



Future Scope



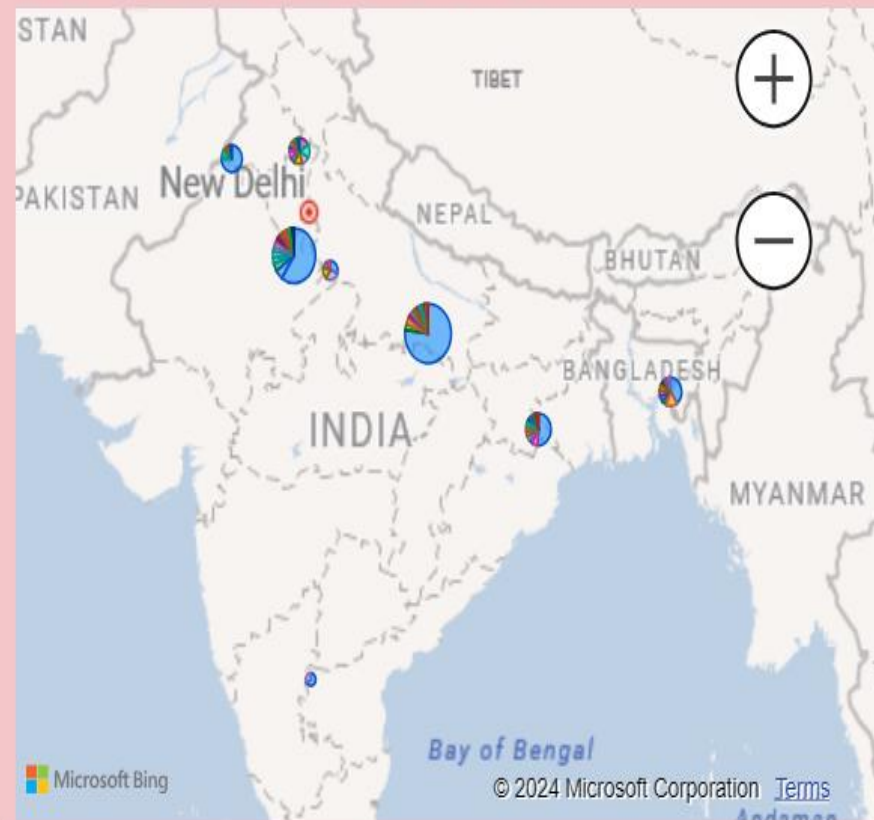
Pizza Hut's Pizza 442

Pizza Hut 322

KFC 309

Kwality Walls Frozen Dessert and Ice Cream Shop 300

Order_Count by city and rating



Top Selling Cuisine

cuisine	city	Sale_Value
Indian,Biryani	Chandkheda,Ahmedabad	726286
Beverages,Fast Food	GOTA,Ahmedabad	240083
Indian	Abohar	171164
Chinese,Fast Food	GOTA,Ahmedabad	167019
Indian	Agartala	164867
Indian,Gujarati	Vastrapur,Ahmedabad	153159
Bakery	Allahabad	98642
Beverages	Vastrapur,Ahmedabad	94770
Fast Food,Snacks	Vastrapur,Ahmedabad	88282
Fast Food,Snacks	GOTA,Ahmedabad	81196



Top City By Rating



Abids & Koti, Hyderabad



2020 - Top Cuisine



North Indian, Chinese



Lowest Restaurant Ratings



!PUNJ



Top Cuisine By Average Rating



Goan, Maharashtrian



Lowest Cuisine Ratings



8:15 To 11:30 Pm



Top Ordering Occupations



Student



Top City By Active User



Bikaner



Most Ordered Restaurant



Domino's Pizza

Future Scope



1.Geographical Expansion: Target untapped cities with high growth potential.

2.Personalized Experiences: Tailor offers and recommendations based on user behavior.

3.Predictive Analytics: Forecast demand, user churn, and seasonal trends using AI.



4.Operational Efficiency: Optimize delivery routes, reduce order delays, and enhance restaurant partnerships.

5.New Revenue Streams: Introduce subscriptions, exclusive restaurant deals, and health-conscious food options.

6.Technology Integration: Leverage AI chatbots, real-time analytics, and mobile app enhancements.

7.Sustainability Initiatives: Promote eco-friendly packaging and local community partnerships.



Thank You!