

# **BIA Final Project**

## **Sales Analysis For Zomato**

# Title : Restaurant Sales Analysis for Zomato

## Objective

- ❖ **To analyze the sales trends**
- ❖ **To identify key performance indicators(KPIs)**
- ❖ **To provide actionable insights to improve sales strategies**
- ❖ **To provide recommendations on the business plan**

# Sales Analysis for Zomato

Year

All

Cuisine

All

Restaurant Name

All

Total Revenue

987M

Total Orders

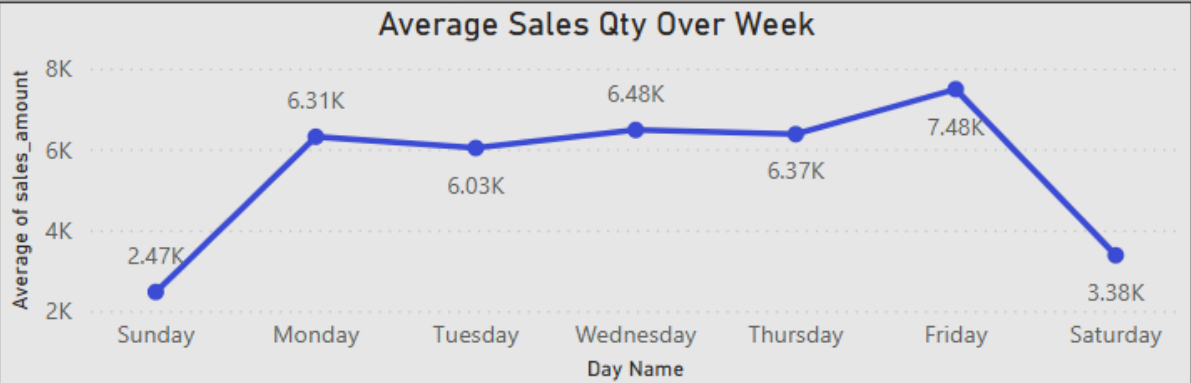
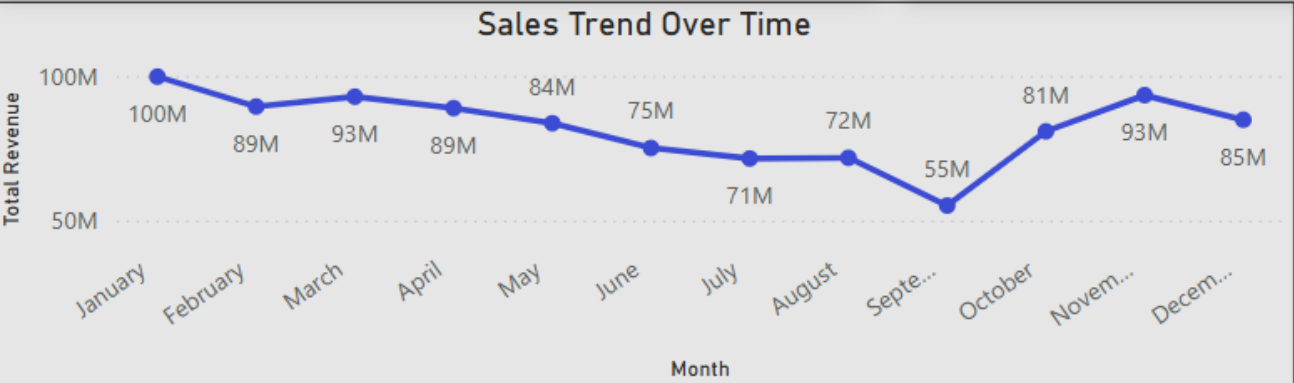
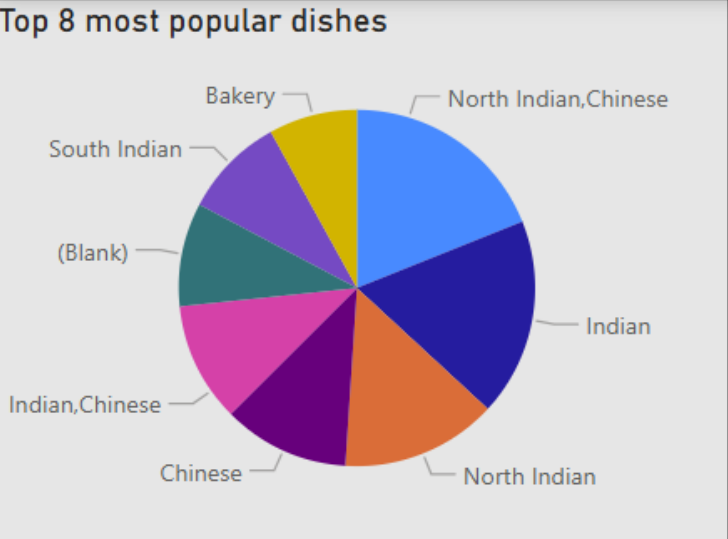
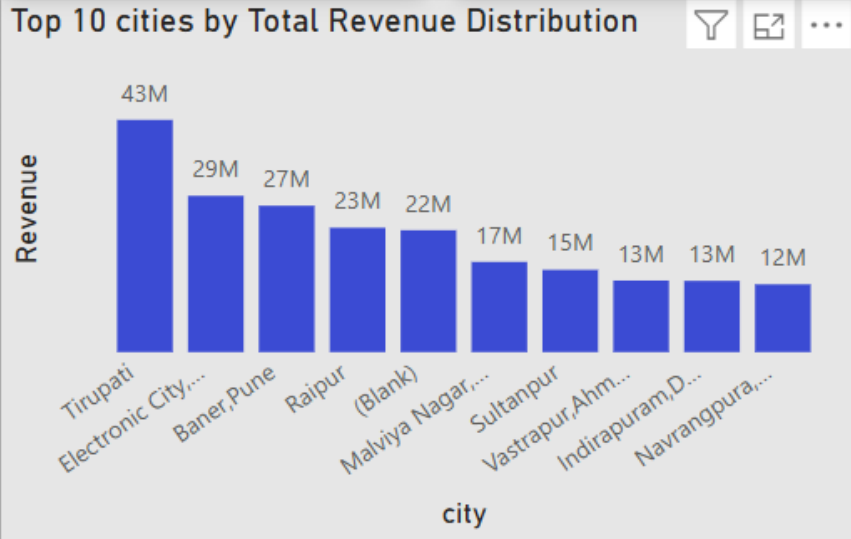
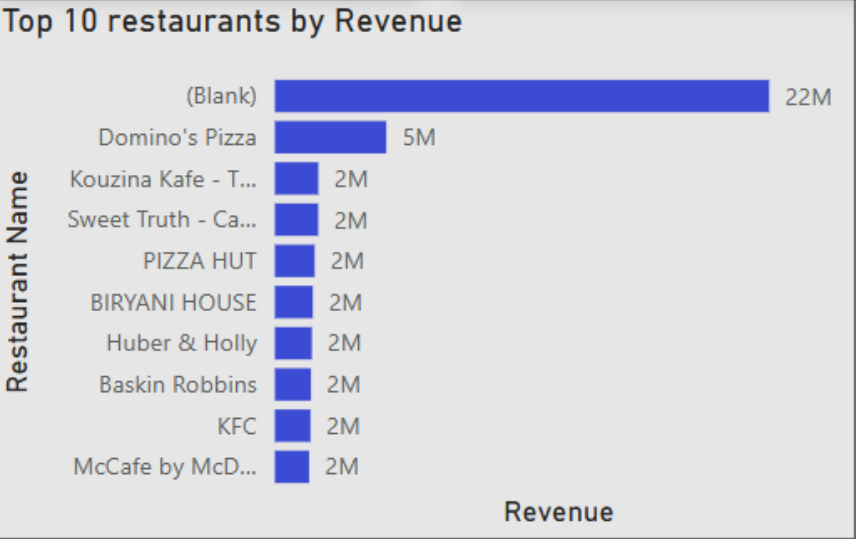
150K

Average Order Value

6.56K

Sales Volume

2.44M



# Sales Trends Over Time(Monthly Analysis)

## Key Insights

### Strong Start in Q1:

January recorded the highest revenue at \$100M. Although sales dipped in February (\$89M), they slightly recovered in March (\$93M).

### Consistent Decline in Spring & Summer:

A downward trend from April (\$89M) to July (\$71M) indicates weakening momentum in mid-year.

### Lowest Sales in September:

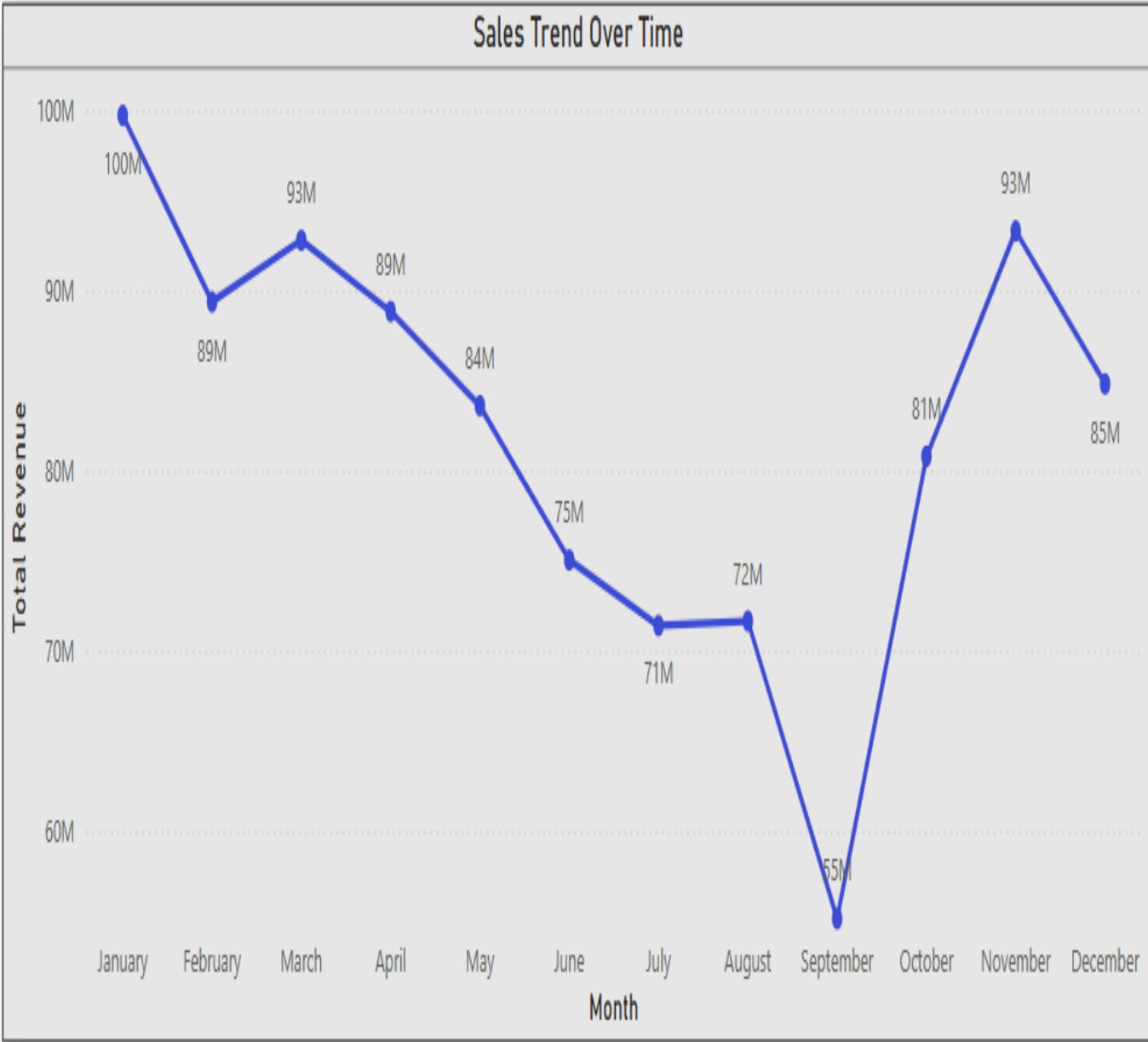
Revenue hit the lowest point at \$55M, suggesting possible seasonality, reduced promotions, or operational gaps.

### Q4 Recovery:

A sharp rebound occurred in October (\$81M) and November (\$93M), likely driven by festive season sales and marketing efforts.

### Moderate Dip in December:

Sales declined to \$85M, still relatively high, but slightly lower than the Q4 peak in November.



# Sales Trends Over Time(Monthly Analysis)

## Recommendations

### Analyze September Decline:

Investigate factors behind the sharp drop—such as market trends, customer disengagement, or campaign gaps—and address root causes.

### Boost Mid-Year Engagement:

Launch targeted promotions and campaigns from **May to July** to prevent sustained decline during these months.

### Capitalize on Q4 Momentum:

Strengthen October–November campaigns with advanced planning, holiday bundles, and optimized ad spend.

### Encourage Year-End Purchases:

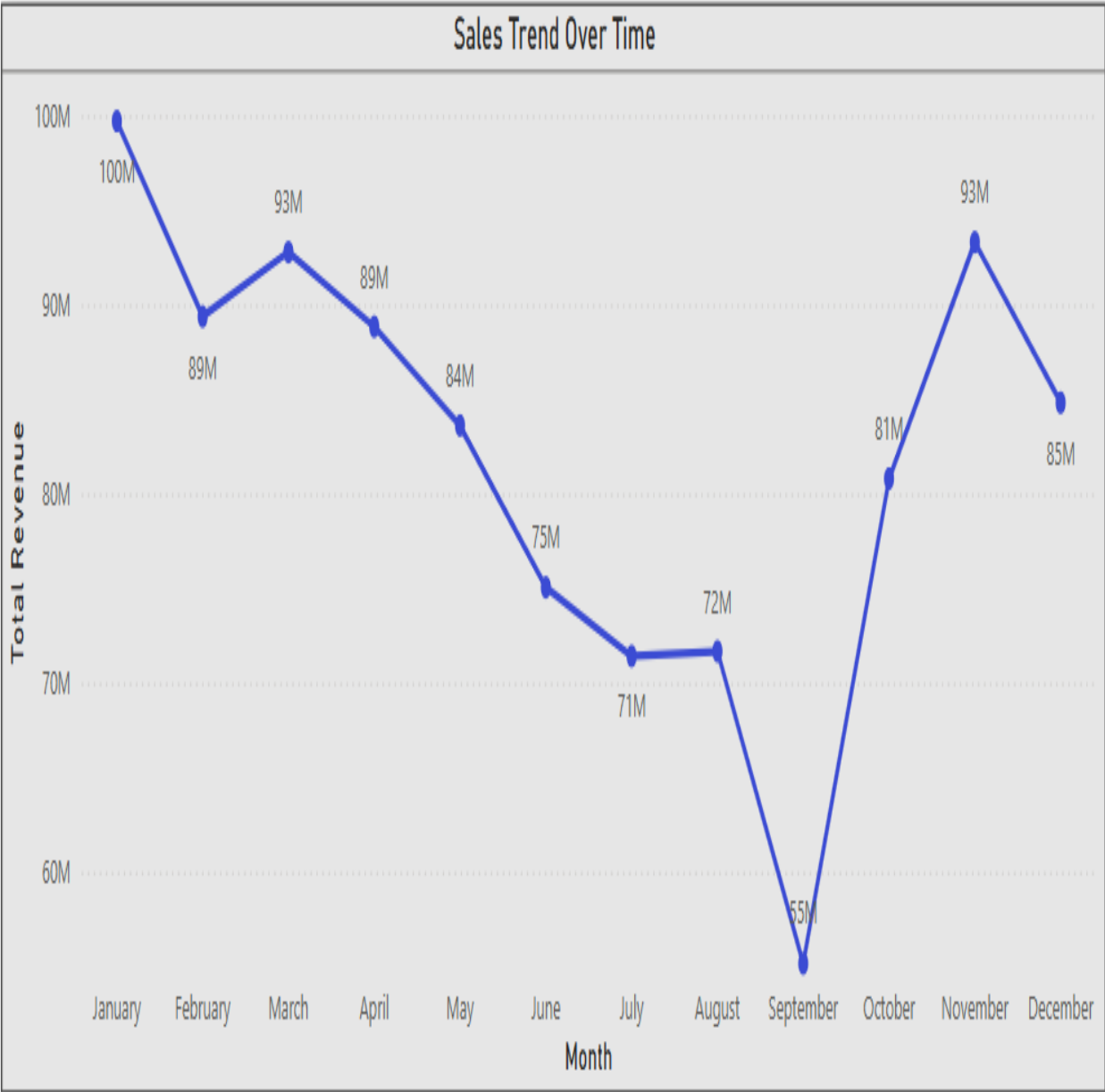
Introduce loyalty perks or new-year incentives in December to maintain customer interest and avoid post-peak drop-offs.

### Plan with Forecasting:

Align inventory, staffing, and marketing resources based on historical performance trends for better operational efficiency.

### Targeted Customer Strategies:

Segment customers by purchase seasonality and tailor offers to re-engage off-season buyers.



# Average Sales Trends Over Week

## Key Insights:

### Peak Revenue Day:

Friday has the highest average sales revenue at 7.48K, indicating a strong end-of-week performance.

### Lowest Revenue Day:

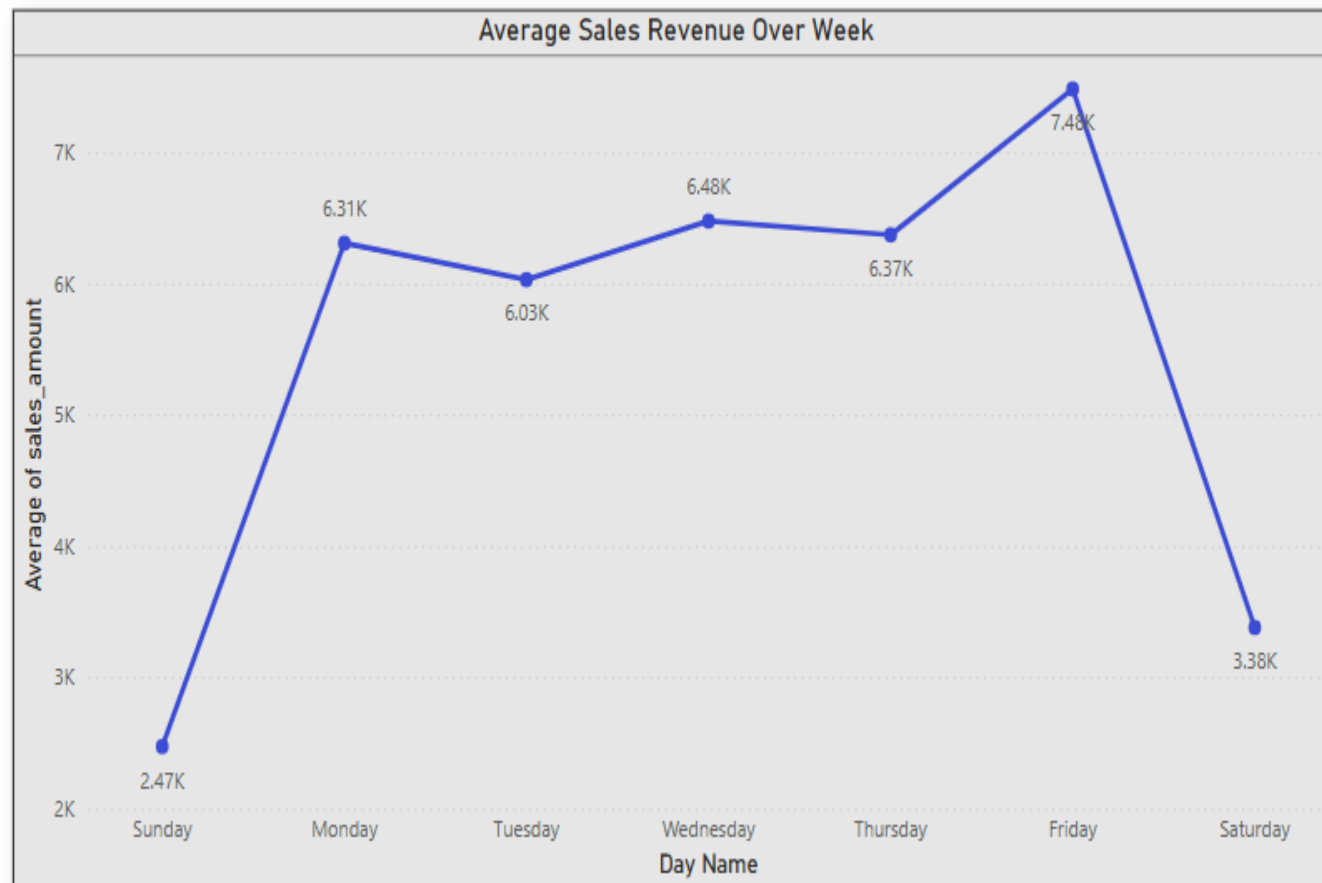
Sunday records the lowest average sales revenue at 2.47K, showing a significant drop at the week's start.

### Midweek Stability:

Monday to Thursday show consistent revenue, ranging from 6.31K to 6.37K, with a slight dip on Tuesday.

### Weekend Decline:

Saturday sees a sharp decline to 3.38K, following the peak on Friday.



# Average Sales Trends Over Week

## Recommendations:

### Maximize Friday Potential:

Enhance marketing and inventory for Friday to leverage the 7.48K peak, ensuring optimal stock and targeted promotions.

### Boost Sunday Activity:

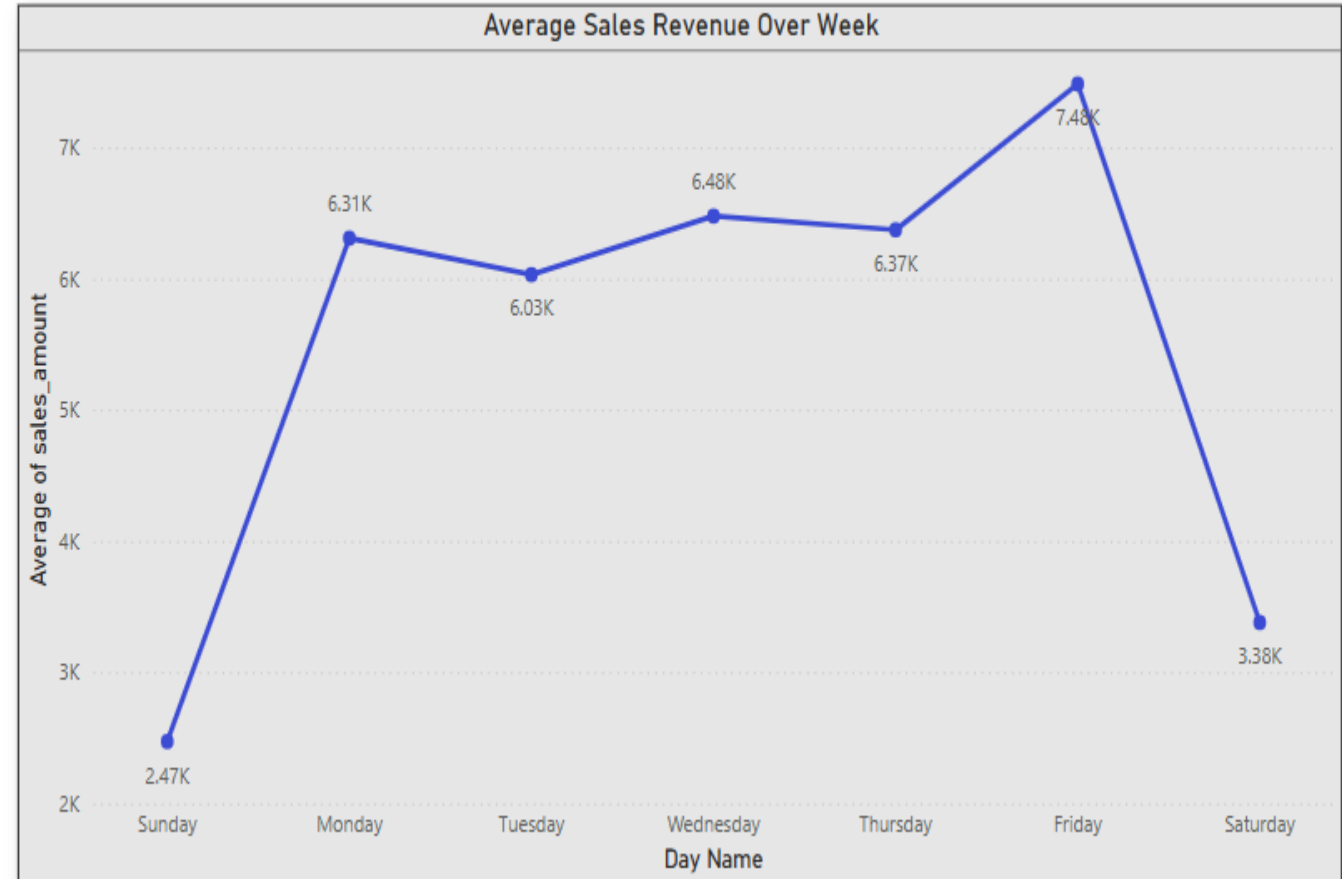
Investigate factors behind the 2.47K low on Sunday and consider gentle promotions or events to increase revenue.

### Maintain Midweek Consistency:

Sustain the stable 6.31K–6.37K range from Monday to Thursday with reliable service and minor incentives.

### Address Saturday Drop:

Explore cautious strategies to mitigate the drop to 3.38K on Saturday, such as weekend discounts or extended hours.



# Top 10 Restaurants by Revenue Breakdown

## Key Insights

### Dominance of Domino's Pizza:

With 5M in revenue, Domino's Pizza significantly outperforms all other top restaurants, earning more than double any other competitor.

### Revenue Uniformity:

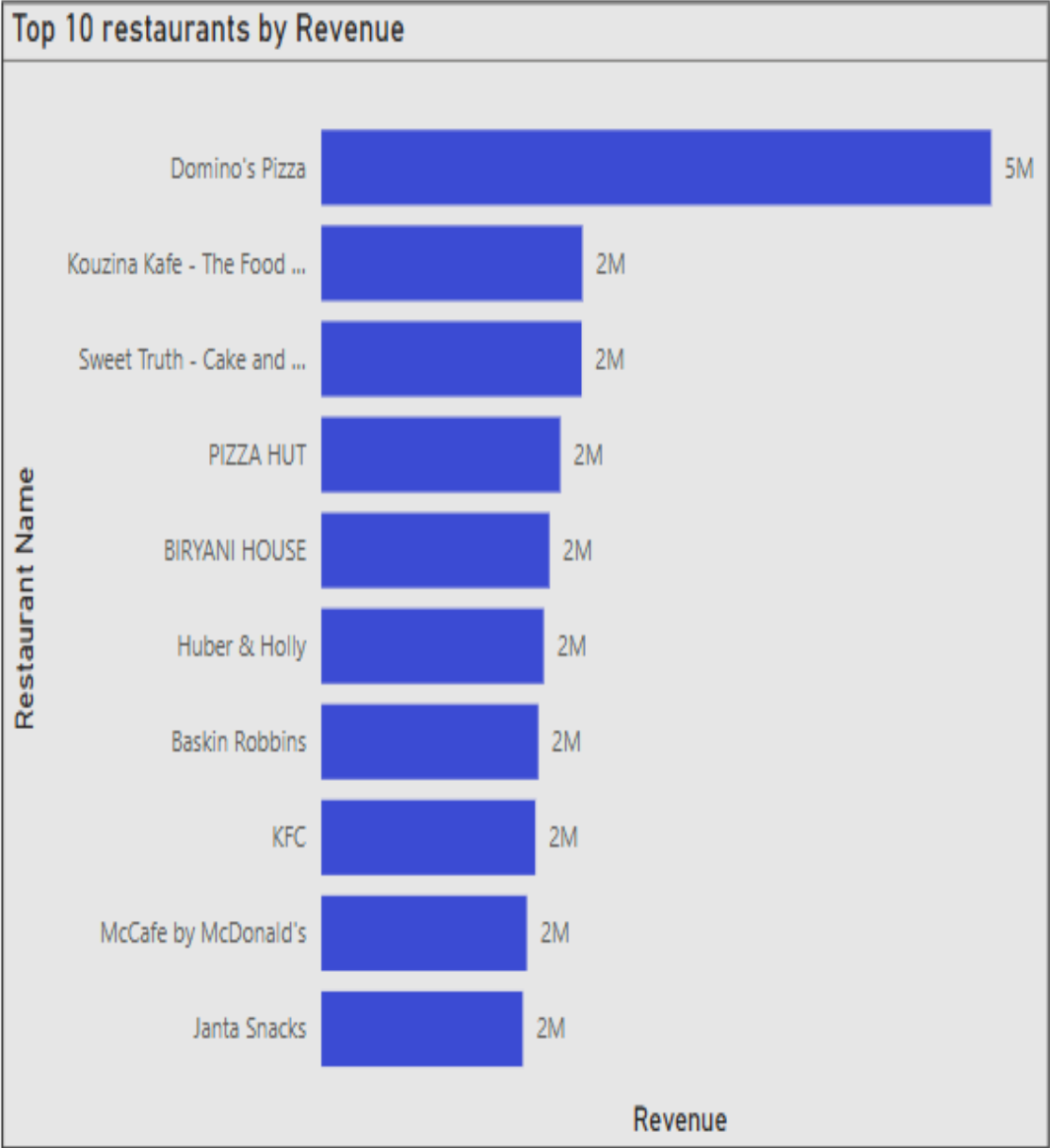
The remaining nine restaurants each generate 2M, indicating a highly competitive and saturated tier below Domino's.

### Diverse Cuisine Representation:

The top performers include international chains (KFC, McDonald's, Domino's), dessert brands (Baskin Robbins, Huber & Holly), and local favorites (Biryani House, Janta Snacks), suggesting varied customer preferences.

### Brand Strength Matters:

Well-known global brands dominate the chart, highlighting the importance of brand recognition and consistency in revenue generation.





# Top 10 Restaurants by Revenue Breakdown

## Recommendations

### Leverage Domino's Strategy:

Analyze what drives Domino's revenue lead (e.g., delivery efficiency, pricing, promotions), and apply similar tactics to underperforming brands.

### Explore Differentiation:

Since many competitors are tied at 2M, introduce unique selling propositions (USP) like exclusive menus or loyalty programs to break the tie.

### Invest in Brand Marketing:

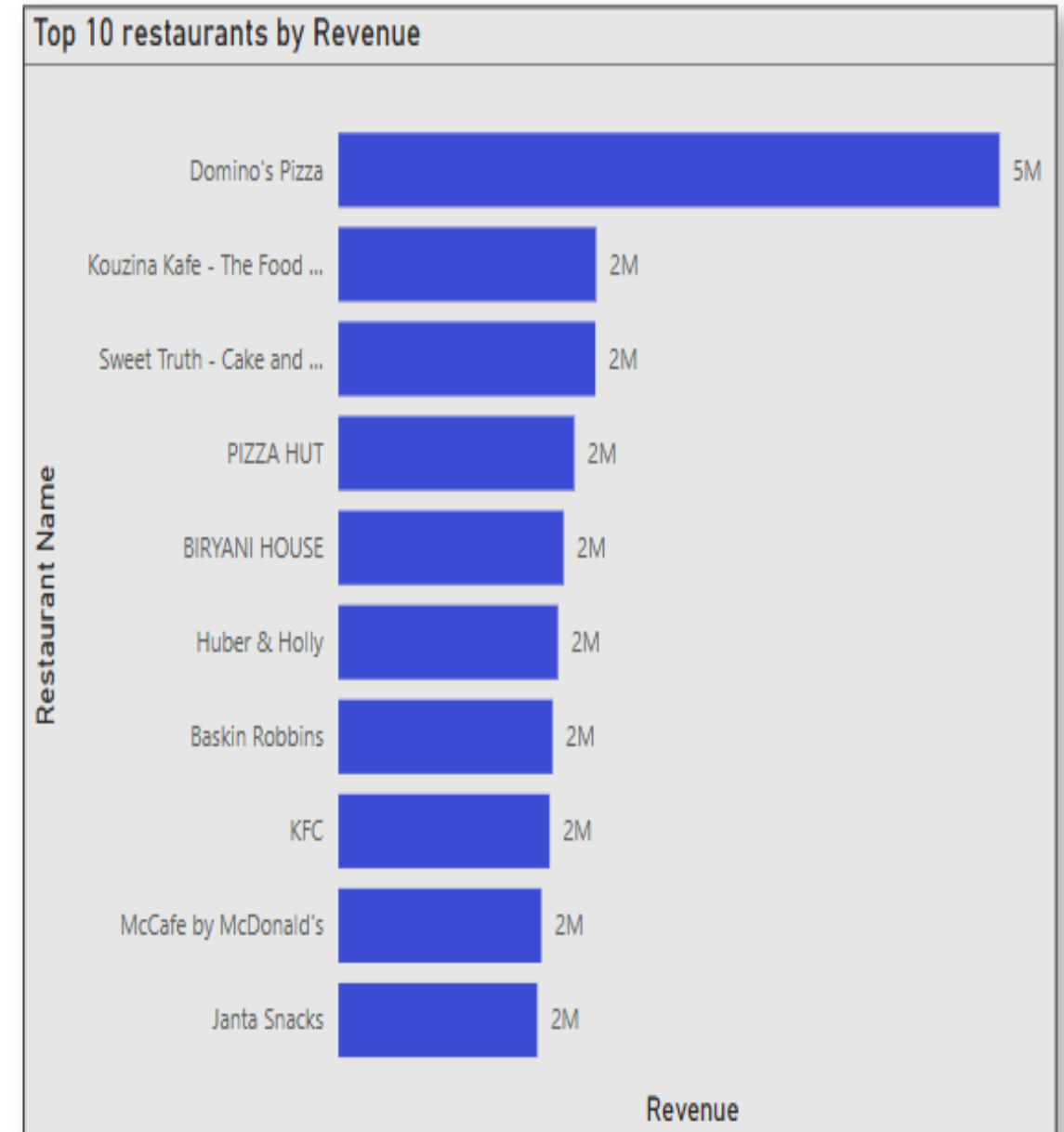
Boost visibility and engagement for non-global brands through digital campaigns, influencer marketing, and local partnerships.

### Diversify Offerings:

Consider bundling meals, family packs, or premium add-ons to increase average order value in the mid-tier restaurants.

### Focus on Operational Efficiency:

Optimize delivery logistics, order accuracy, and service speed to convert customer satisfaction into higher revenues.



# Top 10 Cities by Revenue Breakdown

## Key Insights

### Top Revenue Generator:

Tirupati leads with the highest revenue at 43M, significantly outperforming other cities.

### Significant Drop-off:

The revenue drops sharply from 43M (Tirupati) to 29M (Electronic City, Bangalore), indicating a concentration of revenue in the top city.

### Close Competitors:

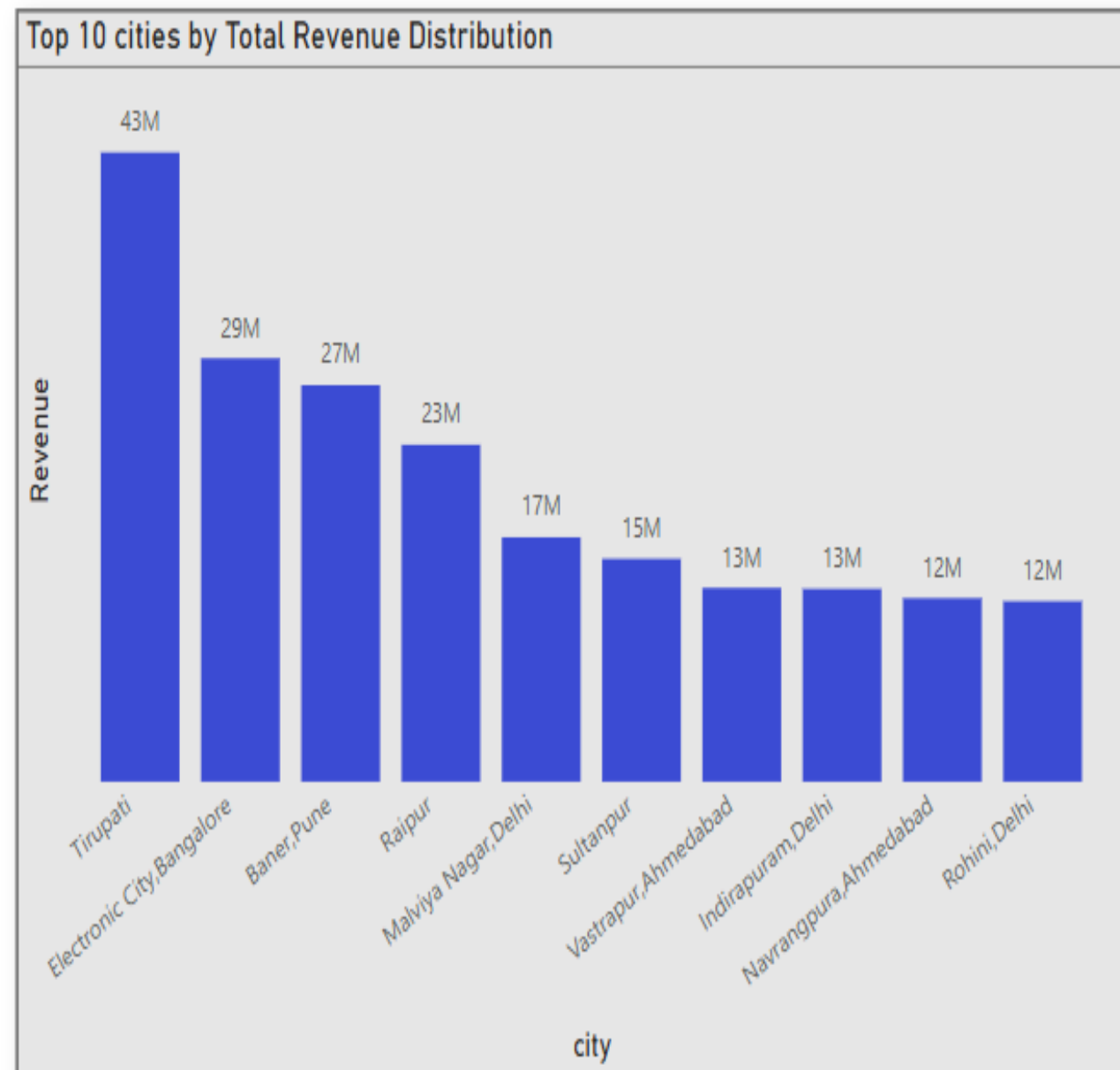
Bangalore (29M) and Pune (27M) are the next highest, showing a competitive revenue range among the top three.

### Declining Trend:

Revenue decreases steadily from 23M (Raipur) downwards, with the bottom five cities (Sultanpur, Ahmedabad, Indirapuram, Navrangpura, Rohini) ranging between 15M and 12M.

### Revenue Distribution:

The top three cities account for a large portion of the total revenue, suggesting an uneven distribution.



# Top 10 Cities by Revenue Breakdown

## Recommendations

### Strategic Resource Allocation:

Consider directing additional investments and operational focus toward Tirupati (43M) and Electronic City, Bangalore (29M) to sustain and potentially enhance their current revenue leadership, while ensuring resources are utilized efficiently.

### Targeted Development Plans:

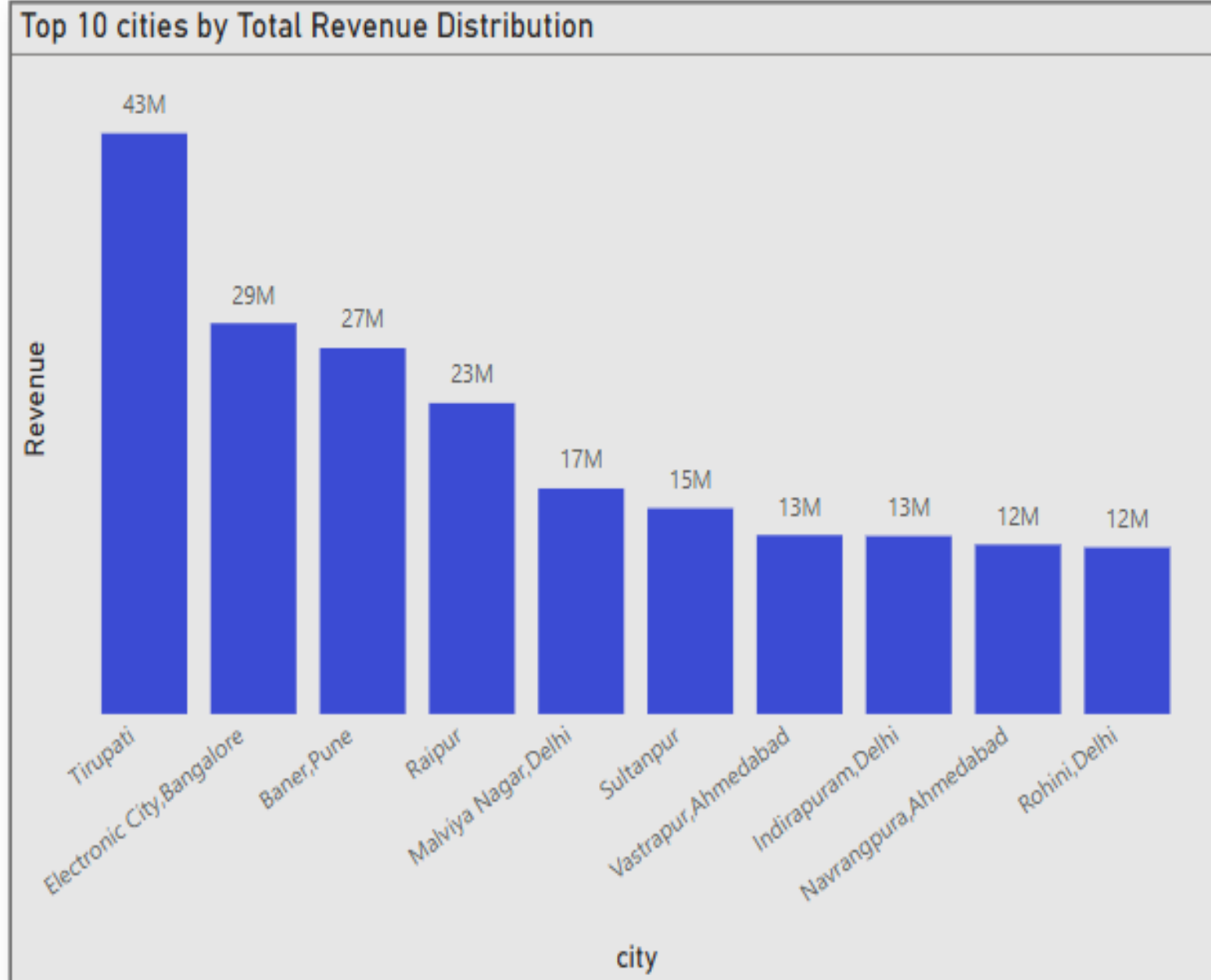
Develop tailored growth strategies for mid-tier cities such as Pune (27M) and Raipur (23M), aiming to gradually narrow the revenue gap with top performers through careful analysis and incremental improvements.

### In-Depth Market Evaluation:

Conduct a thorough investigation into the factors contributing to lower revenue in cities like Navrangpura, Ahmedabad (12M) and Rohini, Delhi (12M), addressing potential market barriers or operational inefficiencies with a cautious and data-driven approach.

### Balanced Expansion Efforts:

Explore opportunities to diversify product offerings or marketing initiatives in lower-revenue cities such as Sultanpur (15M) and Indirapuram, Delhi (13M), proceeding with a measured strategy to improve overall revenue distribution without overextending resources.



# Top 8 Cuisines by Revenue Breakdown

## Key Insights:

### Dominant Categories:

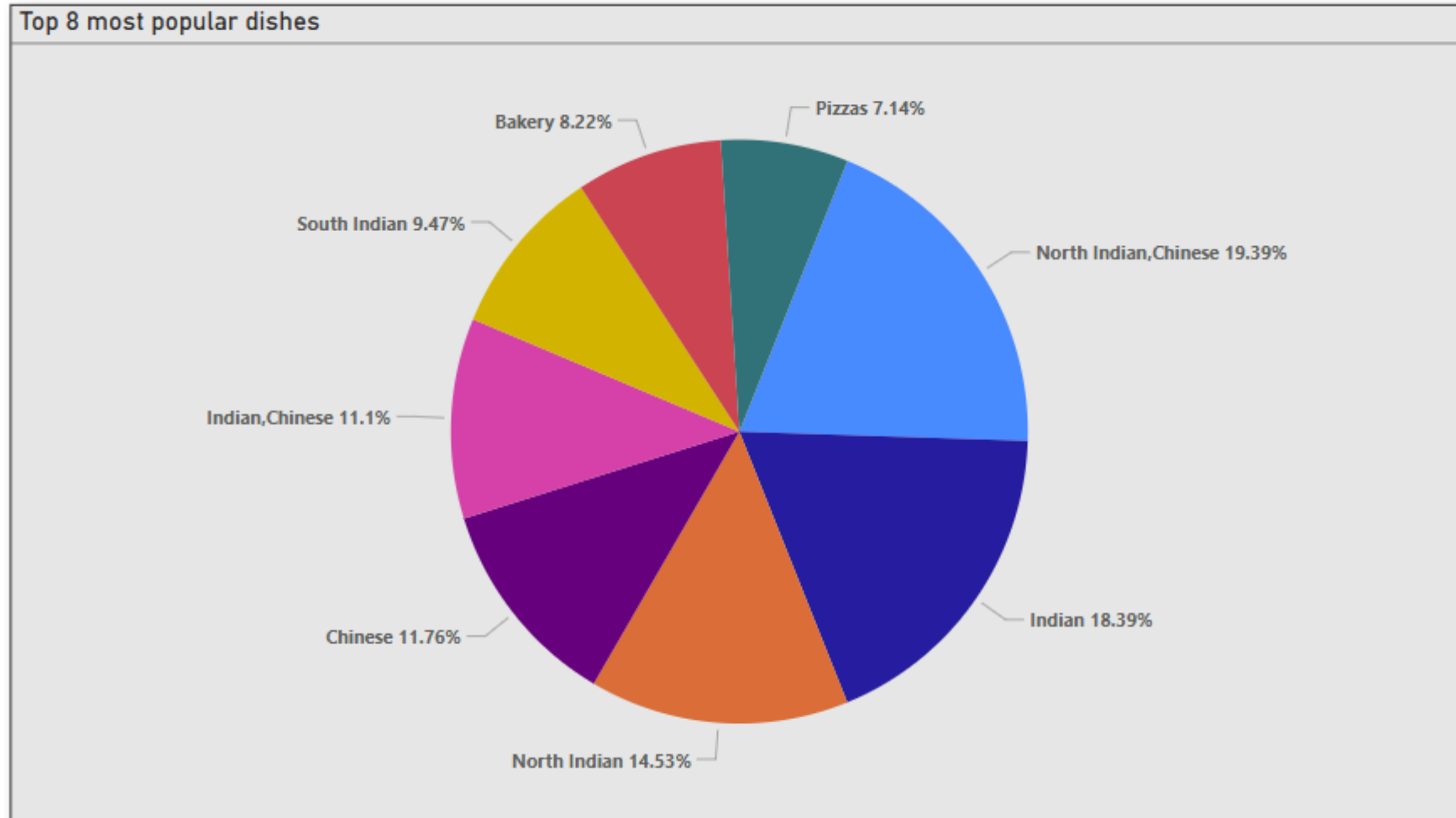
Indian (18.39%) and North Indian/Chinese (19.39%) are the most popular dish categories, together accounting for nearly 38% of preferences.

### Balanced Distribution:

South Indian (9.47%), Chinese (11.76%), Indian/Chinese (11.1%), and North Indian (14.53%) also contribute significantly, showing a diverse range of popular dishes.

### Smaller Segments:

Bakery (8.22%) and Pizza (7.14%) have the smallest shares, indicating less popularity compared to other categories.



# Top 8 Cuisine by Revenue Breakdown

## Recommendations:

### Focus on High-Demand Categories:

Prioritize menu development and marketing efforts on Indian and North Indian/Chinese dishes to capitalize on their strong popularity.

### Enhance Mid-Tier Offerings:

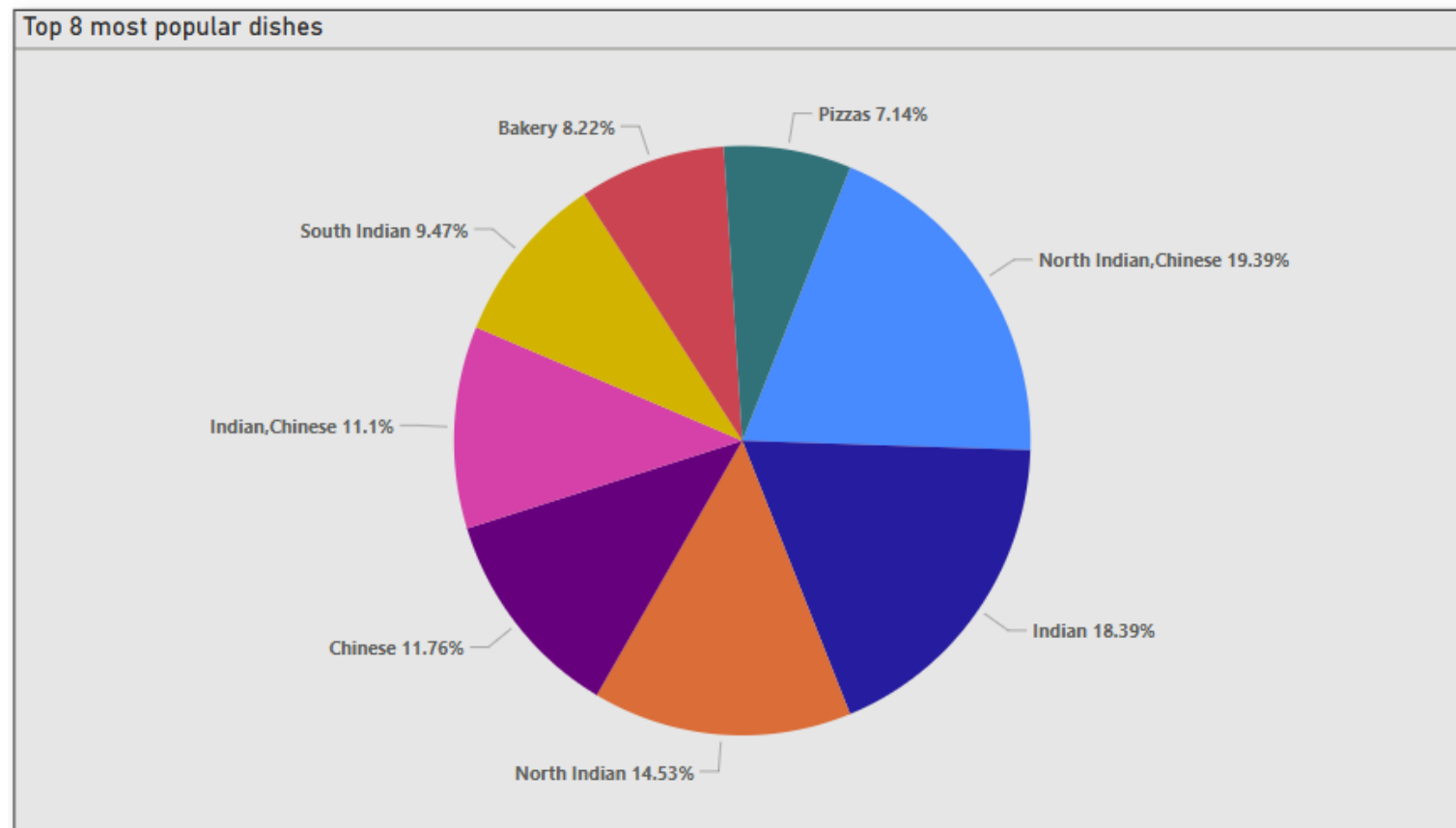
Invest in improving the appeal of South Indian, Chinese, and North Indian dishes through promotions or new recipes to maintain their competitive edge.

### Targeted Growth for Smaller Segments:

Explore strategies to boost the popularity of Bakery and Pizza, such as limited-time offers or unique variations, to increase their market share cautiously.

### Diversified Menu Balance:

Ensure the menu remains balanced across all categories to cater to diverse customer preferences, introducing seasonal specials to test interest in underrepresented areas like Pizza.



# Top 4 Key Performance Indicators (KPIs)

## Key Insights:

### High Total Revenue:

Total revenue stands at 987M, indicating strong overall sales performance.

### Significant Order Volume:

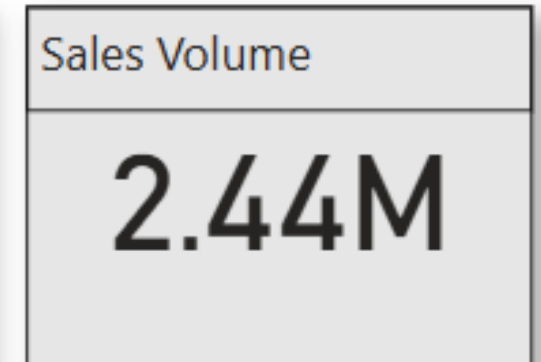
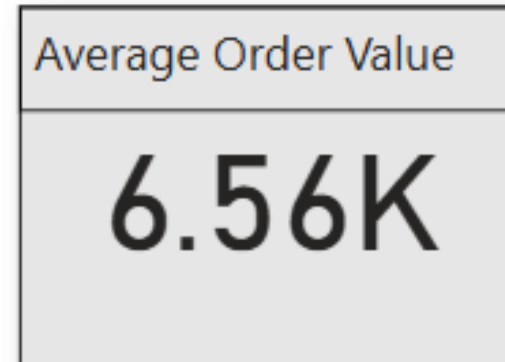
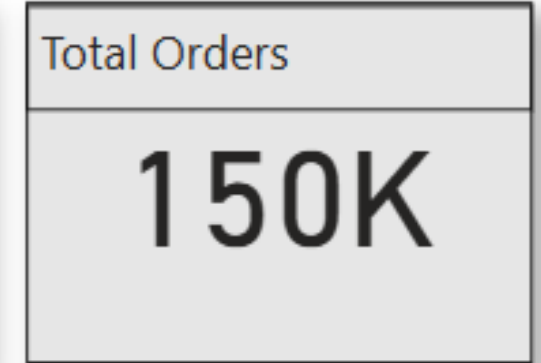
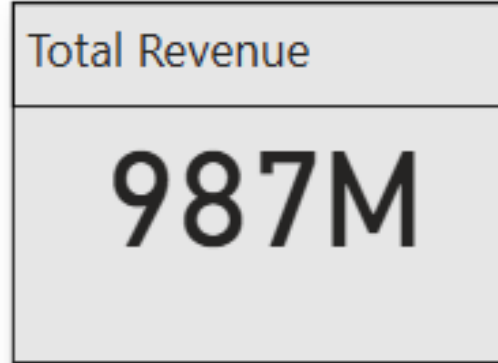
Total orders reached 150K, reflecting a robust customer base.

### Moderate Average Order Value:

The average order value is 6.56K, suggesting a reasonable per-transaction revenue.

### Substantial Sales Volume:

Sales volume is 2.44M, showing a considerable quantity of goods or services sold.



# Top 4 Key Performance Indicators(KPIs)

## Recommendations:

### Sustain Revenue Growth:

Continue strategies that have driven the 987M total revenue, ensuring consistent customer engagement and retention.

### Optimize Order Processing:

Leverage the 150K total orders to streamline operations and reduce costs, enhancing efficiency without compromising quality.

### Increase Average Order Value:

Explore upselling or bundling options to cautiously increase the 6.56K average order value, improving profitability.

### Boost Sales Volume:

Invest in targeted marketing to grow the 2.44M sales volume, focusing on high-demand products while maintaining a balanced approach to avoid oversaturation.

Total Revenue

987M

Total Orders

150K

Average Order Value

6.56K

Sales Volume

2.44M

# Conclusions

## Key Revenue Drivers:

- Top-performing brands such as Domino's Pizza and Kouzina Kafe are major revenue contributors, with Domino's leading by a significant margin.
- Strategic cities like Tirupati and Electronic City, Bangalore are critical to Zomato's revenue performance and should remain focal points for sustained growth.
- Customer preferences lean heavily toward Chinese, North Indian, and Indian cuisines, with Chinese cuisine generating the highest revenue.

## Seasonal Trends:

- Revenue peaks in January and November, while September sees a sharp decline and December shows a slight dip, indicating clear seasonal fluctuations in demand.

## Weekly Trends:

- **Weekday sales remain stable, but there is a notable drop in weekend sales, suggesting a shift in consumer behavior or potential operational inefficiencies.**

## Customer and Regional Insights:

- Revenue is concentrated in specific regions, with Tirupati and Bangalore emerging as top contributors, highlighting strong regional demand and opportunities for targeted strategies.



# Final Recommendations

## **Address Seasonal Fluctuations:**

### **Investigate September Decline:**

Conduct a thorough analysis of the sharp revenue drop in September (\$55M) to identify root causes such as market trends, customer disengagement, or operational gaps. Implement targeted interventions like enhanced promotions or seasonal campaigns to mitigate this dip.

### **Boost Mid-Year Engagement:**

Launch strategic marketing campaigns and promotions from April to July to counter the consistent decline observed during these months (\$93M to \$71M). Consider limited-time offers or loyalty incentives to maintain customer interest.

### **Capitalize on Q4 Momentum:**

Strengthen October–November campaigns (\$81M–\$93M) with advanced planning, festive bundles, and optimized ad spend to maximize holiday-driven sales. Introduce loyalty perks or new-year incentives in December to minimize the post-peak drop-off (\$85M).

# Final Recommendations

## Optimize Weekly Sales Patterns:

### Maximize Friday Potential:

Leverage the peak revenue day (Friday, \$7.48K) by enhancing marketing efforts, ensuring optimal inventory, and offering targeted promotions to capitalize on high demand.

### Boost Sunday Activity:

Investigate the low revenue on Sundays (\$2.47K) and introduce gentle promotions, events, or weekend-specific offers to increase engagement without overextending resources.

### Address Saturday Drop:

Explore cautious strategies like weekend discounts or extended operating hours to mitigate the sharp decline in Saturday sales (\$3.38K), ensuring alignment with customer preferences.

# Final Recommendations

## **Leverage Top-Performing Restaurants:**

### **Replicate Domino's Success:**

Analyze Domino's Pizza's strategies (\$5M revenue) such as delivery efficiency, pricing models, or promotional tactics, and apply similar approaches to other brands to boost their performance.

### **Differentiate Mid-Tier Restaurants:**

For restaurants tied at \$2M revenue, introduce unique selling propositions (USPs) like exclusive menus, loyalty programs, or premium add-ons to stand out in a competitive market.

### **Enhance Brand Visibility:**

Invest in digital campaigns, influencer marketing, and local partnerships to increase visibility for non-global brands like Biryani House and Janta Snacks, improving their market share.

# Final Recommendations

## Strategize by City Performance:

### Focus on High-Performing Cities:

Allocate additional resources to Tirupati (\$43M) and Electronic City, Bangalore (\$29M) to sustain their revenue leadership. Optimize operations and marketing to further enhance performance.

### Develop Mid-Tier Cities:

Create tailored growth strategies for cities like Pune (\$27M) and Raipur (\$23M) to narrow the revenue gap with top performers, using data-driven marketing and operational improvements.

### Improve Lower-Revenue Cities:

Conduct in-depth market evaluations for cities like Navrangpura, Ahmedabad (\$12M), and Rohini, Delhi (\$12M) to address barriers. Explore diversified offerings or localized campaigns to boost revenue cautiously.

# Final Recommendations

## **Capitalize on Cuisine Preferences:**

### **Prioritize High-Demand Cuisines:**

Focus menu development and marketing on Indian (18.39%) and North Indian/Chinese (19.39%) cuisines to leverage their popularity. Introduce new recipes or combos to maintain customer interest.

### **Enhance Mid-Tier Cuisines:**

Strengthen South Indian (9.47%), Chinese (11.76%), and North Indian (14.53%) offerings through promotions or innovative dishes to sustain their competitive edge.

### **Boost Smaller Segments:**

Increase the appeal of Bakery (8.22%) and Pizza (7.14%) through limited-time offers, unique variations, or bundled deals to grow their market share cautiously.

# Final Recommendations

## Optimize Key Performance Indicators (KPIs):

### **Sustain Revenue Growth:**

Maintain strategies driving the \$987M total revenue by focusing on customer retention and consistent engagement through loyalty programs and personalized offers.

### **Streamline Order Processing:**

Optimize operations to handle the 150K total orders efficiently, reducing costs and improving service quality to support scalability.

### **Increase Average Order Value:**

Introduce upselling techniques, meal bundles, or premium add-ons to cautiously increase the \$6.56K average order value, enhancing profitability.

### **Boost Sales Volume:**

Expand the 2.44M sales volume through targeted marketing of high-demand products, ensuring a balanced approach to avoid market oversaturation.

# Final Recommendations

## **Plan with Forecasting and Customer Segmentation:**

### **Align Resources with Trends:**

Use historical sales data to forecast demand and align inventory, staffing, and marketing resources for operational efficiency, particularly during peak months (January, November) and days (Friday).

### **Targeted Customer Strategies:**

Segment customers by purchase seasonality and behavior, tailoring offers to re-engage off-season buyers and maintain loyalty among frequent customers.

# Thank You.