

Data Analysis

zomato



Data Analysis



This project demonstrates my SQL, Python, Excel, Power BI, and AI problem-solving skills through the analysis of data for Zomato, a popular food delivery company in India. The project involves preprocessing data using ChatGPT and Excel, importing data, handling null values, and solving a variety of business problems using complex SQL queries, generating insights and actionable recommendations.

Aamir Sohail

Key Performance Metrics

These core business metrics effectively showcase Zomato's impressive scale and consistent customer satisfaction within the food delivery market.

469K

Total Orders

Reflecting the sheer volume of transactions handled by the platform.

434

Avg Sale

Indicating strong customer spending per transaction.

1080

Total Customers

Showcasing the broad reach and expanding user base.

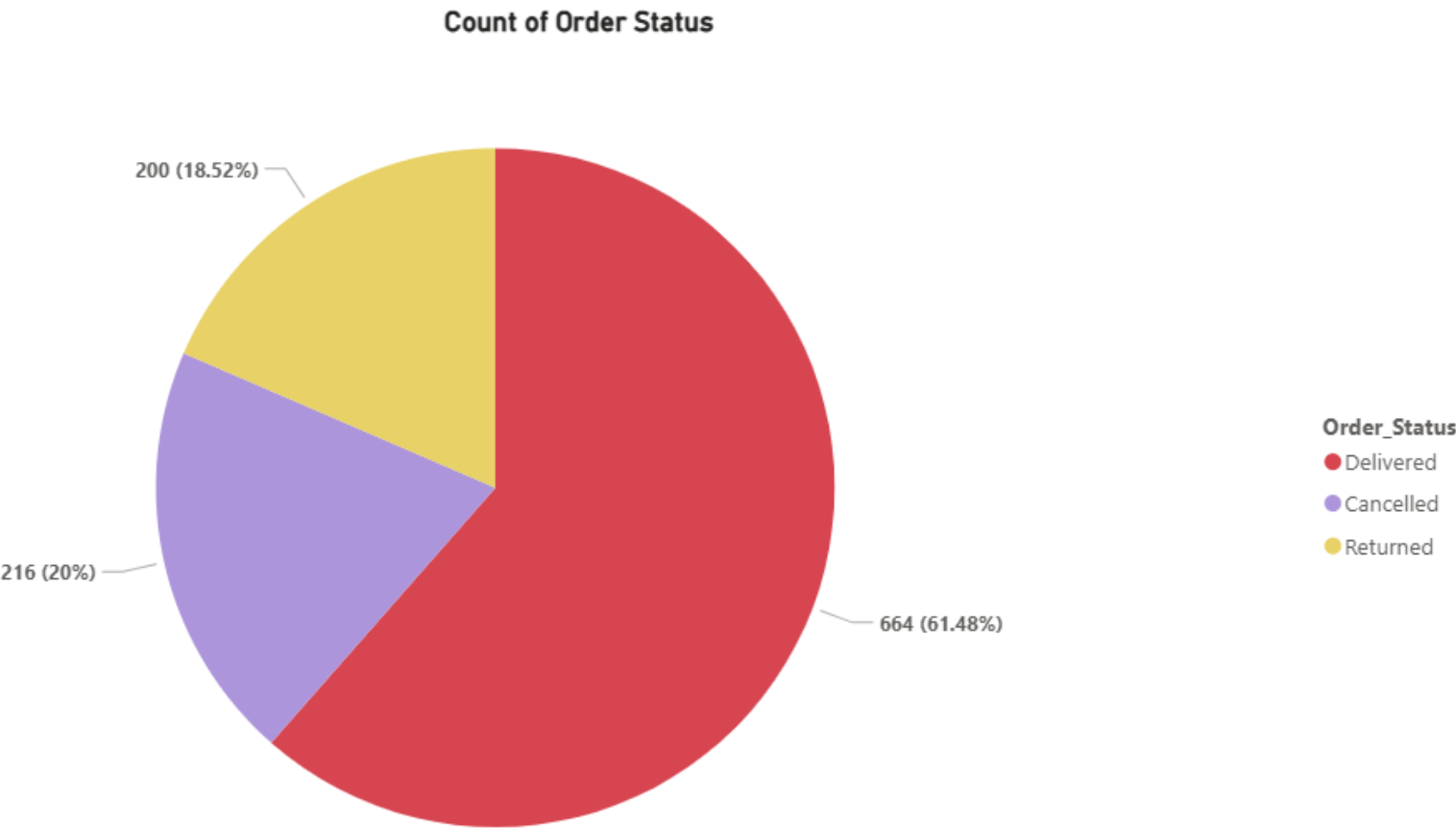
29

Avg Rating

Highlighting consistent satisfaction across the user base.

Total Amount by Customer Segment

Understanding the revenue contributions from different customer segments is crucial for strategic planning and targeted marketing efforts.

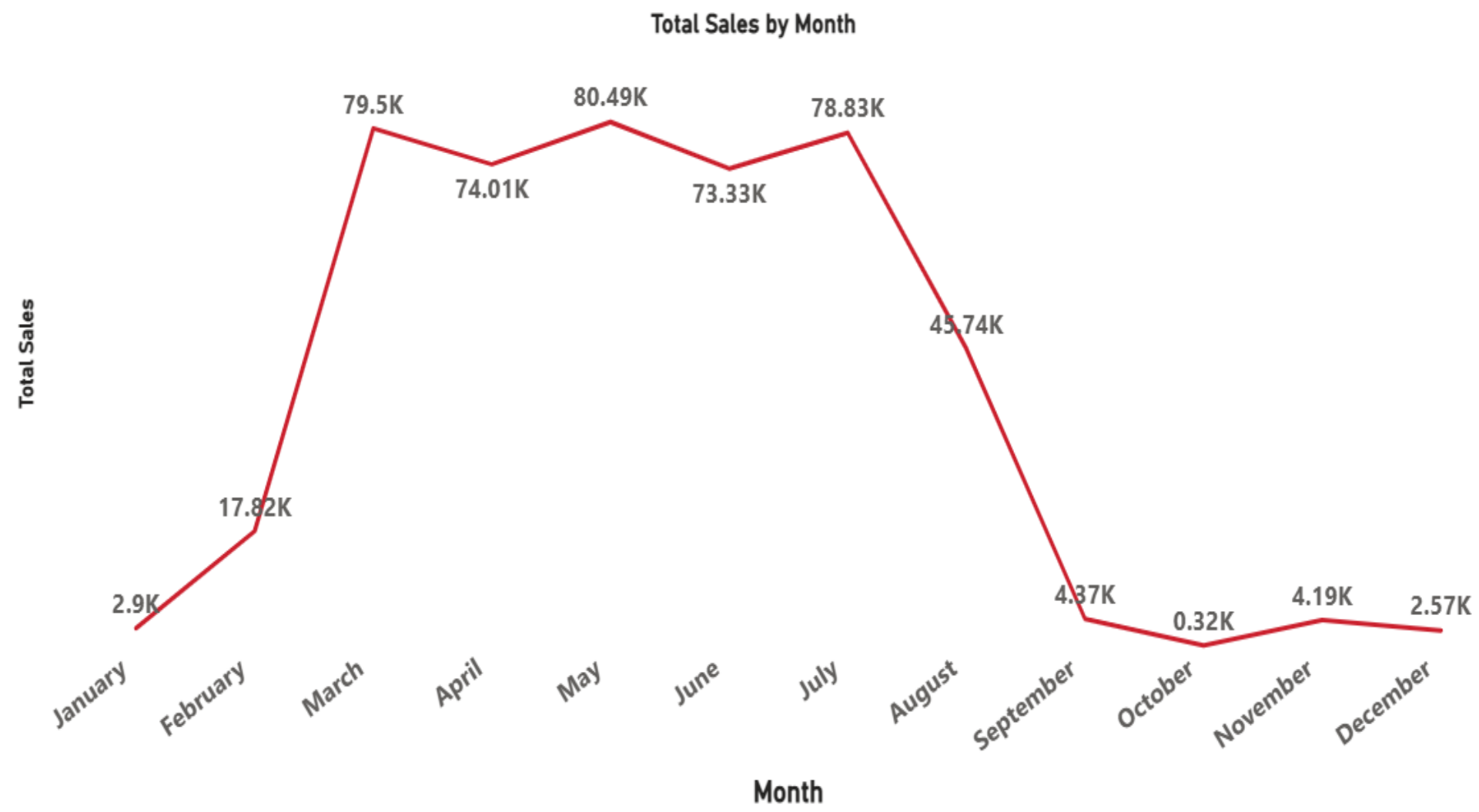


Order Status Analysis

Insight: 38.52% orders cancelled/returned indicating fulfillment issues

Action: Implement order confirmation calls and improve kitchen capacity planning

Total Sales by Month

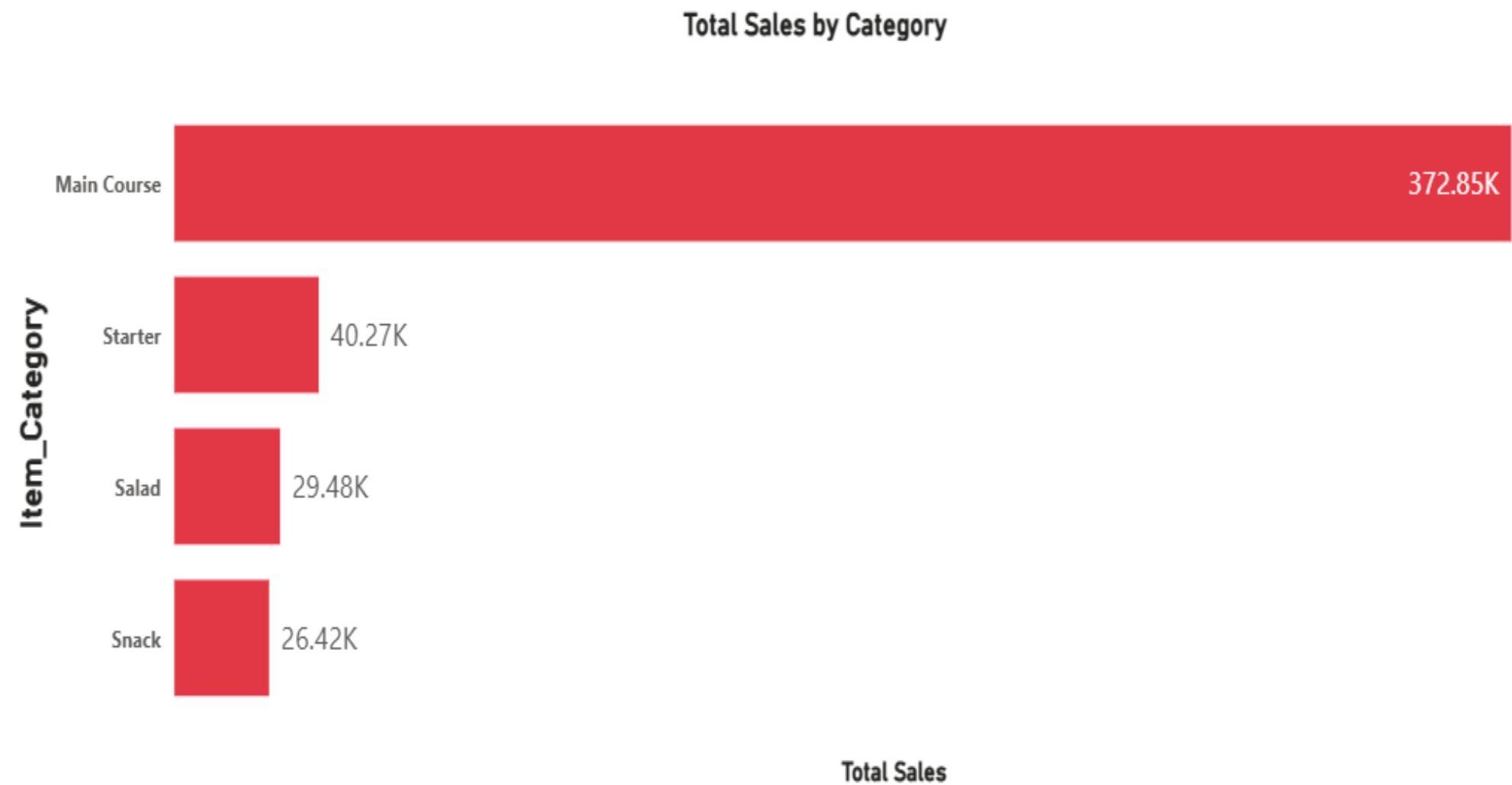


Monthly Sales Trends

Insight: Sharp 83% revenue drop from July (78.83K) to October (0.32K)

Action: Launch monsoon/festival campaigns and analyze operational disruptions

Total Sales by Category

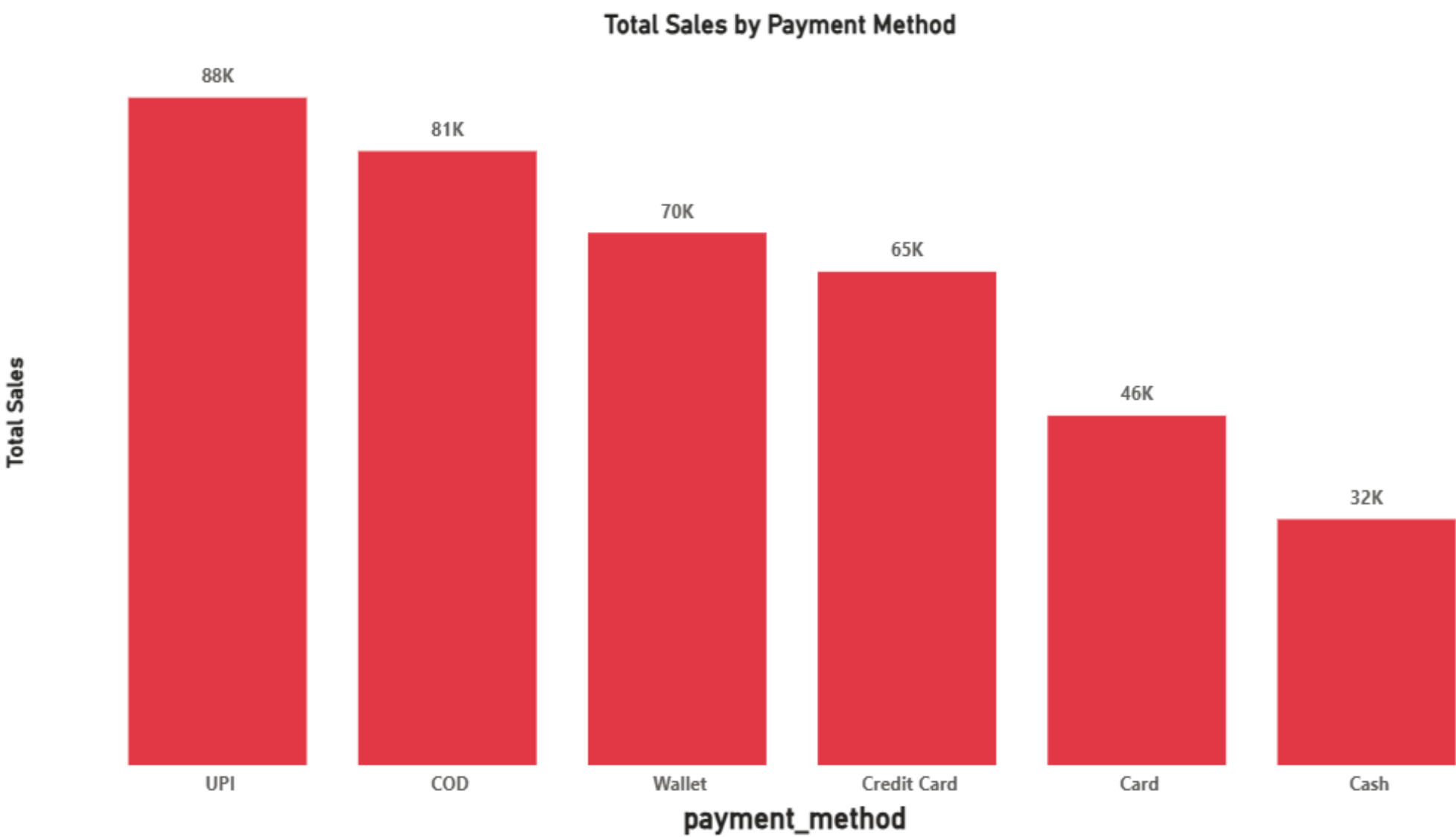


Category Performance

Insight: Main Course dominates with 84% share (372.85K), other categories underperforming

Action: Create Main Course + Starter combos to boost smaller categories

Total Sales by Payment Method

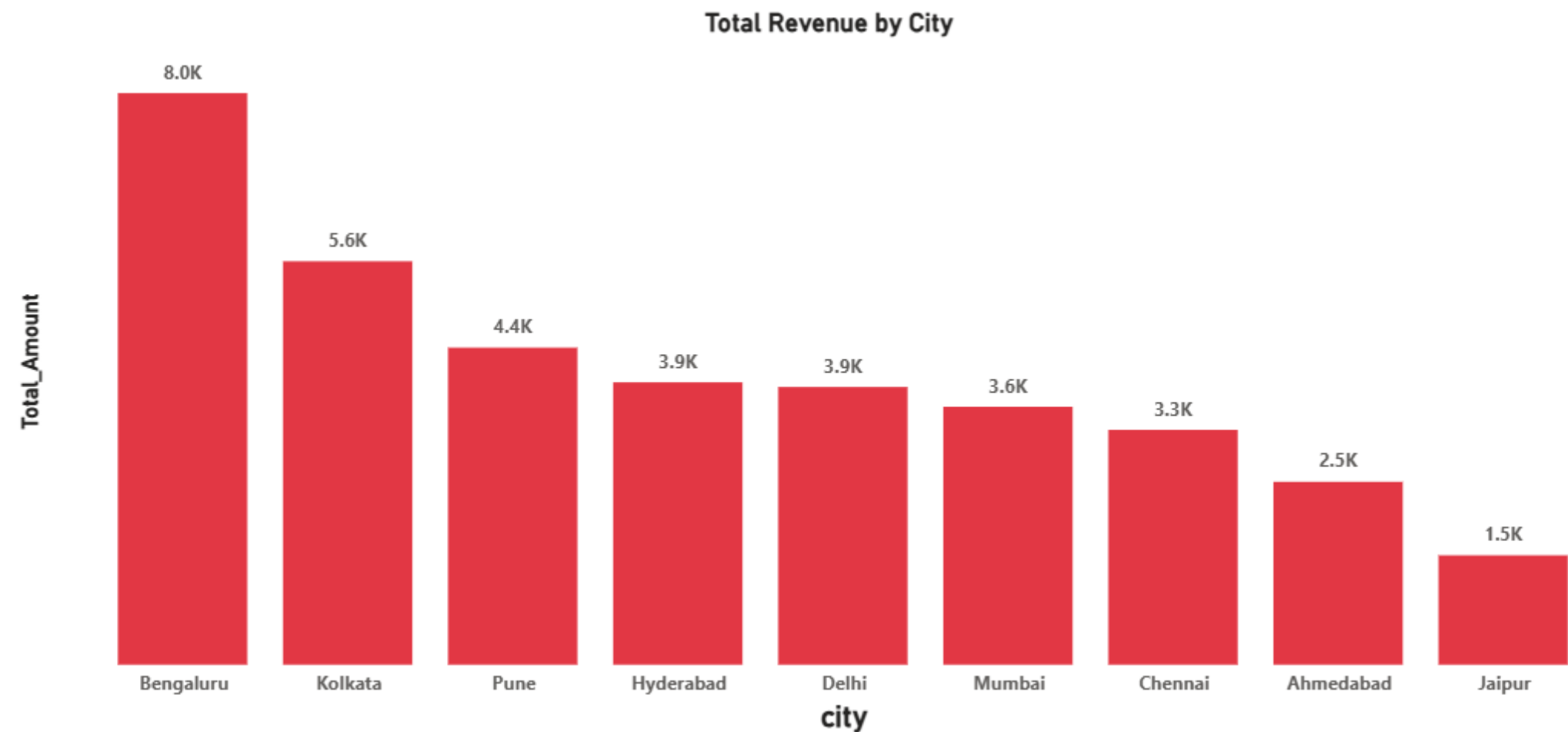


Payment Method Preferences

Insight: UPI (88K) and COD (81K) lead, but COD increases operational costs

Action: Offer 5% discount on digital payments to reduce COD dependency

Total Revenue by City

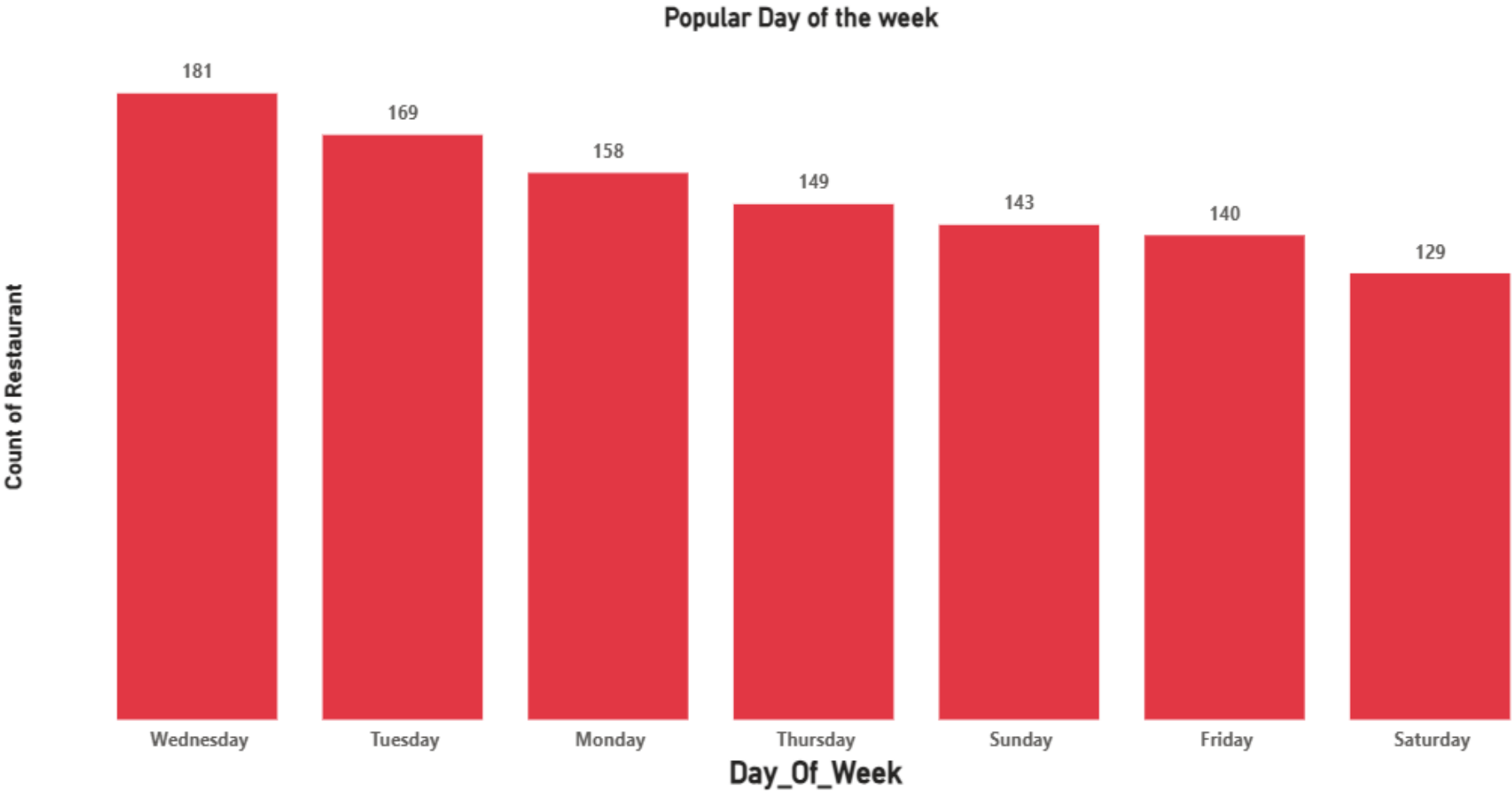


City Revenue Distribution

Insight: Bengaluru leads (8K), but revenue spread across 9 cities is uneven

Action: Focus marketing budget on top 3 cities while testing expansion strategies

Popular Day of the Week



Weekly Order Patterns

Insight: Midweek peak (Wednesday: 181), weekends underperform

Action: Launch "Weekend Family Feast" packages and happy hour discounts



The Future of Food

Zomato continues to innovate with AI-powered recommendations, drone delivery pilots, and cloud kitchen partnerships, positioning itself as the comprehensive food ecosystem of tomorrow.



Technology Leadership

Investing in AI, machine learning, and automation for enhanced customer experience



Sustainable Growth

Focus on profitability while maintaining market leadership and innovation