

Report on Zomato Power BI Dashboard Analysis

1. Overall Performance:

- **Total Revenue:** ₹987M
- **Total Quantity Sold:** 2M items
- **Total Orders:** 150K
- **Total Ratings:** 149K
- Zomato operates in **150,281 locations**, with a **user base of 100,000 active users**.

2. City-wise Sales Analysis:

- **Top Performing Cities:**
 - **Tirupati:** ₹43M
 - **Electronic City, Bengaluru:** ₹29M
 - **Baner, Pune:** ₹27M
- Cities like **Malviya Nagar, Vastrapur**, and **Indirapuram** also perform well, contributing ₹15-22M in sales.

3. Yearly Sales Trends:

- Rapid growth between 2017 and 2019:
 - **2017:** ₹90M
 - **2019:** ₹410M
- Slight decline in 2020 to ₹340M, possibly due to external factors like the pandemic.

4. Food Preferences:

- **Vegetarian Sales:** ₹122M
- **Non-Vegetarian Sales:** ₹106M
- **Others:** ₹24M
- Vegetarian food dominates sales, indicating a preference for plant-based options.

5. User Base Insights:

- **User Age Distribution:**
 - Majority aged 20-30 years.
 - Highest concentration: **18.8K users aged 25 years**.
- **Male vs Female Users:**
 - Males dominate the user base and engagement metrics, with higher gain (6.5K) and loss (18.8K) rates compared to females.

6. City Ratings:

- **Bikaner** has the highest average rating (1.7K), followed by **Noida** (1.4K) and **Indirapuram** (1.3K).
- Cities with high sales volumes also tend to have better user ratings.

7. Order Distribution:

- High-performing regions include:
 - **Agra:** ₹8.1M (455 orders)
 - **Adajan, Surat:** ₹5.3M (427 orders)
- Smaller towns like **Adoni** and **Adilabad** have fewer orders but consistent contributions.

Recommendations:

1. **Focus on Emerging Cities:**
 - Invest in marketing and infrastructure in mid-performing cities like **Raipur** and **Sultanpur**, as they show potential for growth.
2. **Promote Non-Vegetarian Items:**
 - Although vegetarian items lead sales, non-veg dishes can be promoted through offers or combos to boost their revenue share.
3. **User Retention Strategies:**
 - Address user loss in the male demographic through loyalty programs, targeted ads, and personalized discounts.
4. **Expand in High-Performing Regions:**
 - Strengthen operations in cities like **Tirupati**, **Electronic City**, and **Baner**, ensuring supply chain efficiency.
5. **Capitalize on High-Rated Cities:**
 - Highlight success stories from cities like **Bikaner** and **Noida** to improve brand reputation in other regions.
6. **Seasonal Offers:**
 - Use historical data to identify seasonal trends and create campaigns for peak sales periods.