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|  | | Zomato Sales Analysis | | | | |  | |
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|  | | | | August 13, 2024—Final Project |  | | | |
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|  | Hypothesis  1. Zomato sales and customers overall will be increasing. 2. Customers that are married will spend more than those who are single. However, of those who are single, single males will have the highest sales. 3. Of all the cuisines, the Indian cuisine will have the highest sales.   **Summary**  The following analysis is to show Zomato’s sales and order volume based on the year and customer demographics. A few questions that will be answered are what trend are the sales and order volume showing? How can Zomato improve revenue from certain customer demographics? Which cuisine was eaten the most? Some of my hypotheses were incorrect, however, it led me to consider the student demographic, one that I hadn’t initially considered in the analysis. D Overall, sales and the number of orders have been declining since 2018. Customers who are single are driving sales every year. And of those that are single, those who are students rank on top. A promotional for students may be pursued in order to increase sales. |  |
|  | Assumptions and Changes Assumptions   1. All null values were filtered out. 2. Cuisines were grouped together based on the first listed cuisine.   Changes  Currency: Because both INR and USD currencies are used in the data, a filter was applied to the ‘currency’ column to show only INR. Following this action a new column was created named, ‘converted\_sales\_amount’. I then looked up the current INR conversion rate to USD and applied a formula to ‘converted\_sales\_amount’ which took the respective cell in the ‘sales amount’ column and multiplied .012 (conversion rate) to it, resulting in the ‘converted\_sales\_amount’ column to show a USD value rather than INR. Lastly, the data that was already in USD, I set those cells to equal their respective ‘sales\_amount’ value.  Tableau: Worksheets will be joined in Tableau in order to use as much of the available data as possible. The worksheets used will be orders, users, and restaurants. The “user\_id” column from the orders and users worksheets will be used to join the worksheets. The “r\_id” column will also be used to join the restaurant worksheet to the orders worksheet to provide analysis to the cuisines. |  |

The company had an initial growth of over 400% from 2017 to 2018 however since then Zomato has decreased 19% in the 2019 year and 42% in 2020. Order volume has followed the same trend through the years as displayed in the top graph below. Directly affecting the order volume is the user count through the years. As shown in the bottom graph, the user count also follows the same trend.

A graph of a number of people

Description automatically generated with medium confidence

This answers the first question of what the sales and order trend is showing. It also disagrees with my initial hypothesis that sales would be increasing. Next, discovering who is driving the sales will help improve sales overall by targeting a customer demographic.

The order of the graph below moves from left to right starting with marital status which shows that customers who were single led sales in every year. From there, all other data was filtered to show only single customers. was it male or females that led sales? Here my hypothesis was correct with males driving sales, but it wasn’t by much. I knew there had to be a huge margin somewhere in the demographics. Occupation is displayed in the right most graph, showing a huge gap between students and all other categories.

A screenshot of a graph

Description automatically generated

My hypothesis that married customers would have higher sales was incorrect and although my gender hypothesis was correct, the large margin I was expecting in this data came from customer occupation, something I hadn’t originally considered.

Since there is a huge gap between students and all other categories, a promotional for students could be pursued in order to increase sales and customers who are excited to try new food.

North Indian, Chinese, and Indian cuisines round off Zomato’s overall top 3 cuisine groups. Of the 103 cuisine groups, 46 have made less than $5,000 in sales over the last 4 years. Of the $11,839,521.19 in sales of the last 4 years, 75% comes from the top 10 cuisine groups.

A blue and white rectangle with text

Description automatically generated

The over saturation of cuisines that Zomato is involved in could be hindering consistent sales. A recommendation could be to focus on 50 cuisines, devoting resources to those rather than all 103 and seeing if any cost efficiency is experienced and a surge in sales for those cuisines. Some cuisines to consider not involving are shown below, they are the bottom 12 cuisines and their activity over the last 4 years.

A screenshot of a computer

Description automatically generated

Some of these cuisines, however, may be a hit for students. Perhaps a marketing trial run for select cuisines to see if customers get excited about them before cutting them could be beneficial.