

Zomato Sales Analysis Research Plan

Objectives

1. Understand overall sales and revenue trends over time to identify growth opportunities.
2. Identify the key performance indicators (KPIs) that influence revenue.
3. Analyze how sales distribution varies across time, user segments, and restaurants.
4. Present actionable insights through visual dashboards.

Key Questions to Answer:

1. What are the total sales and revenue figures over time (daily, weekly, monthly)?
2. Which restaurants are the top revenue generators?
3. Are there observable trends or seasonality in order volume or revenue?
4. What is the average order value (AOV)?
5. What are the sales per customer segment or restaurant category?
6. How has the distribution of sales changed over time?

Datasets:

- orders: for timestamps, revenue, and customer IDs
- menu: to map order items to menu prices
- restaurant: to group orders by restaurant and analyze categories/locations
- users: for user segmentation
- food: for detailed food category analysis

Dashboard Components:

- Total Revenue Over Time (line chart)
- Revenue by Restaurant (bar chart)
- Number of Orders Per Day (line chart)

- Average Order Value (KPI tile)
- Sales by Food Category or Restaurant Category (pie or stacked bar)
- Heatmap of orders by day/time (to uncover peak times)

Final Report / Presentation Structure:

1. **Introduction** – Objective and scope
2. **Data Overview** – Quick summary of datasets used
3. **Sales Trends** – Key findings from sales over time
4. **Restaurant Performance** – Who drives revenue and why
5. **Key Insights & Recommendations**
6. **Appendix / Methodology** – SQL queries or transformation steps