

# **Zomato Sales Analysis Report**

## **Introduction – Objective and Scope**

This analysis aims to assess Zomato's restaurant and customer performance using recent sales data. The goal is to uncover patterns in sales behavior over time, evaluate top-performing restaurants and cuisines, and generate actionable recommendations to improve strategic decision-making and drive growth.

## **Data Overview – Summary of Datasets Used**

The data used for this report comes from five main tables:

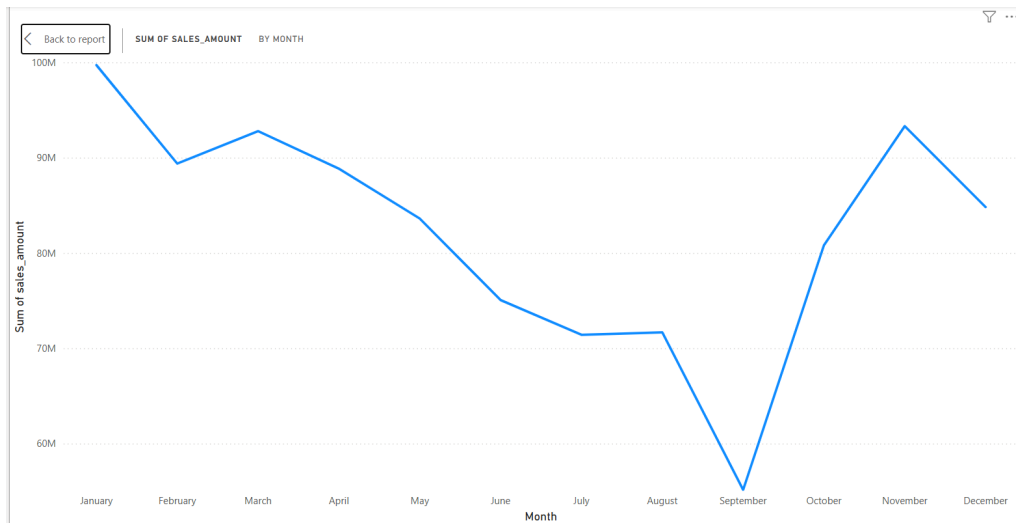
- orders: for timestamps, revenue, and customer IDs
- menu: to map order items to menu prices
- restaurant: to group orders by restaurant and analyze categories/locations
- users: for segmentation if needed
- food: for detailed food category analysis

Visuals used in the dashboard include:

- Line charts for sales and order trends
- Bar charts by restaurant and cuisine
- Heatmap by order day
- KPI card showing average sales amount

## Sales Trends – Key Findings Over Time

- Sales peaked in **January** and dropped steadily until **September**, where the lowest performance was recorded. A rebound began in **October**, with sales increasing significantly through **December**.



- Similarly, the **number of orders per month** mirrored the sales trend, indicating that lower order volume directly affected revenue in low-performing months.

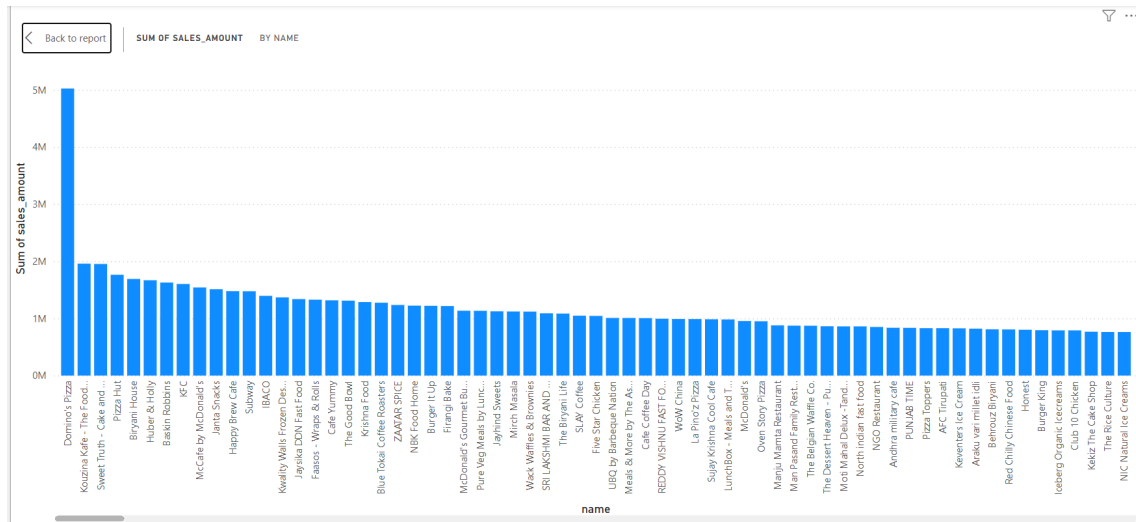


- The **average sales amount** stands at **6.56K**, suggesting a healthy ticket size per transaction but also room for growth in volume.

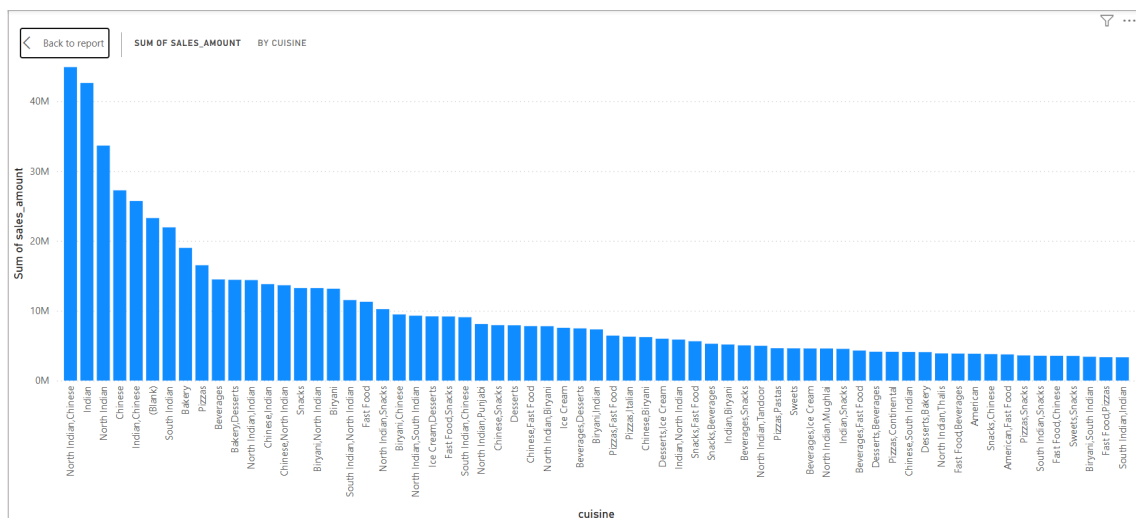


## Restaurant Performance – Who Drives Revenue and Why

- Domino's is the leading revenue driver by a significant margin, followed by other national and regional chains like **Sweet Treats**, **Burger Hub**, and **Bright Pizza**.



- These top performers likely benefit from brand recognition, optimized delivery logistics, and popular menu items.
- Cuisines with the highest revenue include **North Indian**, **Indian** and **Chinese** revealing strong customer preference for regional flavors.



- Lower-performing cuisines suggest either limited menu appeal or insufficient visibility on the platform.

## Key Insights & Recommendations

1. **Seasonality Impact:** The dip from May to September may reflect seasonal shifts. Promotional campaigns and partnerships during this period could help maintain revenue consistency.
2. **Top Restaurant Leverage:** Zomato should strengthen relationships with top performers like Domino's through exclusive deals or featured listings.
3. **Cuisine Optimization:** Expand offerings in high-performing cuisine categories and reassess underperforming segments to improve menu alignment with customer demand.
4. **Customer Engagement:** Promote loyalty programs or personalized recommendations during low-sale months to stimulate order frequency.
5. **Peak Days Analysis:** The colorful heatmap of sales by day indicates variable performance across the month. Analyzing peak vs. low-order days further can help refine targeted marketing efforts.