

# **zomato**

## **SALES REPORT**



PRESENTED BY

**VAISHNAVI BHUJBAL.**

# AGENDA OF REPORT

- ❖ INTRODUCTION
- ❖ OBJECTIVE
- ❖ ANALYSIS OF VISUAL
- ❖ INSIGHTS
- ❖ KEY BUSINESS QUESTIONS ANSWERED
- ❖ CONCLUSION

# Introduction

## SALES DASHBOARD (OVERVIEW)

- The Sales Analysis dashboard provides a comprehensive overview of Zomato's sales performance, focusing on key metrics such as total revenue, order quantities, and order counts. It includes a detailed categorical breakdown of food items (Veg, Non-Veg, and Others) and tracks sales trends over the years. Additionally, the dashboard highlights the top-performing cities based on order quantities.
- To enhance interactivity, slicers for **Amount , Quantity and Top N cities** are applied, enabling users to dynamically filter the visuals, including the **categorical breakdown, sales trend over the years, and top cities by performance**. This feature allows for tailored analysis, helping Zomato identify trends and optimize strategies across different metrics.

# Introduction

## CITY & USER PERFORMANCE

- The City & User Performance dashboard provides a detailed analysis of Zomato's user activity and city-level engagement. It highlights key metrics, including the total number of users, active users, average ratings, and total order counts.
- The dashboard features visuals showcasing user demographics, such as age distribution, and city-wise activity levels. A detailed table allows for granular insights into individual users' order counts, ratings, and contribution amounts. This dashboard is designed to help Zomato understand user behavior and identify cities with the highest engagement, enabling targeted strategies to enhance user satisfaction and operational efficiency.

# Objective

- The primary objective of this project is to analyze Zomato's sales and user performance data to derive actionable insights that can support strategic decision-making. The dashboards aim to:
  - **Understand User Behavior:**
    - Analyze active user demographics, including age distribution and city-wise activity.
    - Identify top-performing users and their contributions in terms of orders and ratings.
  - **Evaluate City-Level Performance:**
    - Highlight cities with the highest user engagement and sales contributions.
    - Provide a dynamic ranking of cities based on performance metrics using slicers.
  - **Analyze Sales Trends:**
    - Explore trends in sales, revenue, and order quantities over the years.
    - Categorize food items (Veg, Non-Veg, and Others) and evaluate their demand.
  - **Provide Interactivity for Deeper Insights:**
    - Enable dynamic filtering with slicers for metrics such as Top N Cities, Amount, and Quantity.
    - Facilitate tailored analyses for both city and category-level performance.

The ultimate goal is to equip Zomato with insights to improve customer satisfaction, optimize city-level operations, and drive revenue growth.



# Business Questions

## Overall Business Questions Solved

### 1. User Behavior:

1. What percentage of users are active, and what are their demographics?
2. Which cities have the highest user engagement?

### 2. Sales Performance:

1. Which cities drive the most revenue and orders?
2. What are the sales trends over the years?
3. Which food categories are most popular?

### 3. Customer Satisfaction:

1. How satisfied are customers based on ratings?
2. Who are the high-value users contributing most to the business?

### 4. Market Focus:

1. Which cities should Zomato prioritize for growth or improvement?
2. Where are the opportunities for expanding user engagement?

### 5. Strategic Insights:

1. What areas need immediate attention, like declining sales and low ratings?
2. How can Zomato tailor offerings based on customer preferences?

# COMPLETE DASHBOARD

## ZOMATO SALES ANALYSIS



### Dashboard



# zomato

Zomato provides services across 150279 cities and is connected with 100000 users and got 150279 orders.



### Overview

Amount

987M

Quantity

2M

Avg Rating

2

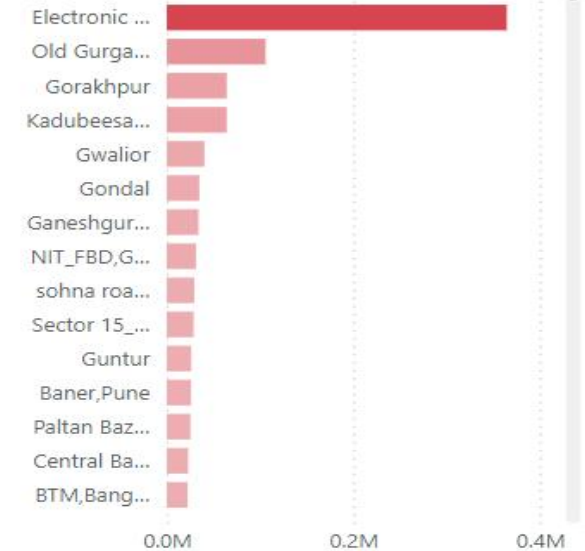
Order Count

150K

Amount

Quantity

### All cities by Quantity



All

Top 10

Top 100

Top 20

Top 5

top 50



Veg

Order Count

156K

12K



Non-Veg

Order Count

140K

11K



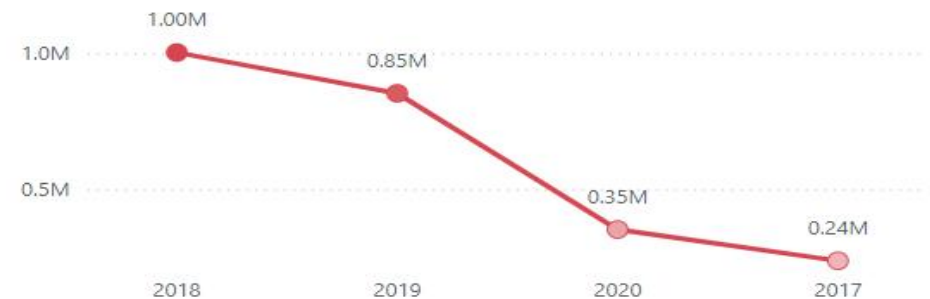
Other

Order Count

14K

927

### Sale by Year





Zomato provides services across 150279 cities and is connected with 100000 users and got 150279 orders.



#### Overview

Amount

987M

Quantity

2M

Avg Rating

2

Order Count

150K

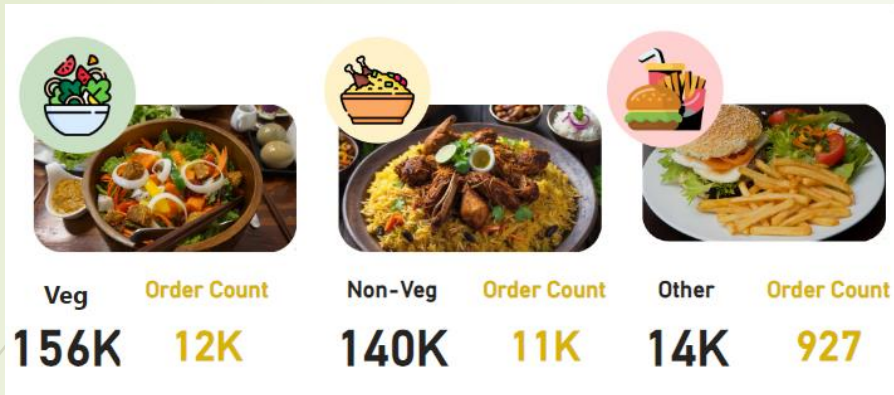
#### ► KPIs (Total Amount, Order Quantity, Order Count, Average Rating):

- **Analysis:** These metrics summarize overall sales performance.

#### • Insights:

- **Total Amount (₹987M):** Strong revenue generation highlights a healthy market presence.
- **Order Quantity (2M):** Reflects high customer demand and item consumption.
- **Order Count (150K):** Indicates frequent transactions, a sign of strong customer engagement.
- **Average Rating (2):** Customer satisfaction remains a challenge and requires attention

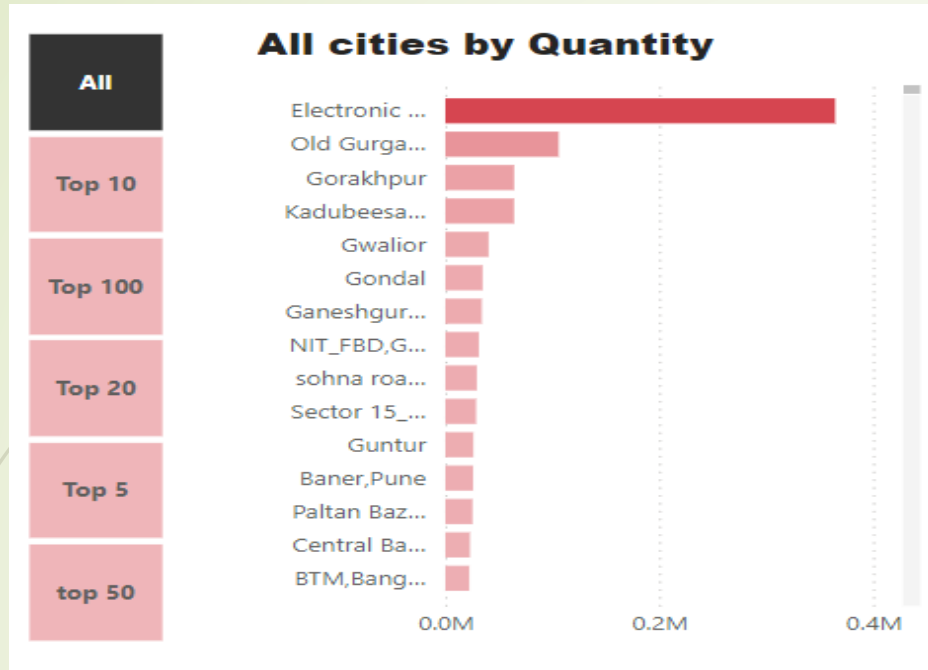




## ► Categorical Breakdown (Veg, Non-Veg, Others):

- **Insights:**

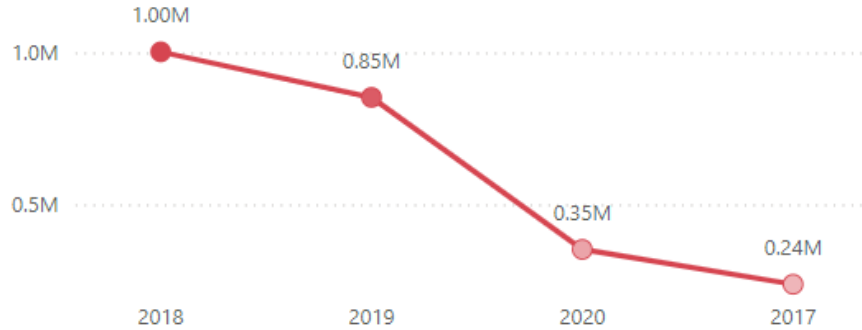
- Veg orders dominate slightly over Non-Veg, suggesting a balanced preference among customers.
- "Other Items" have minimal contribution, indicating either niche appeal or limited availability.



### ➤ Top Cities by Sales Amount and Quantity:

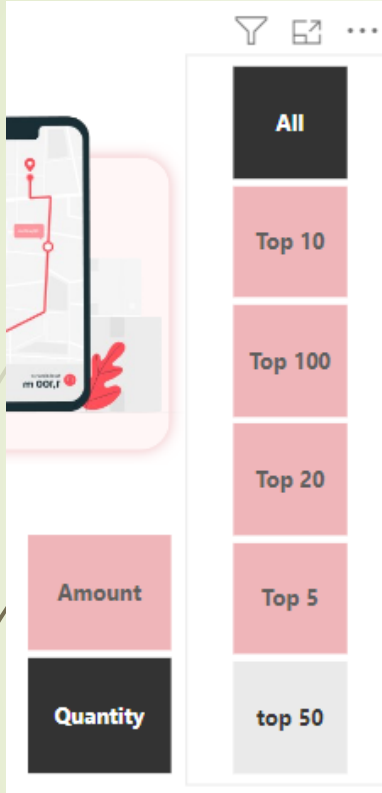
- **Analysis:** Bar charts displaying the cities contributing the most to sales.
- **Insights:**
  - Electronic City and Old Gurgaon are top performers, indicating robust customer bases in these areas.
  - Cities lower on the list might represent untapped potential for growth.

### Sale by Year



#### ➤ Sales Trend Over Years:

- **Analysis:** Line chart showing sales revenue trends from 2017 to 2020.
- **Insights:**
  - Declining sales highlight a need for strategies to regain market share.
  - External factors like competition or economic conditions may have influenced this trend.



➤ **Slicers (Amount, Quantity, Top N Cities):**

- **Analysis:** Interactive elements allowing focused data filtering.
- **Insights:**
  - **Amount and Quantity Slicers:** Provide flexibility to analyze visuals based on revenue or quantity-specific data.
  - **Top N Cities Slicer:** Enables dynamic ranking of cities, helping Zomato prioritize its efforts in key markets.

# COMPLETE DASHBOARD

## ZOMATO SALES ANALYSIS



### City & User Performance

# zomato

Zomato provides services across 300558 cities and is connected with 100000 users and got 300558 orders.



#### Overview

Active Users

78K

Users

100K

Avg Rating

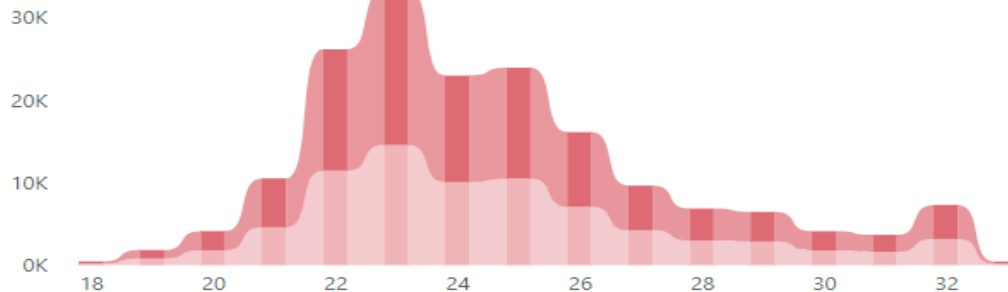
2

Order Count

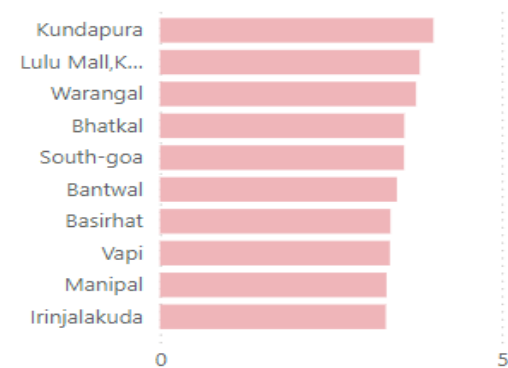
301K

#### Active Users and Users by Age

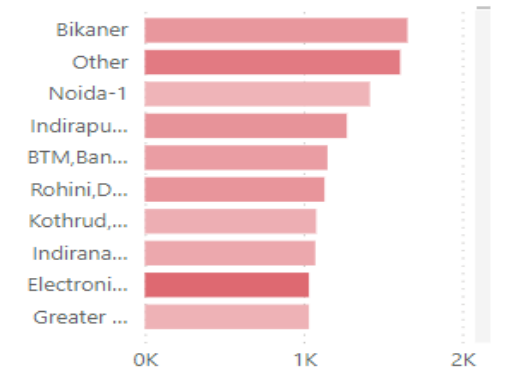
● Active Users ● Users



#### rating by city



#### Active Users by city



user\_id

All



user_id	Name	Avg Rating	Order Count	Amount
1	Claire Ferguson	3	4	1677
2	Jennifer Young	1	6	4068
3	Jermaine Roberson	0	2	22042
4	Rachel Carpenter	4	2	103
5	Shawn Parker	2	4	52097
6	Timothy Clark	0	2	84
8	Christopher Curry	0	2	242
9	Daniel Mercado	1	6	7950
10	Tony Lawrence	4	4	2776
13	Alex Cortez	1	6	3846
14	Micheal King	0	2	20726
15	Daniel Lopez	4	4	1938



# City & User Performance

## Overview

Active Users

**78K**

Users

**100K**

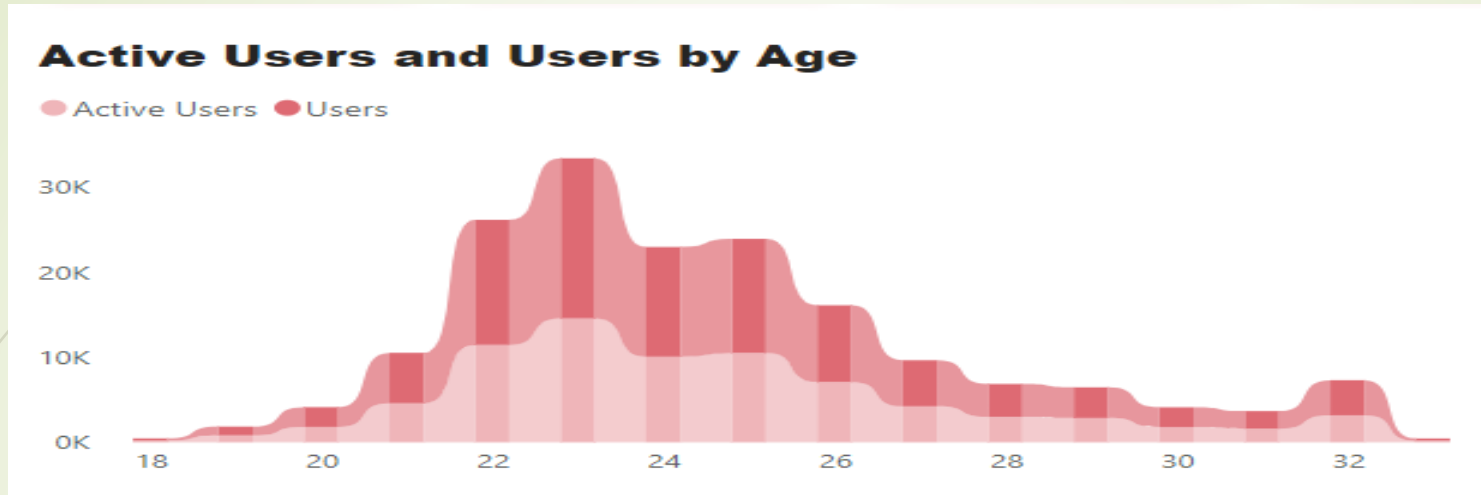
Avg Rating

**2**

Order Count

**301K**

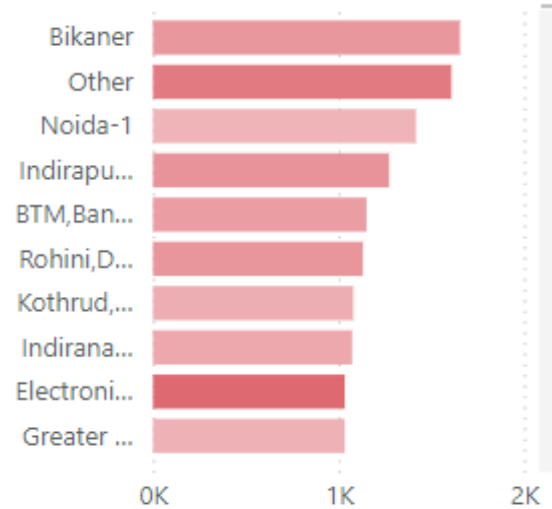
- **KPIs (Active Users, Total Users, Average Rating, Order Count):**
  - **Analysis:** These metrics provide an overview of user engagement and platform activity.
  - **Insights:**
    - **Active Users (78K):** High engagement among a significant portion of users (78% of total).
    - **Total Users (100K):** Indicates a solid user base with potential for growth.
    - **Average Rating (2):** Reflects poor customer satisfaction, suggesting a need for improvement in services or product quality.
    - **Order Count (301K):** High activity from the engaged users, indicating frequent usage.



### ➤ Users by Age Distribution:

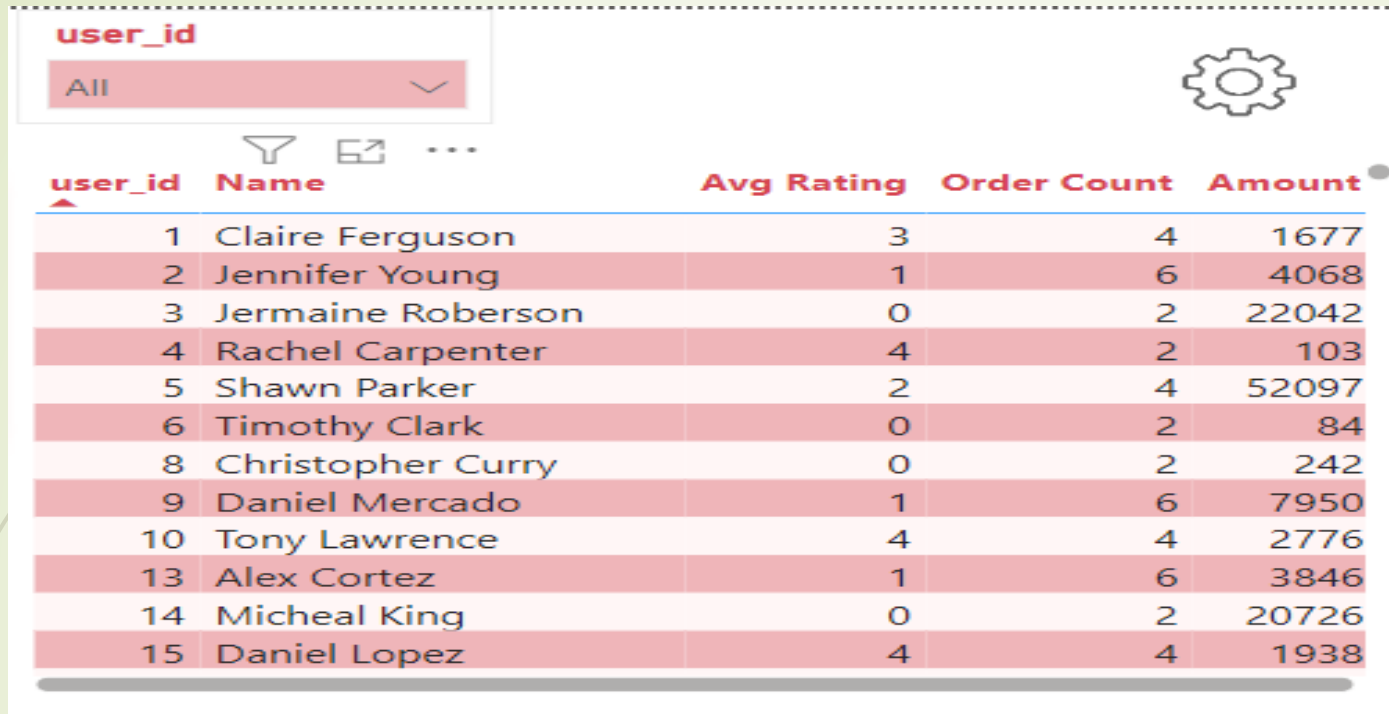
- **Analysis:** A Ribbon showing the age range of active users and all users.
- **Insights:**
  - Majority of users fall between 22-28 years, indicating a predominantly younger audience.
  - Zomato could design campaigns or products tailored to this age group's preferences.

### Active Users by city



#### ➤ Active Users by City:

- **Analysis:** Bar chart showing user activity distribution across cities.
- **Insights:**
  - Cities like Bikaner and Noida-1 lead in active users, making them strong markets for Zomato.
  - Regions with fewer active users may require targeted campaigns to boost engagement.



user_id	Name	Avg Rating	Order Count	Amount
1	Claire Ferguson	3	4	1677
2	Jennifer Young	1	6	4068
3	Jermaine Roberson	0	2	22042
4	Rachel Carpenter	4	2	103
5	Shawn Parker	2	4	52097
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15	Daniel Lopez	4	4	1938

### ► Detailed User Table:

- **Analysis:** A table showing user-specific data such as order count, ratings, and amount spent.
- **Insights:**
  - Identifies high-value users based on their order counts and spending, useful for loyalty programs.
  - Low ratings in the table suggest areas for improvement in customer experience.

# INSIGHTS

## Steps to Take

### 1.Improve Customer Satisfaction:

1. Address complaints and improve ratings.
2. Launch loyalty programs for high-value users.

### 2.Boost Low-Performing Cities:

1. Run targeted promotions and collaborate with local restaurants.

### 3.Optimize Offerings:

1. Focus on popular Veg and Non-Veg categories.
2. Innovate or scale back "Other Items."

### 4.Reverse Sales Decline:

1. Use seasonal offers and adapt strategies to re-engage customers.

### 5.Strengthen Top Cities:

1. Improve services and use targeted pricing in cities like Electronic City and Old Gurgaon.

### 6.Leverage Data:

1. Tailor campaigns for the 22-28 age group.
2. Use slicers to monitor city and category performance dynamically.

### 7.Track Progress:

1. Regularly review KPIs and sales trends to adjust strategies.

These steps will help Zomato enhance engagement, boost sales, and grow sustainably.



**THANK YOU**