

BIA Final Project
Title: Sales Analysis for Zomato

Objective

Analyze sales trends, identify key performance indicators (KPIs), and provide actionable insights to improve sales strategies and business performance.

Outline

- Sales Trends Over Time
- Restaurant Revenue Breakdown
- City-Wise Revenue Breakdown
- Cuisine-Wise Revenue Breakdown
- Key Performance Indicators (KPIs)
- Conclusion
- Recommendations

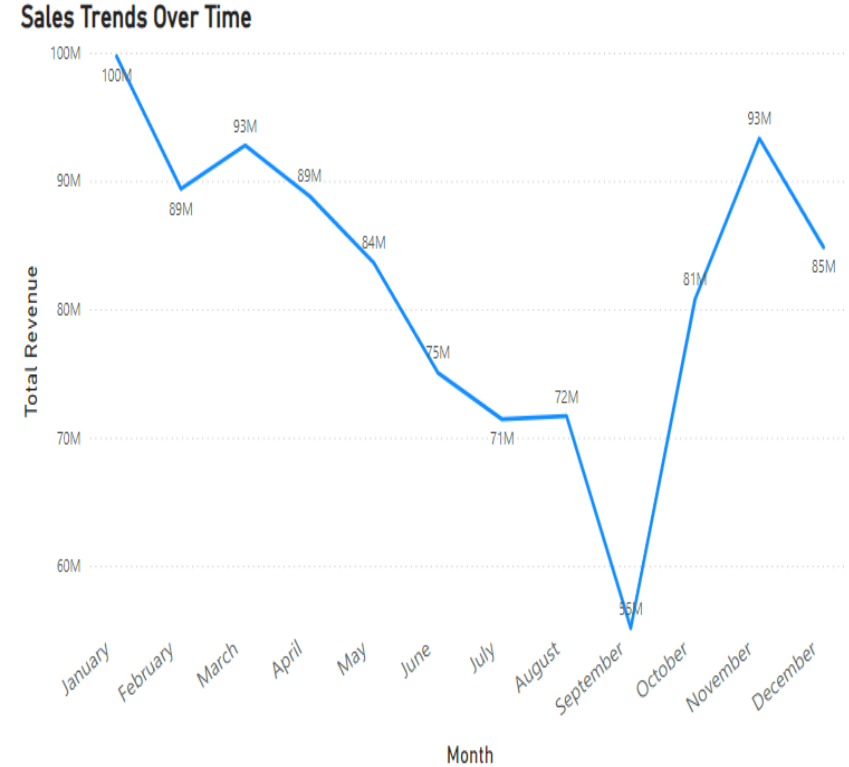
Sales Trends Over Time (Monthly Analysis)

Insights:

- January Peak: Sales reached 100M, likely from post-holiday demand.
- Mid-Year Decline: Sales dropped from 89M to 71M (Feb-July), indicating a seasonal dip.
- September Drop: A significant dip to 55M, possibly due to fewer promotions.
- October Recovery: Sales increased to 81M, showing recovery from September.
- November Surge: Sales peaked at 93M, likely due to promotions or increased demand.
- December Dip: Slight decline to 85M, showing end-of-year slowdown

Recommendations:

- Replicate strategies from January and November to boost sales during slower months.
- Target September slump with promotions or discounts.
- Focus on improving sales in October and December by analyzing customer behavior.
- Leverage insights from August and September to maintain growth and steady sales



Restaurant Revenue Breakdown

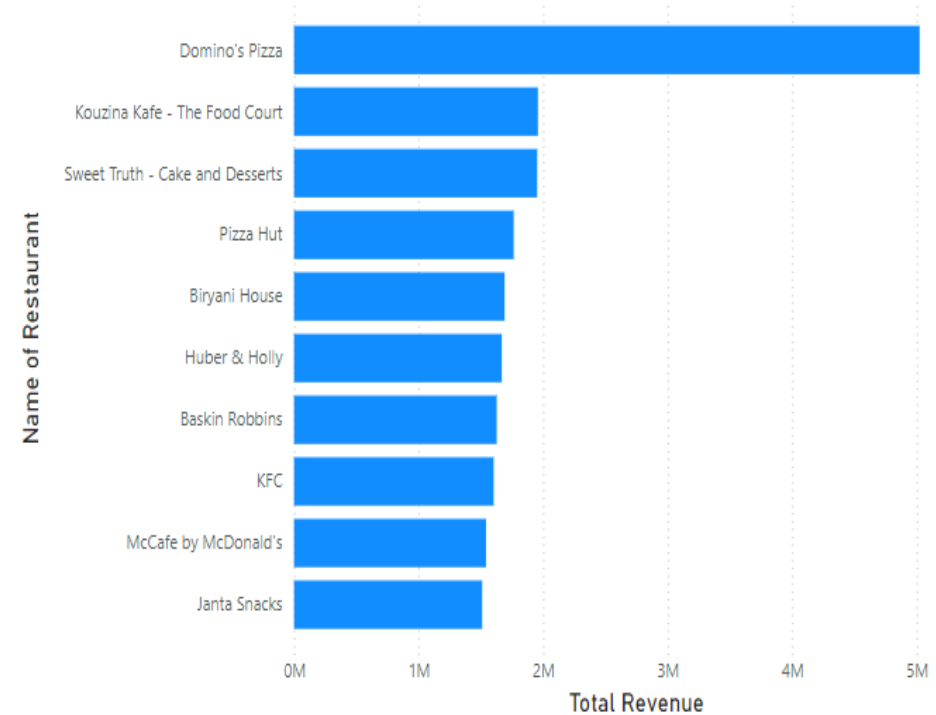
Insights:

- Domino's Pizza leads by a large margin in revenue, followed by Kouzina Kafe and Sweet Truth.
- Pizza Hut and Biryani House also perform well but are behind.
- Other restaurants like KFC, McCafe, and Janta Snacks contribute less.

Recommendations:

- Replicate Domino's success by analyzing its strategies.
- Boost visibility for Kouzina Kafe and Sweet Truth.
- Promote smaller performers like KFC and McCafe to increase sales.

Top 10 Restaurants by Revenue



City-Wise Revenue Breakdown

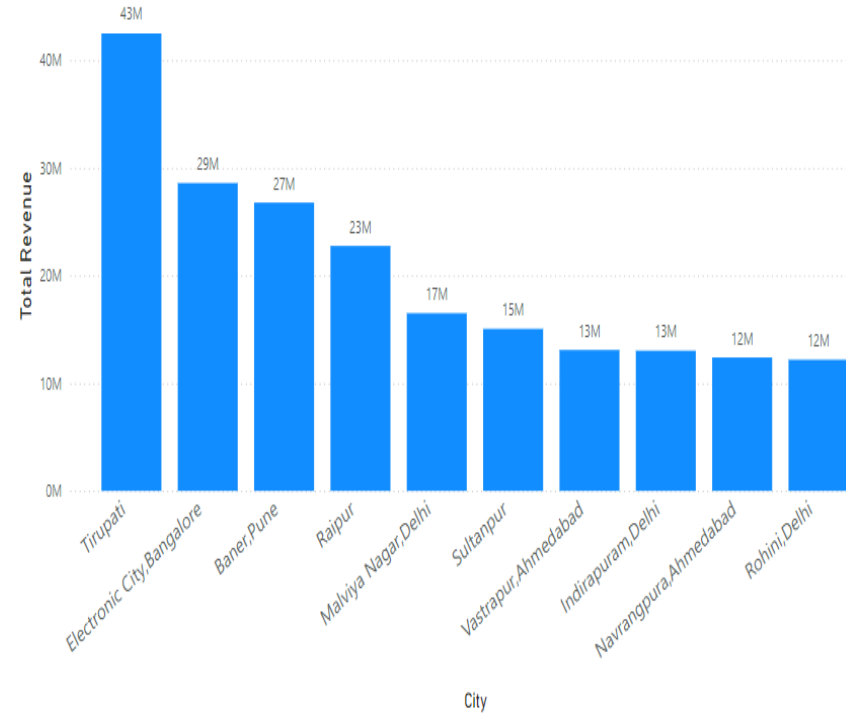
Insights:

- Tirupati leads with 43M, followed by Electronic City, Bangalore (29M) and Baner, Pune (27M).
- Raipur and Malviya Nagar, Delhi each contribute 23M.
- Sultanpur (17M) and Vastrapur, Ahmedabad (15M) also show strong performance.
- Navrangpura, Ahmedabad and Rohini, Delhi contribute 12M each.

Recommendations:

- Sustain growth in Tirupati and Electronic City, Bangalore with targeted promotions.
- Boost revenue in cities like Baner, Pune and Raipur through tailored campaigns.
- Improve sales in cities like Rohini, Delhi by enhancing restaurant offerings or visibility.
- Replicate top strategies in other cities to drive growth.

Top 10 Cities by Total Revenue Contribution



Cuisine-Wise Revenue Breakdown

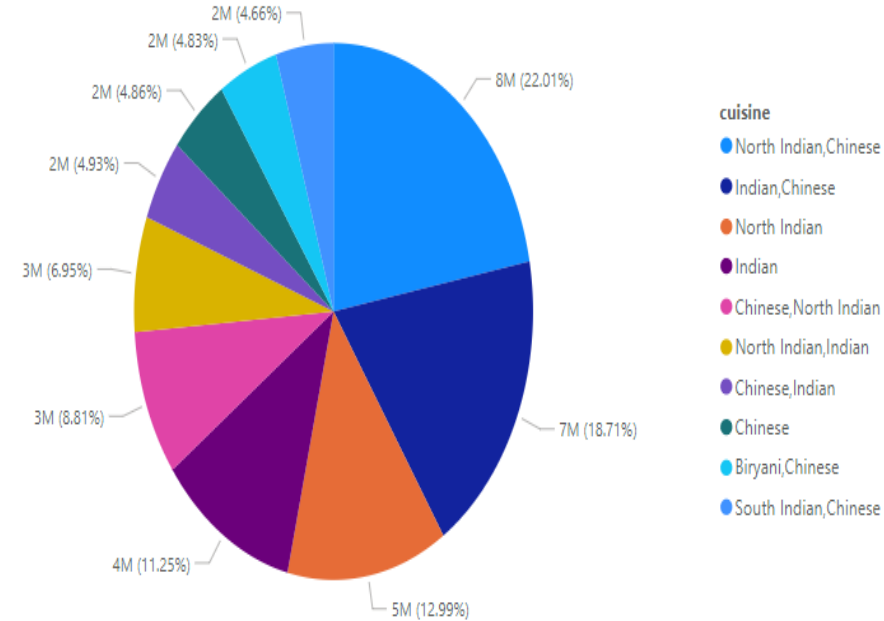
Insights:

- North Indian, Chinese leads with 22.01% of revenue, followed by Indian, Chinese (18.71%) and Chinese, North Indian (12.99%).
- Indian contributes 11.25%, and Biryani, Chinese (4.83%) and South Indian, Chinese (4.66%) show smaller contributions.

Recommendations:

- Promote top cuisines like North Indian, Chinese with combo deals.
- Expand options for growing combinations like Biryani, Chinese and South Indian, Chinese.
- Tailor offerings based on regional preferences.

Top 10 Cuisines by Total Revenue Contribution



Key Performance Indicators (KPIs)

Insights:

- Total Revenue: 987M – A substantial overall revenue, indicating strong sales performance.
- Total Orders: 150K – Reflects the volume of transactions made by customers.
- Average Order Value (AOV): 6.56K – A relatively high AOV, suggesting customers tend to make larger orders.

987M

Total Revenue

150K

Total Orders

Recommendations:

- Increase Revenue per Order: Focus on increasing AOV by offering bundles, upsells, or premium meal options.
- Target High-Volume Cities: Identify regions with higher total orders and optimize for repeat customers and loyalty programs.
- Enhance Promotional Efforts: Drive additional revenue by running targeted campaigns to maintain or increase total revenue and orders.

6.56K

Average Order Value

Conclusions

Key Drivers of Revenue:

- Top-performing restaurants like Domino's Pizza and Kouzina Kafe generate the highest revenue, with Domino's significantly outperforming others.
- High-revenue cities such as Tirupati and Electronic City, Bangalore are crucial to Zomato's performance, and their growth should be sustained.
- Popular cuisines like North Indian, Chinese and Indian, Chinese dominate revenue contributions, showing clear customer preferences.

Seasonal Trends:

- Sales are highest in January and November, with a significant dip in September and a slight decline in December, highlighting seasonal demand fluctuations.

Customer and Regional Insights:

- Certain regions and cities contribute disproportionately to overall revenue. Tirupati and Bangalore are the biggest revenue contributors, suggesting strong regional demand in those areas.

Recommendations - I

Leverage Top Performers:

- Expand the successful strategies of top-performing restaurants like Domino's Pizza to other restaurants to boost overall revenue.
- Focus on increasing revenue in high-performing cities like Tirupati and Bangalore by strengthening restaurant partnerships and running regional promotions.

Target Mid-Year Slump:

- To address the sales decline from February to July, implement seasonal promotions, targeted campaigns, or exclusive deals to maintain consistent revenue throughout the year.

Promote Key Cuisines:

- Capitalize on the popularity of North Indian, Chinese, and Indian, Chinese by creating more combo meals, seasonal specials, and tailored marketing campaigns.
- Introduce new offerings or expand existing menus for Biryani, Chinese and South Indian, Chinese to tap into growing revenue contributions from these cuisines.

Recommendations - II

Replicate Successful Regional Strategies:

- Use the success seen in high-revenue cities to expand Zomato's reach into other regions with similar marketing efforts and targeted local campaigns.
- Improve restaurant offerings and customer engagement in lower-performing cities like Rohini, Delhi and Navrangpura, Ahmedabad by promoting local favorites or enhancing menu variety.

Seasonal Strategy:

- Prepare for the seasonal spikes in January and November by launching special deals and promotions to maximize revenue.
- Implement strategies to mitigate dips in months like September, ensuring customer engagement with targeted offers and discounts.

Thanks