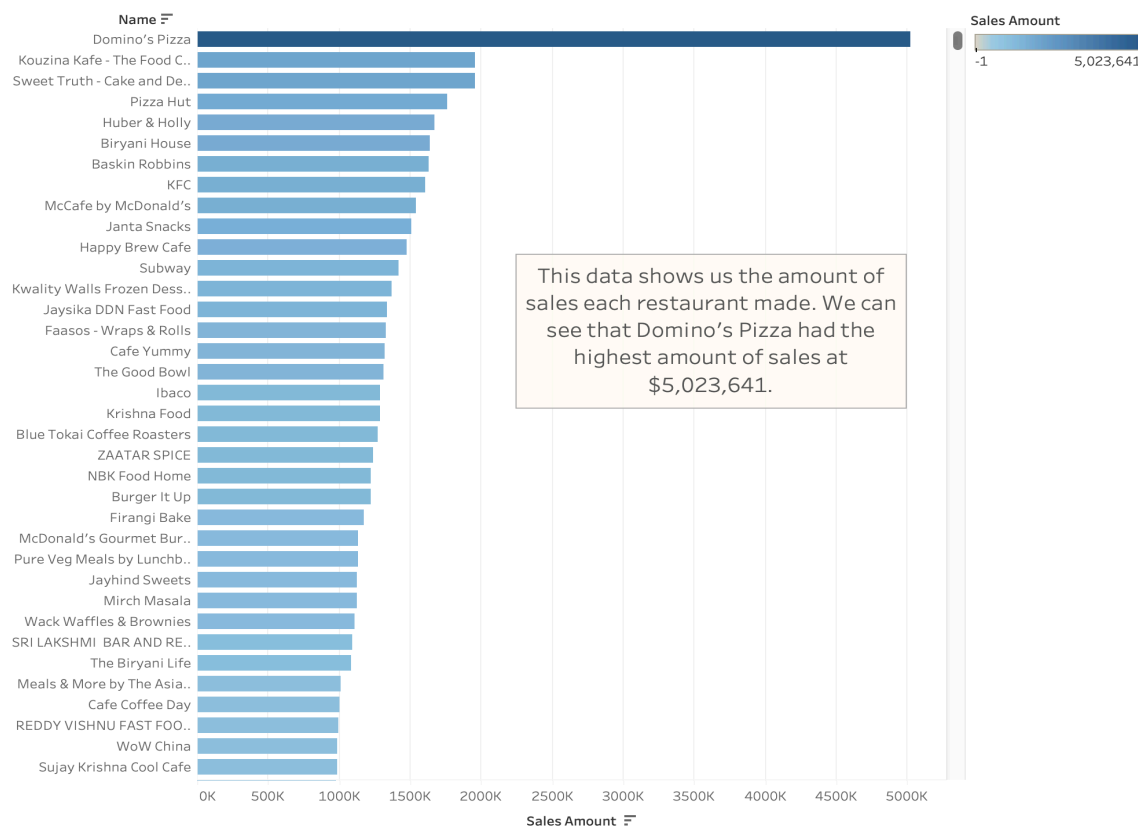
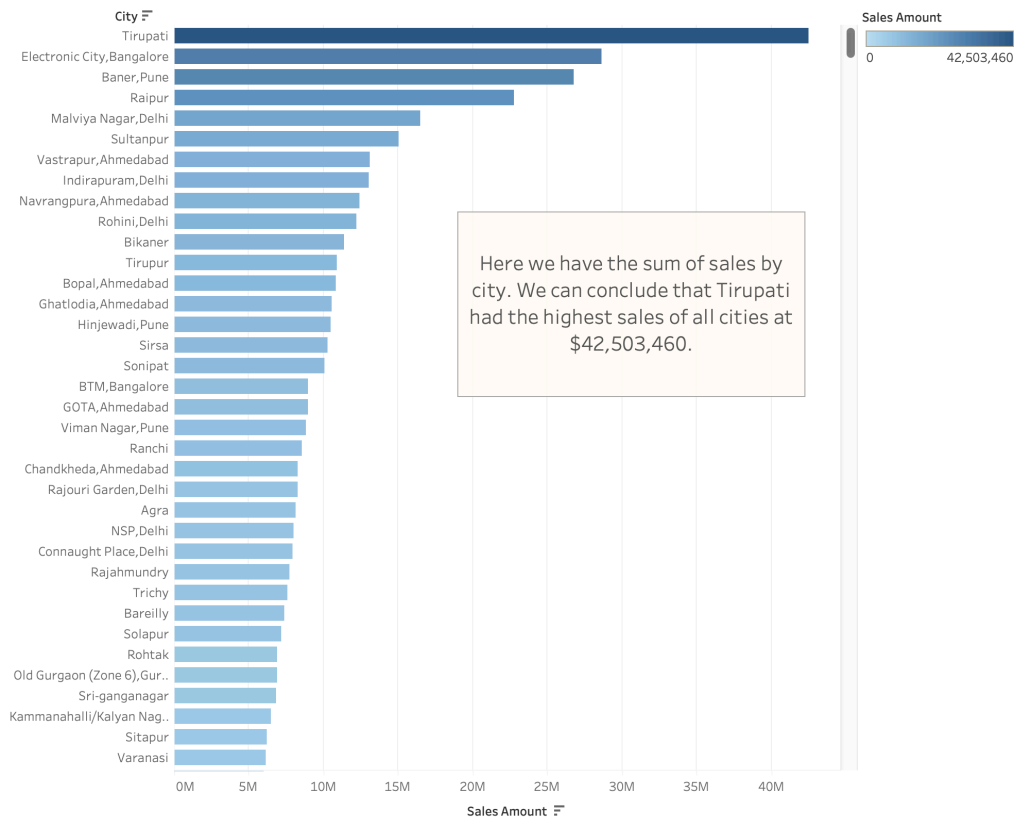
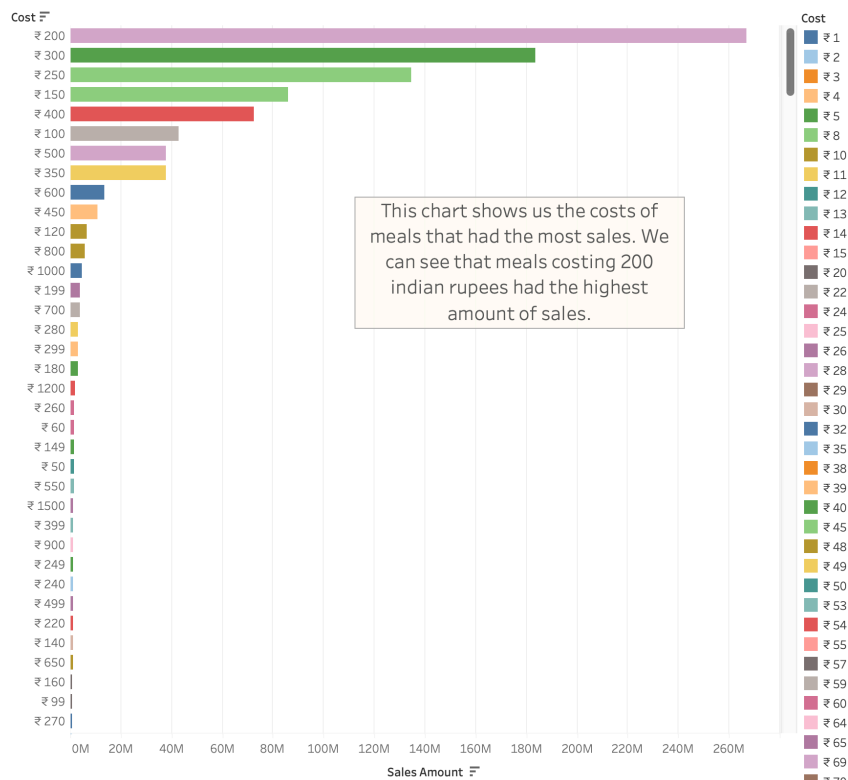
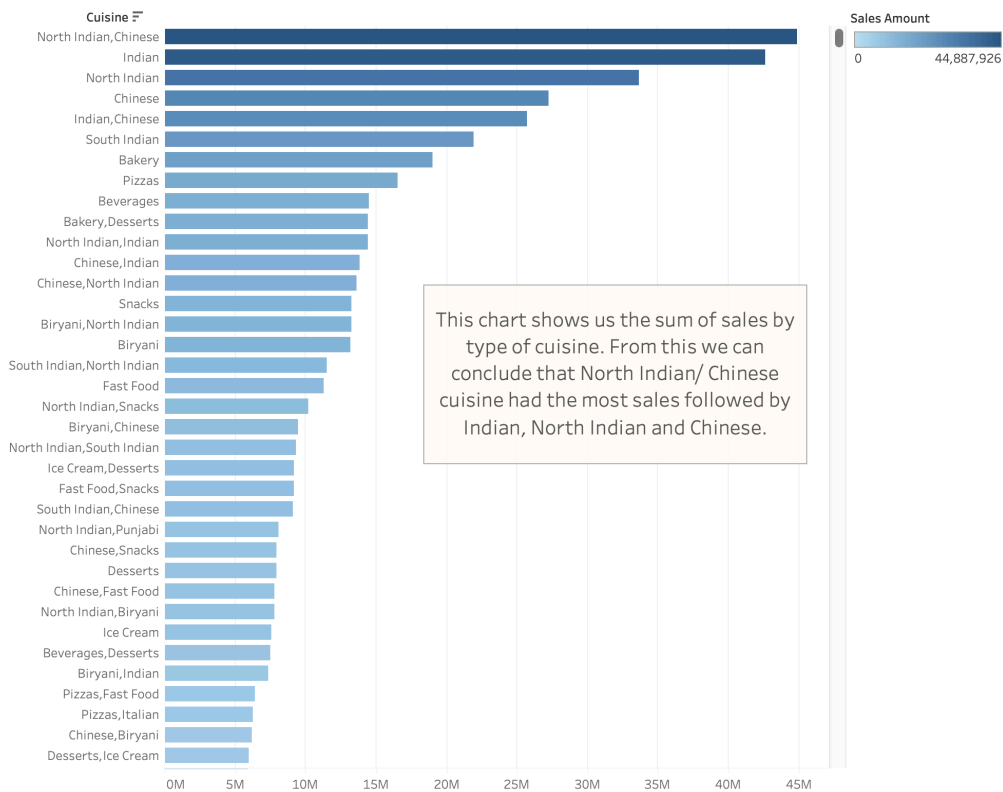


We have analyzed data across different KPIs for Zomato. This data shows us where Zomato is making the most sales and what areas they can focus on to improve sales in the future. I analyzed sales across different restaurants, months, cities, types of cuisine and costs. My hypothesis was that fast food chain restaurants would acquire much higher sales as well as larger cities and restaurants that sell indian cuisine as thats where the analysis is being done.







We analyzed different KPIs for Zomato to see what had the highest sales. Our data concluded that:

- Dominos was the restaurant with the highest sales.
- January was the month with the highest sales at 92,713,214.
- Tirupati, India was the city with the highest sales.
- North Indian/Chinese was the cuisine with the most sales.
- 200 indian rupees was the cost of meal with the most sales.

#### Reccomendations:

We can see that July, August and September had the lowest sales. To boost overall sales we can do promotions and more advertising during these months to strengthen weak points during the year. I would also continue to focus efforts on restaurants serving Asian and Indian cuisines as these had the highest amount of sales overall. From our analysis, meals costing around 200 indian rupees accounted for the most sales. Zomato could focus mainly on restaurants serving Indian/Asian cuisines within a price range of 100 to 300 indian rupees. This seems to be the range most customers are spending within.