

# Zomato Sales Analysis Report

TripleTen Final Project - Jacob Irsan

## Overview

This report analyzes the sales performance of restaurants on Zomato over a period based on key performance indicators (KPIs), sales trends, regional performance, top-performing restaurants, and average order value (AOV). The dashboard provides valuable insights into the business, helping Zomato to make data-driven decisions.

## Key Metrics Displayed:

- **Total Sales:** \$986,565,016
  - **Total Orders:** 150,281 Orders
  - **Average Order Value (AOV):** \$6,564.80 per order
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## 1. KPI Overview

### Total Sales: \$986,565,016

- **What I Did:** Summed up the total sales made by all restaurants during the analyzed period.
- **Analysis:** This metric provides an overall look at the revenue generated across all orders.
- **Conclusion:** The high total sales indicate a healthy revenue stream for Zomato, suggesting strong demand for restaurant services. However, this number can be broken down further to analyze specific trends.
- **Recommendation:** Zomato should continue monitoring total sales on a monthly or quarterly basis to detect any potential revenue dips and take corrective action when necessary.

### Total Orders: 150,281

- **What I Did:** Counted the distinct number of orders placed by customers during the time period.
- **Analysis:** This KPI reflects the volume of transactions made, which provides insights into customer activity levels.

- **Conclusion:** A large number of orders indicates a broad and engaged customer base.
- **Recommendation:** Efforts should be made to further increase the order volume through promotions or targeting new customer segments.

**Average Order Value (AOV): \$6,564.80**

- **What I Did:** Calculated the average value of each order by dividing total sales by the total number of orders.
- **Analysis:** This metric helps to understand how much customers are spending per order. A higher AOV suggests that customers may be purchasing larger or more expensive orders.
- **Conclusion:** Zomato's AOV of \$6,564.80 per order is relatively high, which may be a result of high-value restaurant offerings or a customer base that is willing to spend more per order.
- **Recommendation:** To further increase AOV, Zomato can introduce upsell strategies such as combo deals, exclusive offers, or incentivize adding extras to orders.

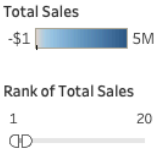
2. Dashboard

Zomato Sales Analysis Dashboard

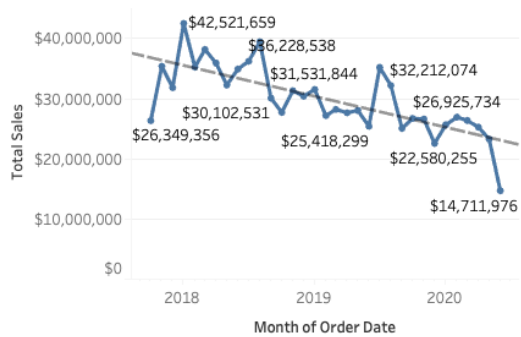
Total Sales  
\$986,565,016

Total Orders  
150,281 Orders

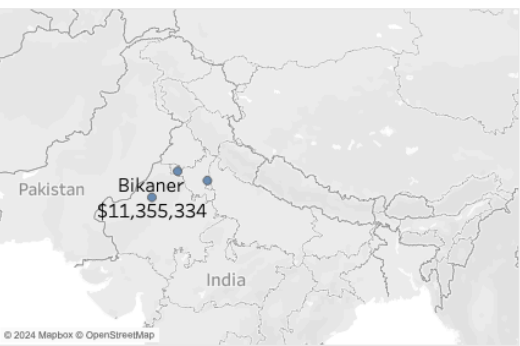
AOV  
\$6,564.80 per order



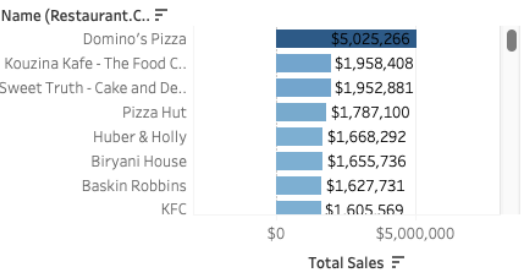
Sales Over Time



Sales by Region



Top Restaurants

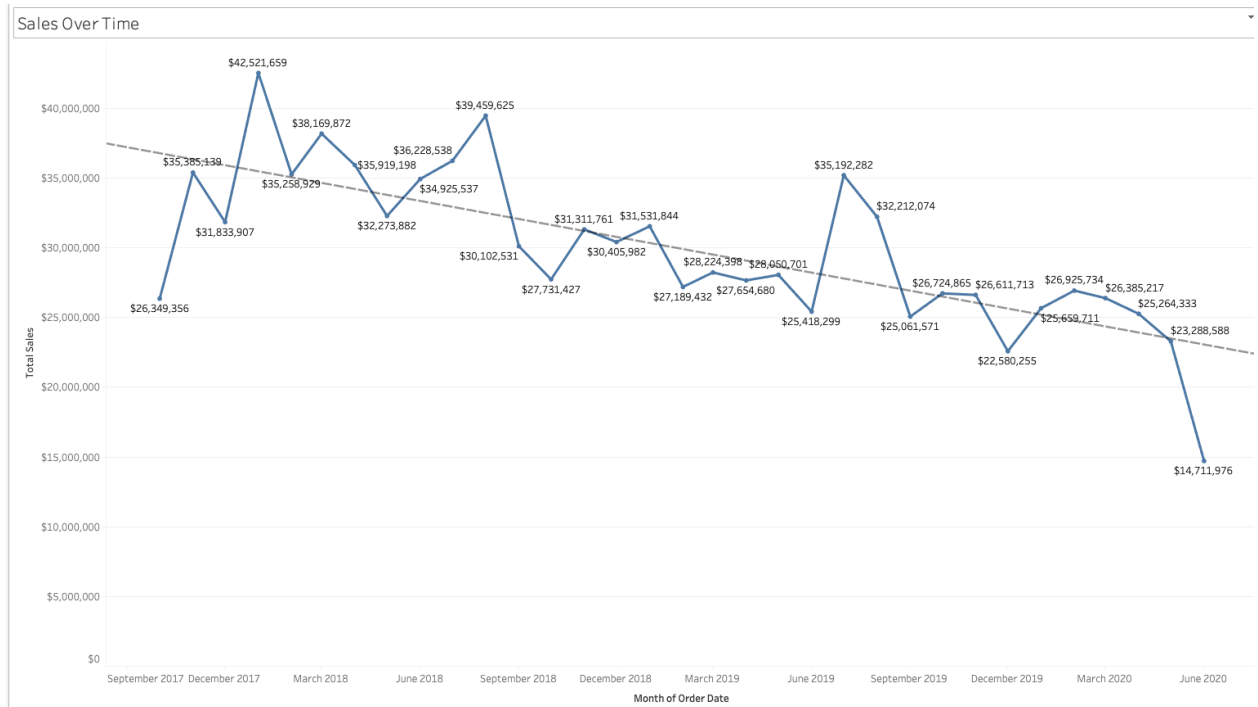


Average Order/ month



### 3. Dashboard Overview

#### 1. Sales Over Time



- **Analysis:**
  - Total sales amounted to **\$986,565,016** with **fluctuations** over time. Sales peaked in **March 2018** at **\$42.52M** and saw a significant decline to **\$14.7M** by **March 2020**.
  - The lowest sales point was in March 2020, could be due to various reasons such as the start of COVID-19 pandemic which affected the restaurant industry globally.
- **Conclusion:** Sales show signs of both **ups and downs** across the months, with declines in several periods, such as between **September 2019** and **March 2020**. Zomato should investigate key periods of decline (e.g., March 2020) and explore potential causes like fewer orders, restaurant closures, or lower consumer spending during off-peak seasons.

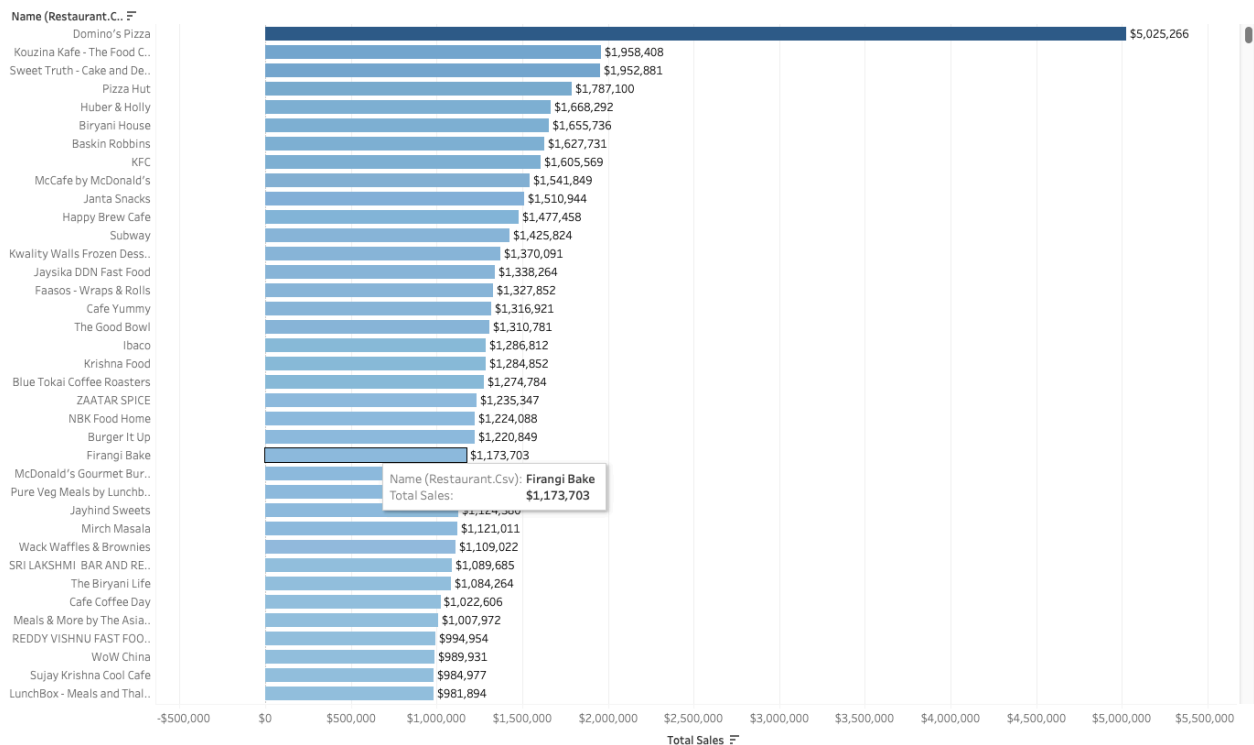
## 2. Sales by Region



- **Top Regions:**
  - **Tirupati** : \$45,503,460
  - **Bikaner**: \$11,355,334
  - **Sirsa**: \$10,306,212
  - **Sonipat**: \$10,055,161
- **Analysis:** Tirupati is the highest-performing region, generating over \$42M in sales, followed by Bikaner, Sirsa, and Sonipat. Other regions have significantly lower sales.
- **Conclusion:** Some restaurants have strong regional performance in a few key cities because of high customer engagement, popular restaurant offerings, well-established delivery network, and maybe good marketing or promotions, while others show room for growth.
- **Recommendation:** Zomato should study what makes **Tirupati's market** successful, such as customer preferences or successful marketing strategies, and apply these insights to **underperforming cities**

### 3. Top Restaurants

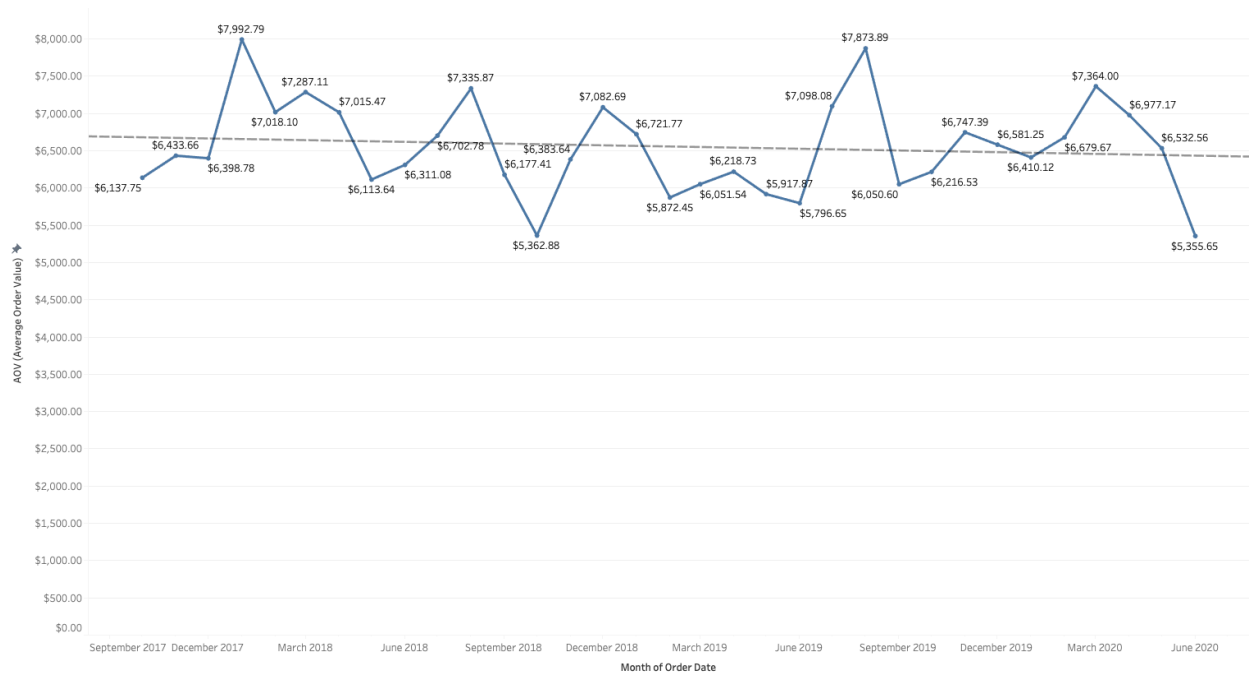
Top Restaurants



- **Top 3 Restaurants:**
  - **Domino's Pizza:** \$5,025,266
  - **Kouzina Kafe:** \$1,952,881
  - **Sweet Truth – Cake and Dessert:** \$1,887,881
- **Analysis:** Domino's Pizza is by far the highest revenue generator, more than doubling the sales of the second-ranked restaurant.
- **Conclusion:** Popular restaurants tend to drive traffic and sales on the platform. These restaurants are likely benefiting from **brand recognition**, **consistent quality**, and **broad customer appeal**.
- **Recommendation:** Zomato should focus on **promoting top restaurants** to drive higher traffic and sales but also work on boosting **lesser-known restaurants** by offering them **visibility on the platform** and marketing support.

## 4. Average Order/Month

Average Order/ month



- **Analysis:**
  - The **Average Order Value (AOV)** is **\$6,564.80 per order**. There are fluctuations in AOV across months, with a peak of **\$7,992.79** in **March 2018** and a dip to **\$5,355.65** by **March 2020**.
  - A downward trend in AOV is noticeable from 2018 to 2020, which is concerning.
- **Conclusion:** AOV is an important KPI as higher order values bring in more revenue per transaction. The decline suggests customers may be **spending less per order or purchasing smaller quantities over time**.
- **Recommendation:** Zomato should look at ways to **increase AOV**, such as offering **bundled promotions, minimum order requirements, or exclusive deals** to encourage customers to spend more per order.

## Overall Summary:

- **Overall Sales:** Zomato has shown strong overall sales so far around **\$986,565,016** but is facing a concerning downward trend towards the end of the analyzed period.
- **Regional Performance:** Tirupati is a key region for sales, and there are opportunities to grow in other regions.
- **Top Restaurants:** Brands like Domino's are clear leaders in sales, but there's an opportunity to lift sales for smaller restaurants.
- **AOV Decline:** The decrease in AOV over time suggests that Zomato should focus on strategies to encourage customers to spend more per order.

## Recommendations

1. **Focus on High-Performing Regions:** Apply **successful tactics from Tirupati** (e.g., popular restaurant promotions, delivery efficiency) to underperforming cities.
2. **Target Underperforming Regions:** Launch region-specific campaigns to improve sales in lower-performing regions.
3. **Increase Average Order Value:** Implement cross-selling, upselling, and bundle deals to encourage larger orders and reverse the AOV decline.
4. **Support Smaller Restaurants:** Provide more visibility or targeted promotions to help smaller restaurants increase their sales.
5. **Analyze Pandemic Effects:** Further investigate the sales dip in 2020, possibly related to external factors like the COVID-19 pandemic, and develop strategies to recover lost sales

## Additional Information :

### Data Log Summary:

1. **KPIs Setup:**
  - **Average Order Value (AOV):** I created a calculated field to measure the average revenue generated per order. This helps in understanding customer spending behavior.
  - **Total Sales:** I set up a calculated field to sum the total sales across all orders. This provides an overall picture of revenue.
  - **Number of Orders:** A simple count of all completed orders, giving us a clear idea of the total order volume.
2. **Data Connections:**



- I connected **orders.csv** with **restaurant.csv** using the R Id on orders.csv and Id on restaurants.csv. Before doing this, I converted the R Id in the orders file from text to integer format for consistency.
- The join used was a **Left Join**, ensuring that all restaurant data was included, even if they had no matching orders.