



Sales Analysis Report

Date: Feb 9, 2025

Period of Analysis: Oct 2017- June 2020

Dataset - The dataset was sourced from [Kaggle](#)

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Executive Summary

This report provides an analysis of Zomato's sales trends from 2017 to 2020, offering valuable insights into the company's performance across different time periods, pricing categories, regions, and other factors. The analysis highlights key findings that can inform Zomato's strategic decisions to optimize growth and enhance its sales position.

Key insights from the sales data include:

- **Yearly Trends:** 2018 recorded the highest sales, followed by 2019. The years 2017 and 2020 experienced lower sales due to limited data availability and the impact from the COVID-19 pandemic.
- **Monthly Trends:** January consistently performed well, while monsoon months (June to September) saw lower sales, likely due to weather conditions and reduced consumer demand.
- **Quarterly Performance:** Q1 consistently outperformed other quarters, with Q1 2020 showing the highest sales despite challenges presented by the pandemic.
- **Weekday Trends:** Sales peaked on Friday, followed by Thursday and Wednesday, challenging the assumption that weekends would be the highest-performing days.
- **Regional Performance:** Delhi, Bangalore, and Ahmedabad emerged as the top cities by sales, with no clear regional trend but evidence of strong performance in metro areas.
- **Cuisine Preferences:** North Indian and Chinese cuisines led the sales, with low-cost meals consistently driving the most revenue.
- **Restaurant Ratings:** No significant correlation was found between restaurant ratings and sales, suggesting that other factors, such as location and promotional activities, influence sales more.

Based on these findings, the report recommends that Zomato focus on expanding its low-cost meal offerings, leverage seasonal trends, and refocus marketing efforts on weekends and monsoon months. Strengthening its presence in smaller cities and suburban areas, while maintaining dominance in metro cities, will help Zomato capture a wider customer base.

In conclusion, Zomato's future growth will depend on its ability to adapt to shifting consumer preferences, optimize pricing strategies, and use data-driven insights to refine its approach in different markets. By addressing these opportunities, Zomato can solidify its position as a leading player in the food delivery industry.

Sales Dynamics & Key KPIs

- **Total Sales Revenue:** \$964M
- **Sales by Year:** 2018 had the highest sales, followed by 2019. Limited data availability for 2017 and 2020 impacted sales figures for those years
- **Sales by Month:** January, March, and November had the highest sales, with January possibly benefiting from a post-holiday surge. These months are critical, and further investigation into seasonal trends could help in targeting marketing efforts more effectively
- **Sales by Quarter:** Quarter 1 consistently outperformed others, with the peak likely driven by factors like post-holiday demand and seasonal trends. Early-year months seem particularly strong, making it a prime period for marketing.
- **Sales by Weekday:** Friday had the highest sales, followed by Thursday and Wednesday, contradicting the common assumption that weekends would drive higher sales. Promotional efforts could be focused on weekdays like Thursday and Friday.
- **Year-on-Year Performance:** Sales jumped significantly in 2018 (compared to 2017), but this growth was partly due to incomplete data for 2017. 2019 showed a decrease in sales, while 2020 showed a partial increase, but again, this is uncertain due to only six months of available data.

Regional & Cuisine Insights

- **Sales by Region:** Delhi, Bangalore, and Ahmedabad led in sales, showing that factors like local demand and marketing efforts play a bigger role than geography alone.
- **Sales by Cuisine:** North Indian and Chinese cuisine dominate in sales, with a notable preference for combinations of these two cuisines. This supports the idea that traditional Indian cuisine continues to outperform other types like fast food.
- **Sales by City:** Delhi, Bangalore, and Ahmedabad consistently top the sales chart, confirming that metropolitan areas, with their higher population density and greater disposable income, contribute significantly to sales.

Other Key Observations

- **Sales by Cost Category:** Low-cost meals lead in sales, followed by medium-cost meals. High-cost meals contribute the least, highlighting a preference for more affordable options among consumers.
- **Sales by Restaurant Ratings:** There's no clear correlation between restaurant ratings and sales. This challenges the hypothesis that better-rated restaurants would naturally generate more sales, suggesting that other factors might influence sales more significantly.
- **Sales by Restaurant:** Top restaurants such as Domino's Pizza and Sweet Truth consistently rank as the highest sellers, likely benefiting from strong brand recognition and customer loyalty.

Sales over time

Sales by Year

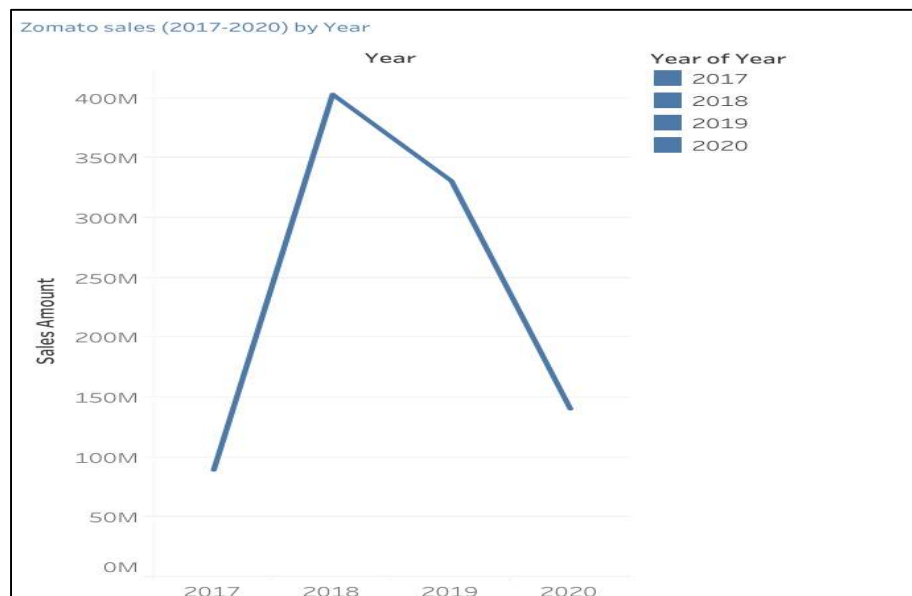
Key findings

- 2018 recorded the highest sales, followed by 2019
- The lower sales in 2017 and 2020 can be attributed to limited data coverage—2017 includes sales from just one quarter, while 2020 represents only two quarters. As a result, these years show reduced sales compared to 2018 and 2019, which have full-year data.
- The low sales in 2020 can also be attributed to the impact of COVID-19.
- The chart suggests that the year-on-year performance is influenced by the length of the data period, and a more comprehensive dataset would provide a clearer picture of Zomato's overall performance trends

Total Sales per Year

- 2017 (1 quarter): 89 M
- 2018(4 quarters): 403 M
- 2019(4 quarters): 330 M
- 2020 (2 quarters): 140 M

Bar chart showing sales by year

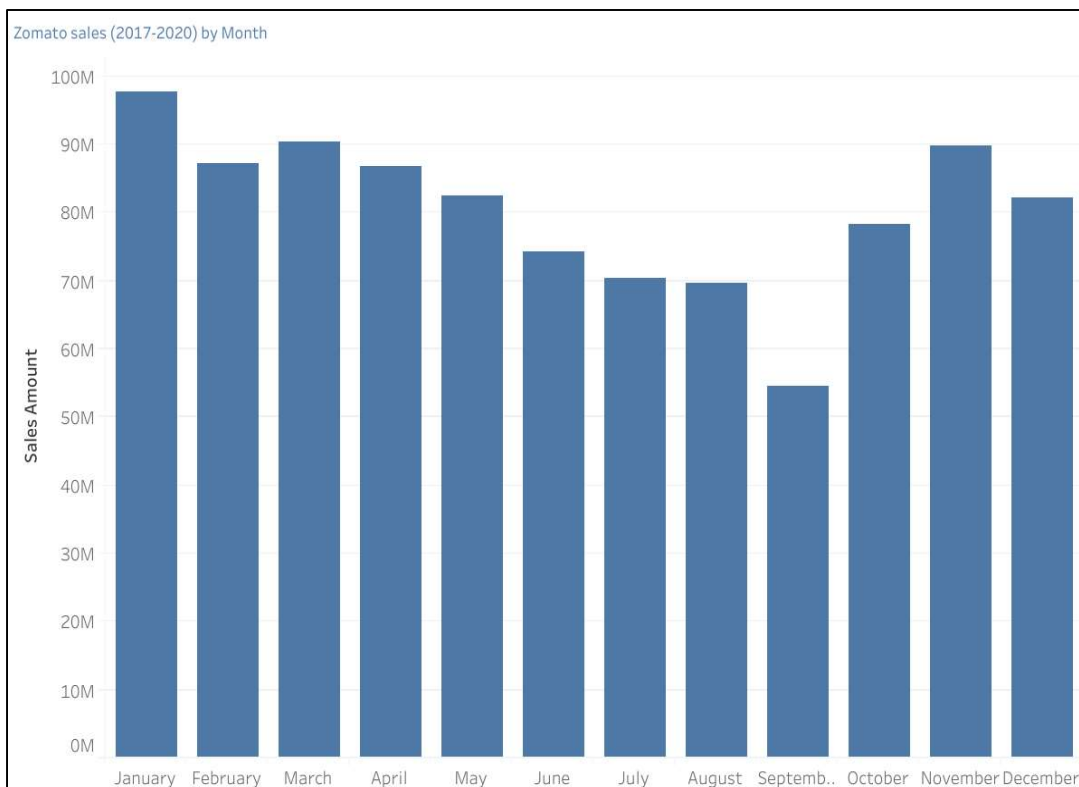


Sales by Month

Key findings

- January has yielded the highest sales
- Sales tend to be lower during the monsoon months (June to September), generally falling below 80 million, compared to other months
- The dip in sales during the monsoon period could be attributed to several factors, such as unfavorable weather conditions, decreased demand as people may prefer staying indoors and cooking, thus reducing the need for food delivery. Additionally, people may be less inclined to go out or spend on deliveries during rainy weather.
- Zomato could consider running promotional campaigns and offering discounts to boost sales during the monsoon months.

Bar chart showing sales by Months

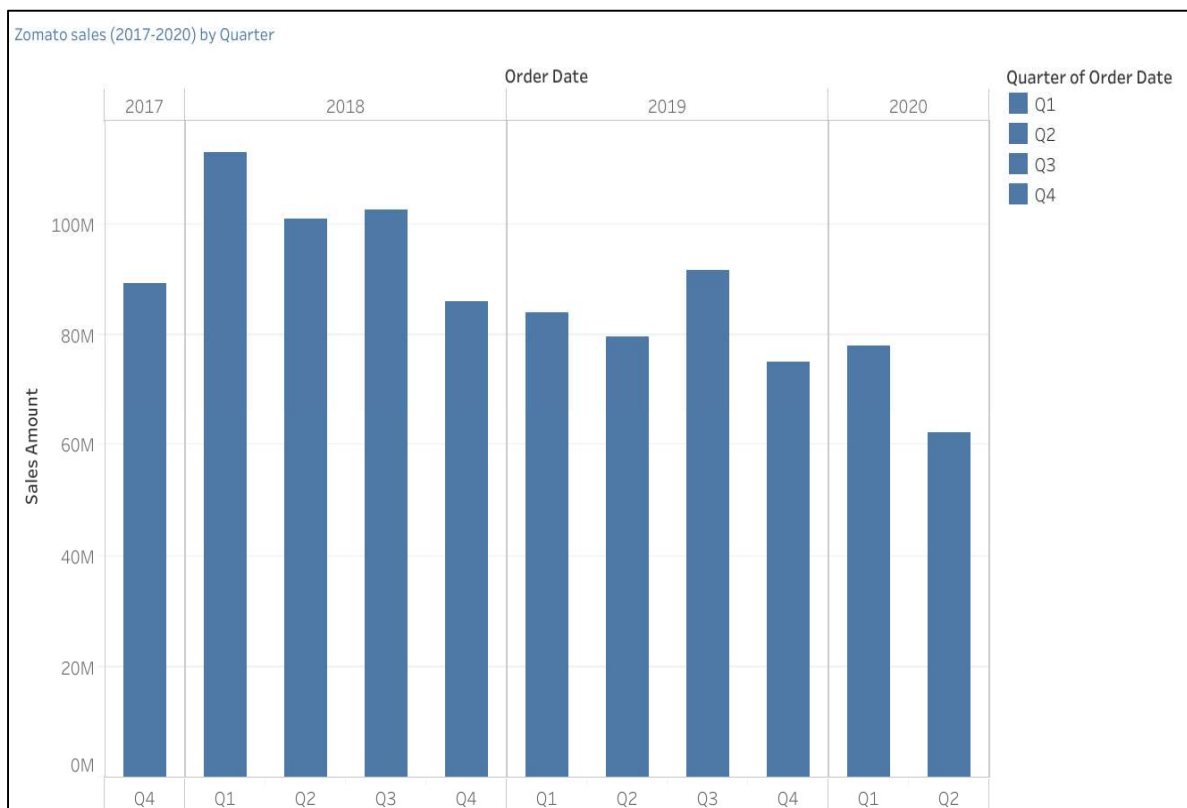


Sales by Quarter

Key findings

- Q1 generated the highest sales in 2018, while Q3 saw the highest sales in 2019.
- In 2020, Q1 recorded the highest sales.
- Q1 consistently outperformed the other quarters in terms of sales for both 2018 and 2020
- This pattern aligns with the monthly sales data, which indicates that January and March were the top-performing months for sales.

Bar chart showing sales by Quarter

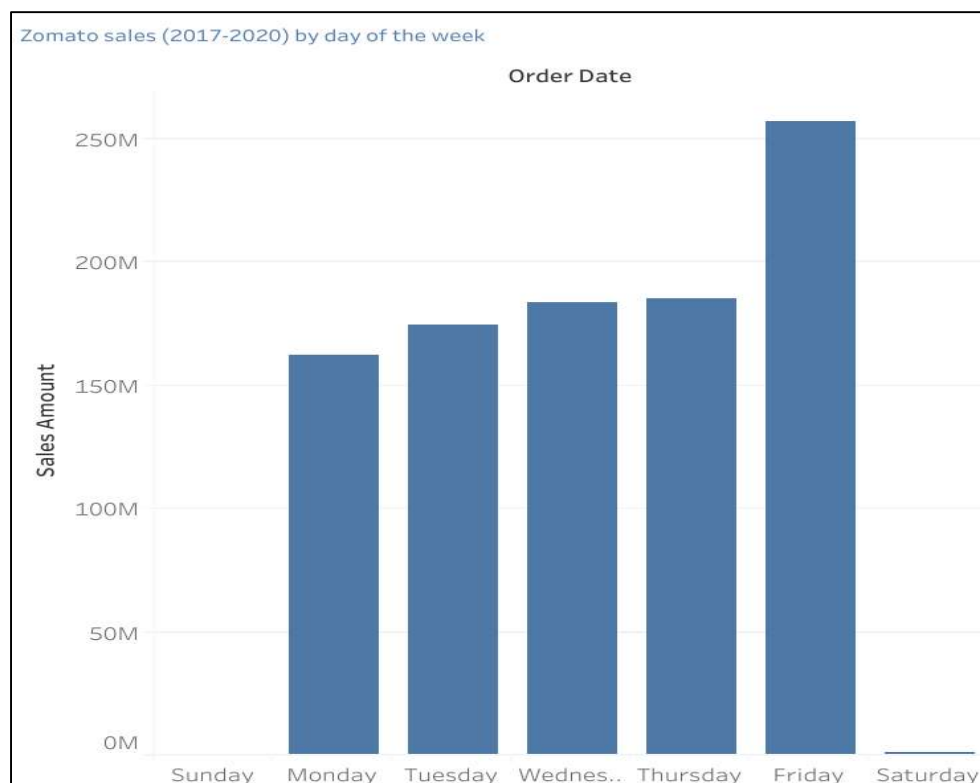


Sales by Weekday

Key findings

- Friday leads with the highest sales, followed by Thursday and Wednesday.
- This finding contradicts our hypothesis that sales would be higher on weekends compared to weekdays. Instead, the data indicates that sales are particularly strong towards the end of the workweek, with Thursday and Friday seeing significant demand. This could be due to people preparing for the weekend or ordering meals after a busy workweek. Further investigation into consumer behavior could offer more insights into this unexpected pattern.
- The trend suggests that Zomato could consider focusing its promotional efforts on weekends, particularly Saturday and Sunday, to boost sales.

Bar chart showing sales by Weekday

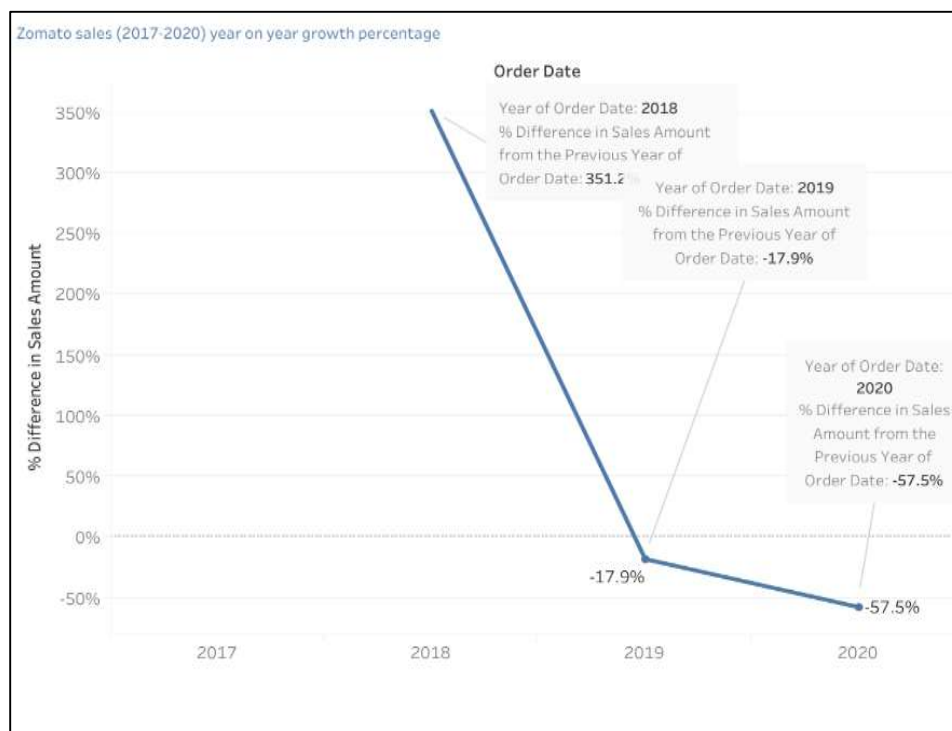


Year on Year Sales performance

Key findings

- In 2018, there is a significant jump of 351% from 2017, but this increase should be interpreted with caution, as the 2017 data only represents three months of sales, making it unreliable for drawing strong conclusions about the percentage growth.
- In 2019, sales declined by 17.9% compared to 2018, indicating a decrease in performance. This drop suggests a possible shift in market conditions or consumer behavior that may have impacted Zomato's sales.
- In 2020, there is a reported decrease of 57.5%, but since only six months of data are available, this negative trend cannot be conclusively attributed to overall growth for the year. The incomplete data makes it difficult to confidently assess whether this decrease will continue for the remainder of the year

Bar chart showing year on year growth percentage



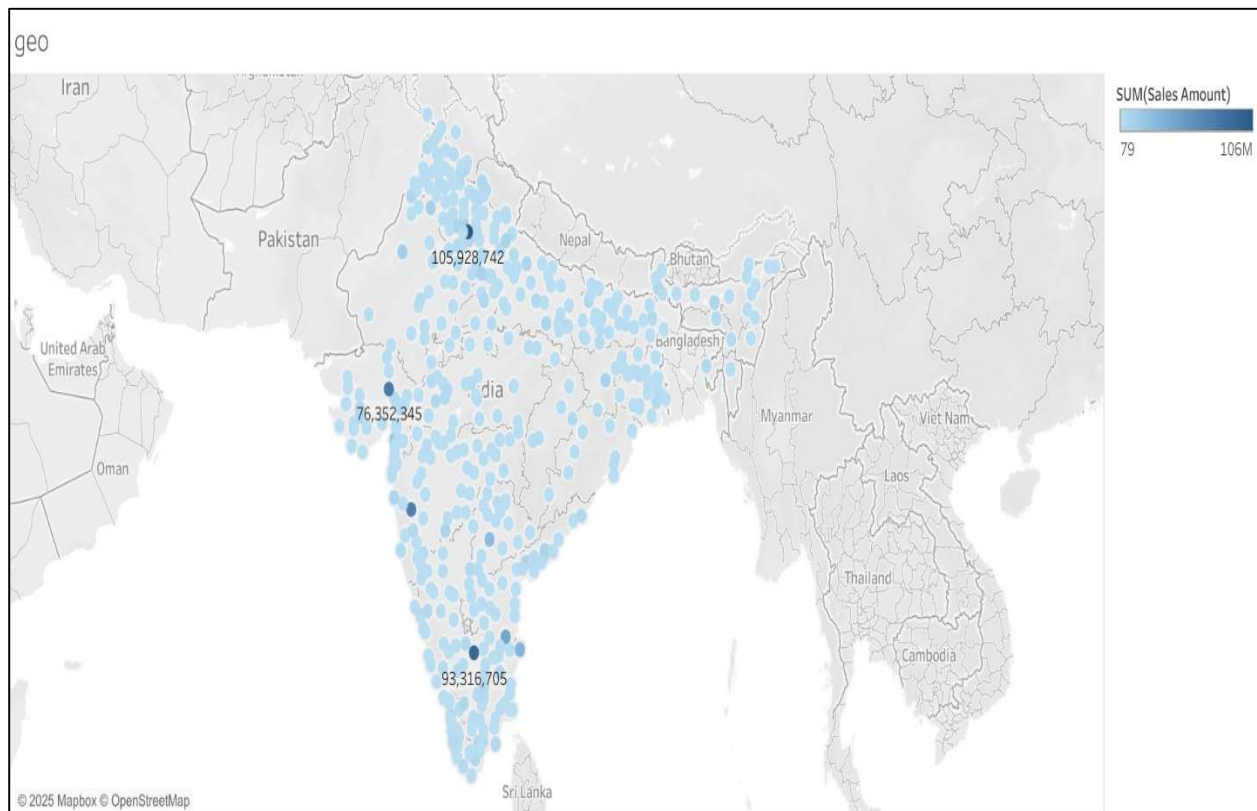
Sales by Region

The India geo map below illustrates the sales distribution across the country. Darker blue dots indicate higher sales, while lighter blue shades represent lower sales.

Key findings

- The cities with the highest sales, in order, are Delhi, Bangalore, and Ahmedabad.
- These cities are situated in the north, south, and west regions, respectively, and do not show a clear regional pattern in sales performance.
- This indicates that factors beyond geography, such as local demand, marketing strategies, or particular consumer behaviors, could be driving sales in these cities.

Geo map showing sales distribution by region



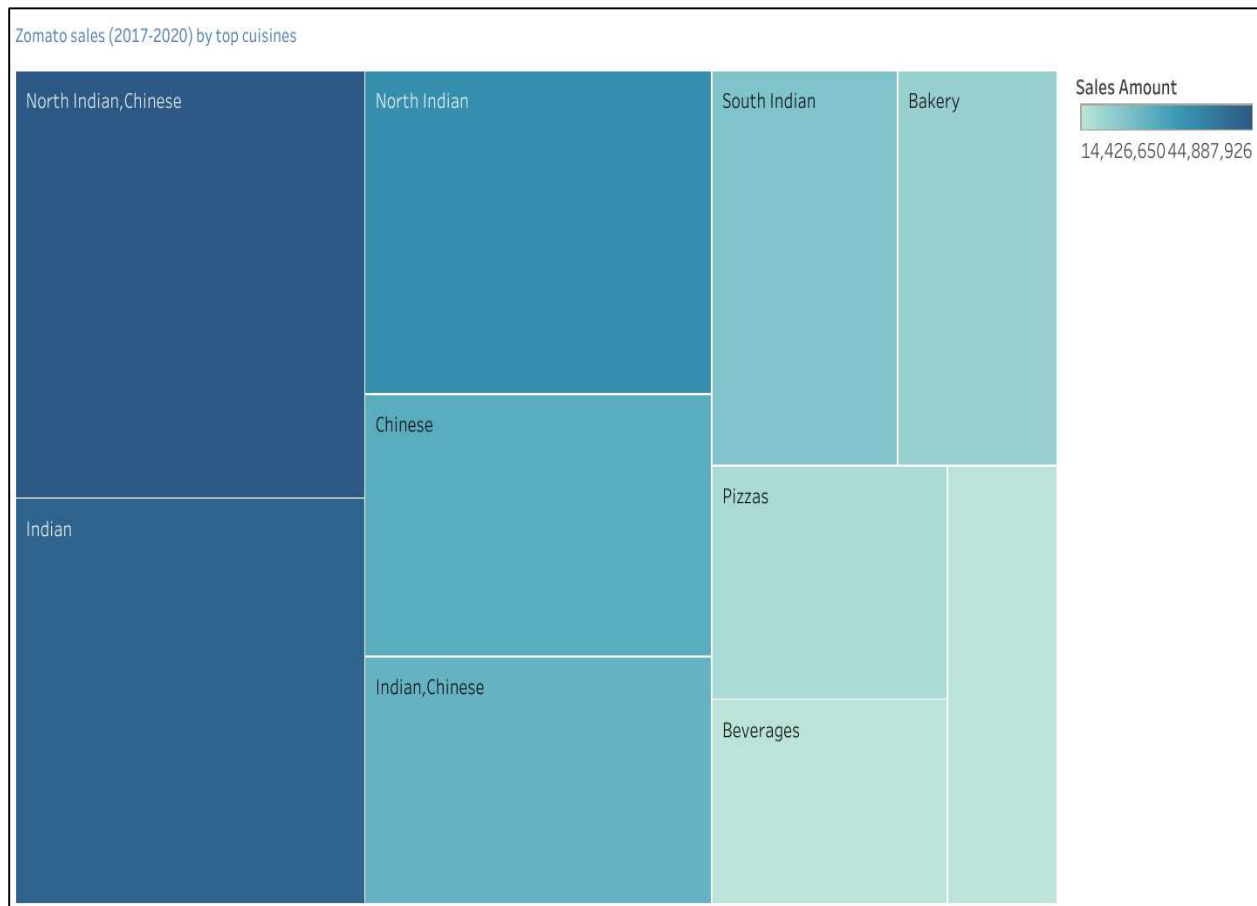
Sales by Cuisine

The tree map below displays the top cuisines by sales, with darker blue shades signifying higher sales and lighter blue shades representing lower sales.

Key findings

- The combination of North Indian and Chinese cuisine leads in sales, followed by North Indian, Indian, and Chinese cuisines.
- This indicates that customers are especially drawn to the fusion of North Indian and Chinese dishes, while traditional Indian and Chinese cuisines also maintain strong popularity.
- This trend aligns with our hypothesis that Indian cuisine outperforms other options like fast food and international cuisines.

Tree map showing sales by top cuisines



Sales by Top cities

In the restaurant table, created a new column “City New” as the city field contains some cities with two names—an area name followed by the city name.

Applied the trim function (=TRIM(RIGHT(SUBSTITUTE(D2,"",REPT(" ",LEN(D2))),LEN(D2)))) to extract only the city name. As a result, the new column contains just the city name, without the area name. For example, "JP Nagar, Bangalore" was trimmed to "Bangalore" in the new column "City New."

Below is the example of top cities where the area name has been trimmed to include only the city name

Ahmedabad: Vastrapur, Ahmedabad, Gandhinagar, Ahmedabad, LalDarwaja, Ahmedabad, Naranpura, Ahmedabad, GOTA, Ahmedabad, Paldi & Ambawadi, Ahmedabad, Ghatlodia, Ahmedabad, Bopal, Ahmedabad, Navrangpura, Ahmedabad, Science City, Ahmedabad, Maninagar, Ahmedabad, Chandkheda, Ahmedabad.

Bangalore : Yeshwanthpur, Bangalore, Geddalahalli, Bangalore, Koramangala, Bangalore, JP Nagar, Bangalore, Mahadevpura, Bangalore, HSR, Bangalore, Arekere, Bangalore, Indiranagar, Bangalore, Banashankari, Bangalore, Whitefield, Bangalore, Kumaraswamy Layout & Uttarahalli, Bangalore, BTM, Bangalore, Battarahalli, Bangalore, Basaveshwaranagar, Bangalore, Frazer Town, Bangalore, Sanjay Nagar, New BEL Road, Bangalore, Yelahanka, Bangalore, Majestic, , Kanakapura Road, Bangalore, R.T. Nagar, Bangalore, Kadugodi, Bangalore, Marathahalli, Bangalore, Rajarajeshwari Nagar, Bangalore, CV Raman Nagar, Bangalore, Electronic City, Bangalore, Kadubeesanahalli, Bangalore, Shantinagar, Bangalore, Jayanagar, Bangalore, Central Bangalore, Bangalore,

Delhi: GTB Nagar, Delhi, Jasola, Delhi, Mayur Vihar, Delhi, Laxmi Nagar, Delhi, Punjabi Bagh, Delhi, Old Delhi, Delhi, Khan Market, Delhi, Greater Kailash 2, Delhi, Ashok Vihar, Delhi, Chattarpur, Delhi, Lajpat Nagar, Delhi, Kirti Nagar, Delhi, Indirapuram, Delhi, BBK_Chattarpur, Delhi, BBK_MayurVihar, Delhi, Chattarpur, Delhi, Connaught Place, Delhi, Dilshad Gardens, Delhi, Dwarka, Delhi, Greater Kailash New, Delhi, Greater Noida, Delhi, Jasola, Delhi, Lajpat Nagar, Delhi, Laxmi Nagar, Delhi, Malviya Nagar, Delhi, Mayur Vihar, Delhi, Noida Expressway, Delhi, NSP, Delhi, Rajouri Garden, Delhi, Rohini, Delhi, Sector 18, Delhi, South Extension, Delhi, South Campus, Delhi, Uttam Nagar, Delhi, Vasant Kunj, Delhi

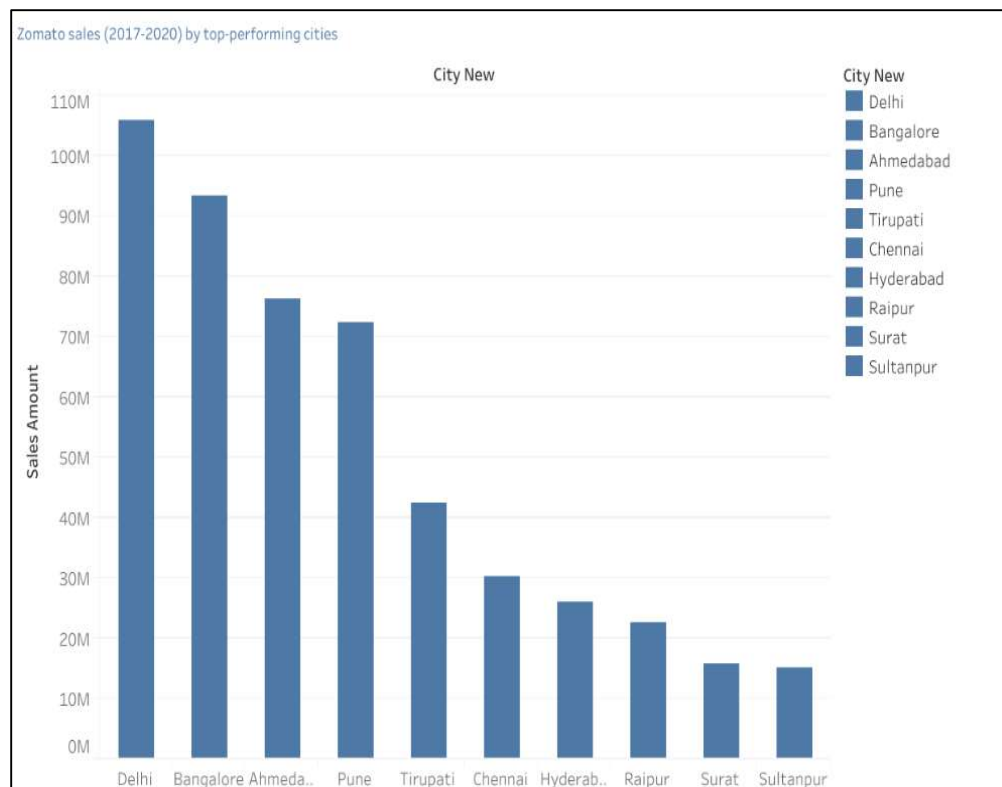
Pune : Aundh, Pune, Baner, Pune, Bavdhan, Pune, Bhosari, Pune, Bibwewadi, Pune, Bopodi, Pune, Dhankawadi, Pune, Hadapsar, Pune, Hinjewadi Phase-3, Pune, Hinjewadi, Pune, Kalyani Nagar, Pune, Kharadi, Pune, Kondhwa, Pune, Koregaon Park, Pune, Kothrud, Pune, Magarpatta, Pune, Narhe, Pune,

Nigdi, Pune, PCMC, Pune, Pimple Saudagar, Pune, Sangvi, Pune, Shivaji Nagar, Pune, Sinhgad Road, Pune, Swargate, Pune, Viman Nagar, Pune, Vishrantwadi, Pune, Wagholi, Pune, Wakad, Pune, Wanowrie, Pune, Warje, Pune

Key findings

- Delhi, Bangalore, and Ahmedabad ranked as the top three cities by sales.
- Seven out of these ten cities are metropolitan areas, which supports our hypothesis that restaurants in metro cities tend to generate more sales compared to those in suburban or rural areas.
- This pattern suggests that the higher population density, greater disposable income, and increased foot traffic in metropolitan areas contribute to higher sales for restaurants in these regions.

Bar chart showing sales by top cities



Sales by cost (average price per person) category

The bar chart below displays the cost rating by sales, where cost represents the average price per person for a meal at the restaurant.

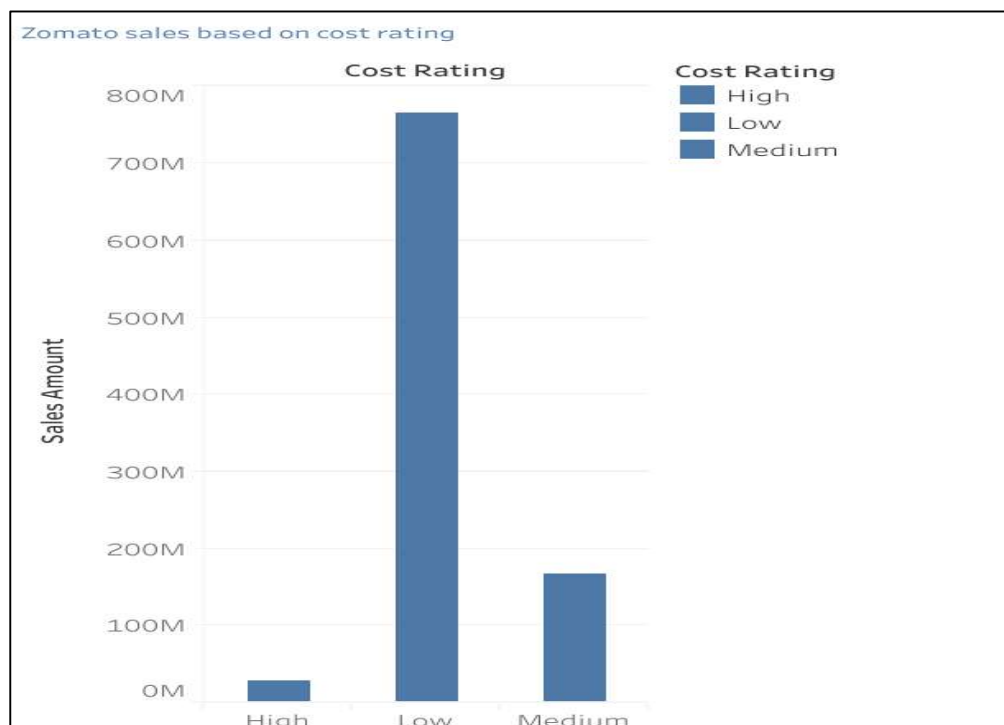
For this analysis, we classified the cost into three categories—low, medium, and high—using the formula `=IFS(I2>=600,"High",I2>300,"Medium",I2<=300,"Low")`.

Meal costs range from Rs. 1 to Rs. 999, with low-cost meals priced below Rs. 300, medium-cost meals between Rs. 301 and Rs. 600, and high-cost meals priced above Rs. 601. The hypothesis was to determine if low and medium-cost meals generated more sales than high-cost meals.

Key findings

- Low-cost meals make the largest contribution to sales, supporting our hypothesis, followed by meals in the medium-cost category.
- High-cost meals generated fewer sales.
- This suggests that customers generally prefer more affordable meal options, driving higher sales in the low-cost category.

Bar chart showing sales by cost (average price per person) category



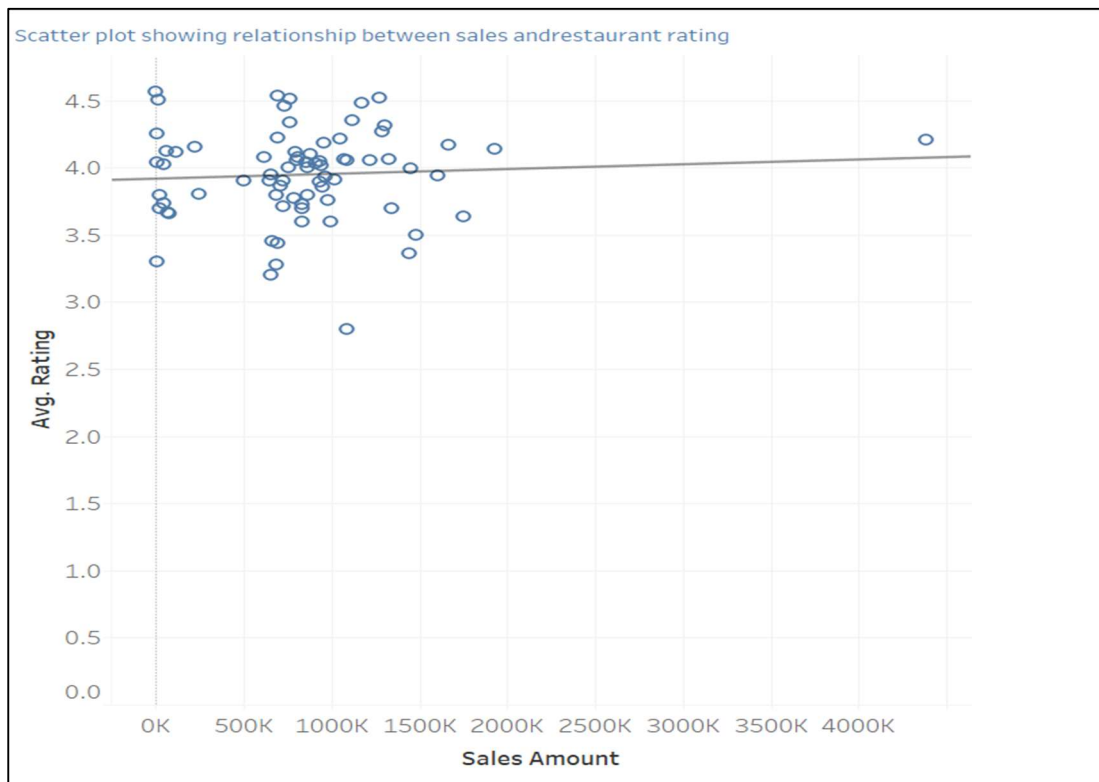
Sales by Restaurant ratings

The scatter plot illustrates the relationship between sales and restaurant ratings from 2017 to 2020, focusing on the top 100 restaurants.

Key findings

- The data reveals that most ratings are clustered between 3.5 and 4.5, with sales ranging from 500K to 1500K.
- The plot suggests that there is no clear positive or negative correlation between restaurant ratings and sales on Zomato.
- This indicates that higher ratings do not necessarily lead to higher sales, nor do lower ratings correlate with reduced sales. In other words, restaurant ratings do not appear to have a significant impact on Zomato sales.
- This finding contradicts the hypothesis that higher-rated restaurants tend to generate more sales. The analysis shows that other factors, beyond ratings, may play a more significant role in driving sales for these top 100 restaurants.

Scatter plot showing relationship between sales and Restaurant ratings

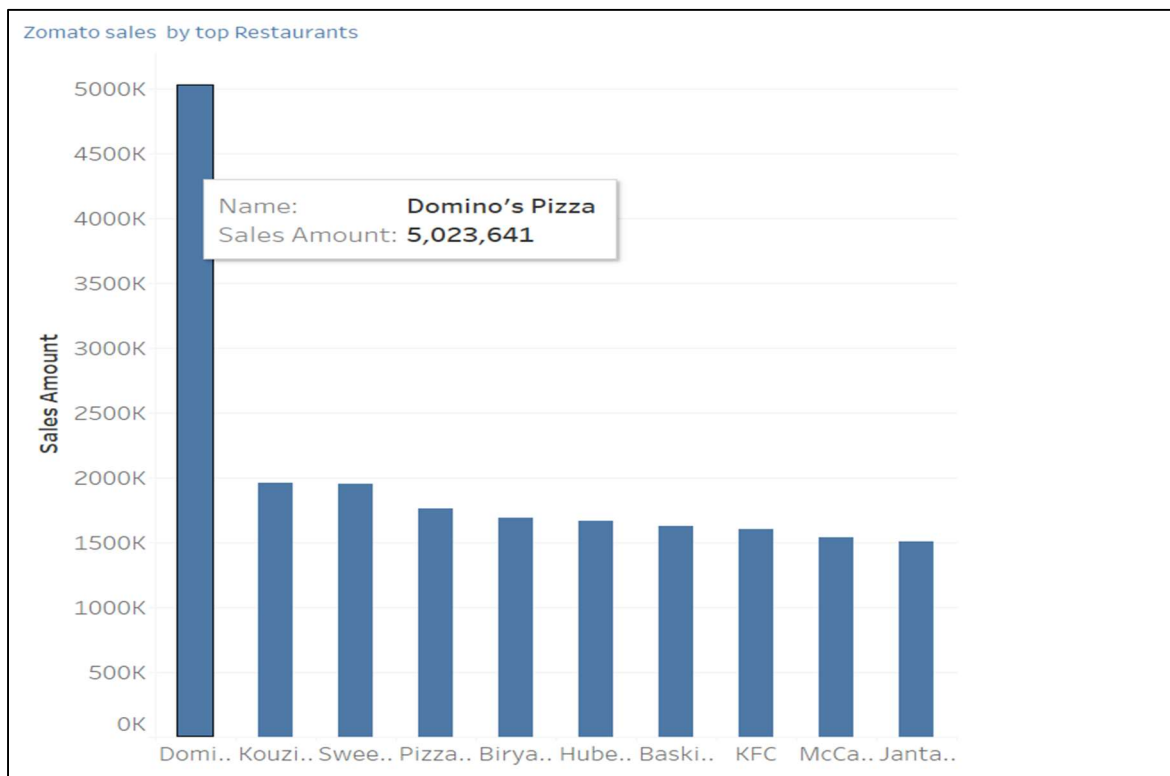


Sales by Top Restaurant

The bar chart presents the top 10 restaurants ranked by sales from 2017 to 2020.

- The data shows that Domino's Pizza, Kouzina Café – The Food Court, and Sweet Truth are the top-selling restaurants during this period.
- Domino's sales are more than double the sales of other top restaurants

Bar chart showing sales by top Restaurants

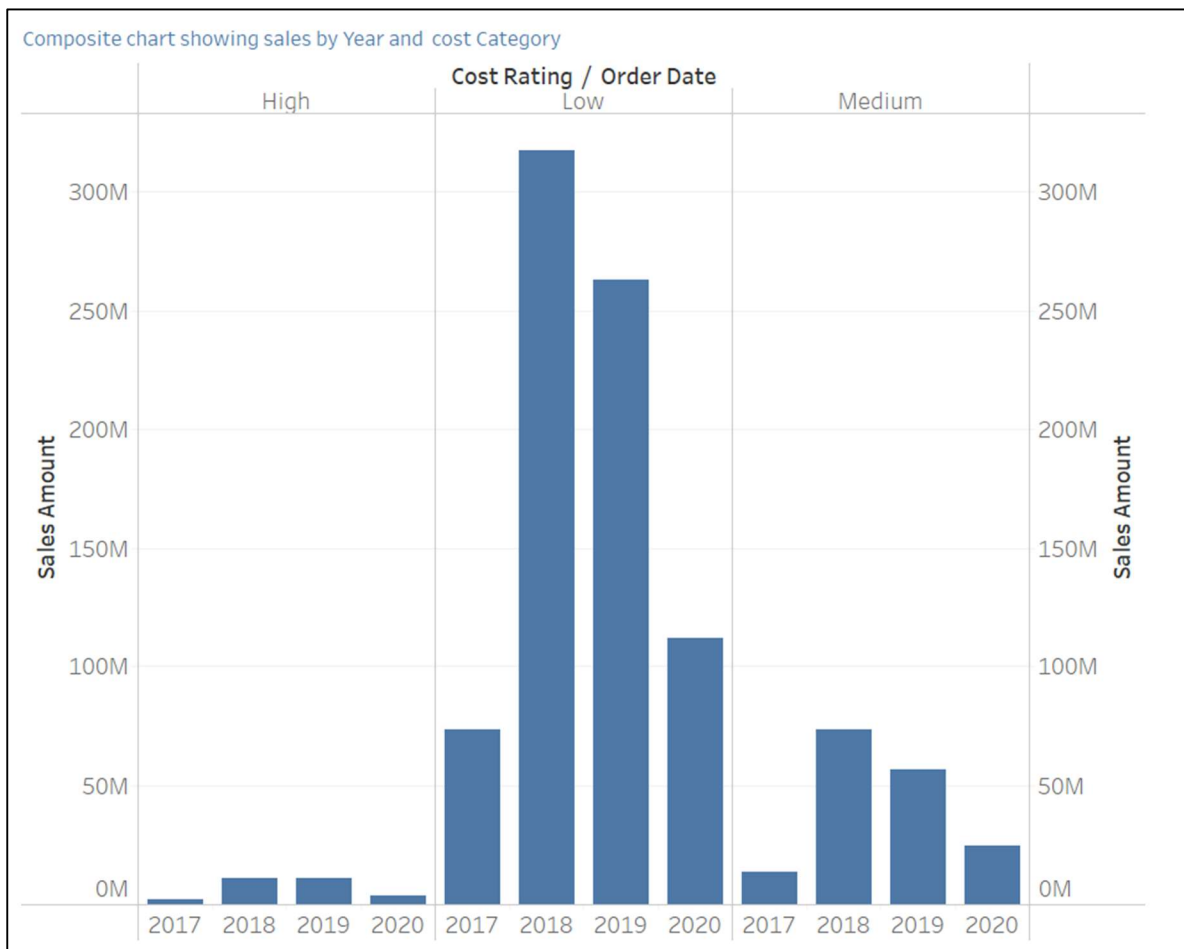


Sales by Year and Cost category

The composite bar chart below displays sales by year and cost category.

- Low-cost meals have the highest sales from 2017 to 2020, followed by medium-cost meals, with high-cost meals generating the lowest sales.
- This trend over the years indicates that more affordable meal options consistently perform better in terms of sales over the years compared to higher-priced meals.

Composite bar chart Showing sales by year and cost category

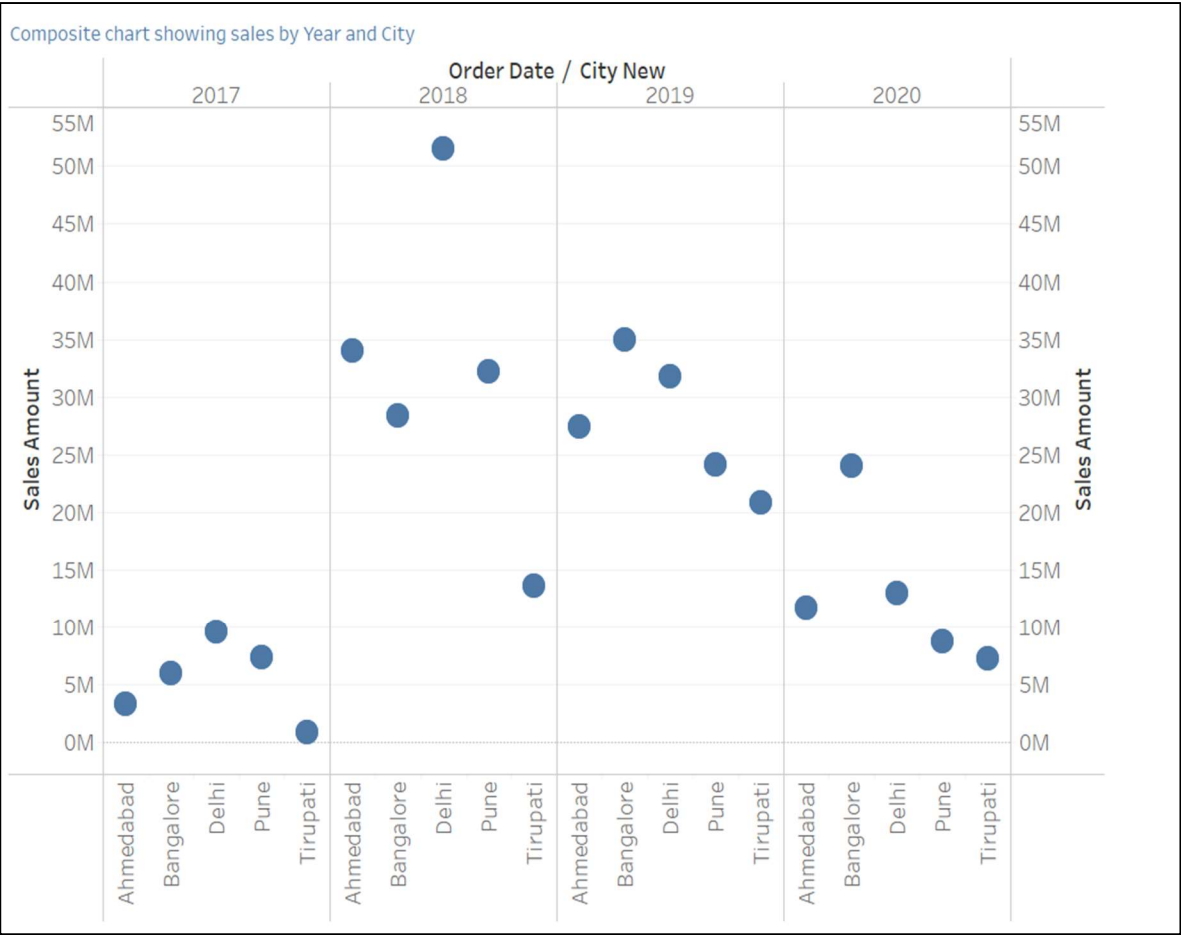


Sales by Year and City

The composite bar chart provides an insightful overview of sales trends by year and city, focusing on the top 5 cities with the highest sales in each year.

- 1. Delhi consistently stands out as the leader in sales in 2017,2018 to 2020, showcasing its dominance in the market.
- 2. Delhi, Bangalore, and Ahmedabad consistently performed strongly throughout these years.

Composite bar chart showing Sales by Year and City



Sales Trends and Insights

- **Seasonality Impact:** Zomato's sales trends don't show clear seasonality impacts, but sales in January, March, and November consistently peak. Sales tend to be lower during the monsoon months (June to September), typically falling below 80 million. This could be due to reduced demand, as customers are more likely to stay indoors and cook their own meals during this period.
- **Regional Performance:** Zomato's regional performance indicates that metro cities like Delhi, Bangalore, and Ahmedabad dominate sales, but there's no clear regional pattern, suggesting that factors beyond geography, such as local demand and marketing strategies, play a bigger role in driving sales. Metro cities outperformed other regions, highlighting the impact of higher population density and disposable income on Zomato's sales.
- **Cuisine trend** - The cuisine trend in Zomato's sales highlights that certain types of food are more popular than others, with North Indian and Chinese cuisines leading in sales. Traditional Indian and Chinese cuisines also perform well, maintaining strong sales figures. The sales trend reveals a clear preference for North Indian and Chinese cuisines, better than other international or fast-food options. Zomato could leverage this trend by focusing more on these popular cuisines in its offerings and marketing efforts.
- **Weekday trend** - Friday had the highest sales, followed by Thursday and Wednesday, indicating that consumer demand peaks towards the end of the workweek rather than on weekends.
- **Low-cost meals** - Low-cost meals consistently drove the highest sales, followed by medium-cost and high-cost meals. This aligns with the trend that affordable dining options are more popular among consumers.
- **Year on Year trend** - 2018 showed the highest sales, largely due to a full-year data set, while 2017 and 2020 experienced lower sales due to incomplete data (only 1 quarter for 2017 and 2 quarters for 2020). 2019 saw a 17.9% decline in sales compared to 2018, indicating a potential shift in market conditions or consumer behavior.

- **Restaurant ratings** -Restaurant ratings did not show a clear correlation with sales. Higher-rated restaurants did not necessarily generate higher sales, indicating that factors other than ratings, such as location, pricing, and consumer behavior, may be more significant in driving sales.

Strategic Recommendations

To enhance Zomato's growth and performance across different markets and customer segments, the following strategic recommendations are proposed based on the analysis of sales trends:

- **Capitalize on high-performing Months and Quarters:** January consistently yields the highest sales, and Q1 tends to outperform other quarters. Zomato should consider launching major promotional campaigns in January and early in the year, offering seasonal discounts or exclusive deals that tap into the post-holiday demand. Since Q1 is a high-performing quarter, special marketing efforts during this time should focus on retaining customers and attracting new ones through value-added offers.
- **Boost sales during Monsoon Months:** Sales tend to dip during the monsoon months (June to September), likely due to weather-related shifts in consumer behavior. Zomato can mitigate this by launching targeted marketing campaigns and offering promotions such as discounted delivery fees, limited-time offers, or special meal combos designed for the season.
- **Focus on Low-Cost meal offerings:** As low-cost meals drive the highest sales, Zomato should ensure that affordable meal options remain a key focus. This could include developing more budget-friendly combos or increasing the frequency of promotions in the low-cost category.
- **Target sales growth on Weekends:** While sales peak toward the end of the workweek, weekend sales (Saturday and Sunday) remain underutilized. Zomato should shift its promotional focus to weekends, perhaps by offering weekend-only discounts, loyalty programs, or family meal packages designed for weekend gatherings.
- **Enhance offerings in High-Sales Cities:** With cities like Delhi, Bangalore, and Ahmedabad leading in sales, Zomato should strengthen its presence in these urban markets by expanding its menu options, increasing delivery coverage, and running targeted campaigns for these high-demand areas.

- **Promote the best-selling Cuisines:** North Indian and Chinese cuisines, particularly their fusion, are the top sellers. Zomato should continue to promote these cuisines while exploring opportunities for regional variations or creating new combinations that resonate with diverse tastes.
- **Maximize customer engagement through Restaurant Ratings:** Despite there being no direct correlation between restaurant ratings and sales, focusing on improving ratings and reviews can still benefit Zomato's overall brand reputation. Offering incentives for customers to leave reviews or rate their meals can help drive engagement with top-rated restaurants. Collaborating with high-performing restaurants for exclusive deals, events, or features will further increase their visibility and help Zomato build strong partnerships that generate more consistent sales.
- **Expand focus on non-metro cities and suburban areas:** While metropolitan cities generate the most sales, non-metro cities and suburban areas present untapped potential. Zomato should look into expanding its presence in smaller cities, adapting its offerings to local preferences, and running targeted campaigns that attract customers in these underserved markets.
- **Strengthen brand loyalty and customer retention:** Zomato should focus on increasing customer loyalty by launching or enhancing loyalty programs, offering rewards for repeat purchases, and creating exclusive deals for long-term users. Engaging customers through personalized meal recommendations based on their ordering history and preferences will improve the customer experience and boost repeat sales.

Conclusion

The analysis of Zomato's sales data from 2017 to 2020 provides valuable insights into the company's performance, highlighting key trends, opportunities, and areas for improvement. Several factors have shaped Zomato's sales, including seasonal fluctuations, consumer preferences, regional variations, and pricing strategies.

Key takeaways from the analysis indicate that low-cost meals consistently drive the highest sales, with January and Q1 being particularly strong months for sales. Additionally, weekdays (especially Thursday and Friday) outperform weekends in terms of sales, challenging the initial assumption that weekends would be the peak period for food delivery.

While Delhi, Bangalore, and Ahmedabad lead in sales, the data also suggests that factors beyond geography, such as consumer behavior and marketing strategies, play a significant role in driving performance. Furthermore, the lack of a clear correlation between restaurant ratings and sales indicates that other variables, such as menu offerings, promotions, and customer engagement, likely contribute more to sales than ratings alone.

To ensure continued growth, Zomato should focus on expanding its low-cost meal offerings, capitalizing on high-performing months and quarters, and refining promotional efforts for monsoon months and weekends. Expanding its presence in smaller cities and suburban areas, while also strengthening its position in metro cities, will further solidify Zomato's dominance in the market.

Overall, Zomato's success lies in its ability to adapt to evolving consumer preferences, optimize pricing strategies, and leverage data-driven decisions to enhance sales performance. With the right strategic initiatives, Zomato can continue to build on its strong market presence and drive sustainable growth in the coming years.