

Zomato Sales Analysis : Insights and Recommendations

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Key Findings

- Yearly Trends: 2018 had the highest sales, followed by 2019.
- Monthly Trends: January performs well; monsoon months show lower sales.
- Quarterly Trends: Q1 consistently outperforms others.
- Weekday Trends: Friday leads, with Thursday and Wednesday following.
- Regional Performance: Delhi, Bangalore, Ahmedabad as top cities.
- Cuisine Preferences: North Indian and Chinese cuisines dominate.

Sales Dynamics & KPIs

- Total Sales Revenue: \$964M
- Sales by Year: 2018 > 2019, with limited data for 2017 & 2020.
- Sales by Month: January, March, and November as highest-performing months.
- Sales by Quarter: Q1 and Q3 perform strongly.
- Sales by Weekday: Friday had the highest sales, followed by Thursday and Wednesday

Seasonality Trends

Key findings

- No clear seasonality, but January, March, and November consistently see peaks.
- Monsoon months see low sales

Quarter 1 Performance: Consistently outperforms other quarters due to post-holiday demand and seasonal promotions.

Regional Sales Performance

Key findings:

- Metro cities (Delhi, Bangalore, Ahmedabad) dominate sales.
- No clear regional pattern, suggesting demand is influenced by local factors, such as marketing strategies and disposable income.

Insight: Metro cities have higher population density and disposable income, driving sales.

Cuisine Preferences

Key findings:

- North Indian and Chinese cuisines lead in sales.
- Strong preference for traditional Indian and Chinese dishes over international or fast-food options.

Insight: Focus more on these popular cuisines in offerings and marketing efforts.

Weekday Sales Patterns

Key findings:

- Highest sales on Friday, followed by Thursday and Wednesday.
- Consumer demand peaks toward the end of the workweek, not weekends.

Insight: Plan marketing strategies to increase weekend sales

Low-cost Meals

Key findings:

- Low-cost meals consistently drive the highest sales, followed by medium-cost meals.
- High-cost meals contribute the least.

Insight: Zomato should focus on offering more budget-friendly meal combos and maintain promotional offers for affordable meal options.

Year-on-Year Sales Trends

Key findings:

- 2018 showed the highest sales due to a full-year data set.
- 2017 and 2020 showed lower sales due to incomplete data.
- 2019 saw a 17.9% decline in sales compared to 2018.

Insight: Analyze potential shifts in consumer behavior or market conditions around 2019.

Restaurant Ratings & Sales

Key findings:

- No clear correlation between restaurant ratings and sales.
- Most ratings are clustered around 3.5 to 4.5 stars.

Insight:

Other factors like location, pricing, and consumer behavior are likely more influential.

Strategic Recommendations

- Capitalize on High-Performing Months & Quarters: Focus on January & Q1.
- Boost sales during Monsoon months: Special deals and marketing.
- Increase promotions for weekend sales.
- Focus on Low-Cost Meals: Expand budget-friendly offerings
- Strengthen presence in key cities like Delhi, Bangalore, Ahmedabad and expand into suburban and non-metro cities.

Conclusion

- Low-cost meals and January/Q1 peak sales.
- Weekdays outperform weekends for sales.
- Metro cities like Delhi, Bangalore, Ahmedabad are top performers.

Strategic Focus Areas: Consumer behavior, marketing campaigns, and customer retention.

Future Growth: Focus on low-cost meals, seasonality, regional market expansion, and brand loyalty.

Zomato Sales Analysis : Visualization

ZOMATO SALES ANALYSIS (OCT 2017 - JUN 2020)

