

# Zomato Sales Analysis

₹ 986,56...

Total Sales

100,000

#Customers

2444K

sales Quantity

Year

2017

2018

2019

2020

Qtr 1

Qtr 2

Qtr 3

Qtr 4

weekday

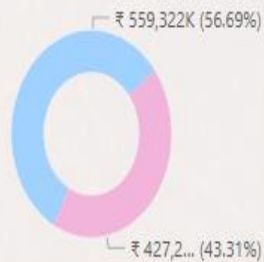
All

city

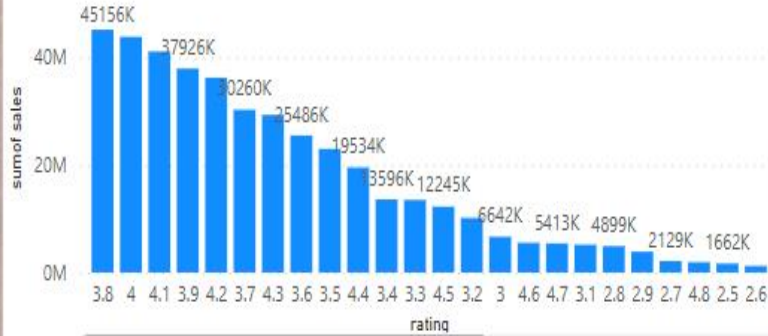
All

## sales by Gender

Male Female



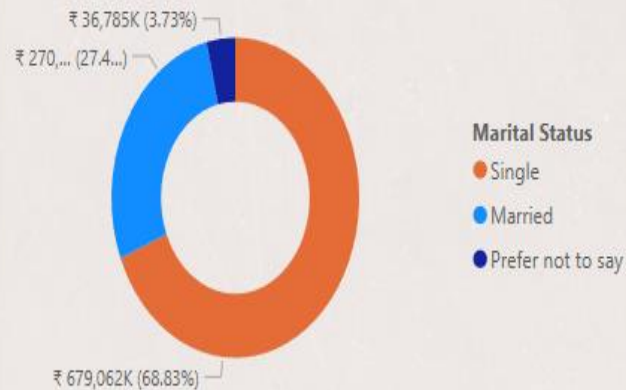
## sales by rating



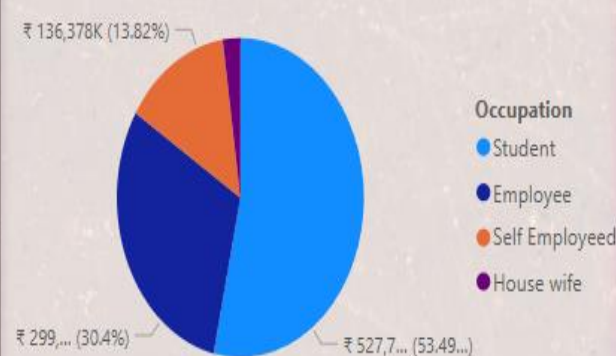
## Sales By age Group



## Sales By Marital Status



## Sales By Occupation



This dashboard provides a sales analysis for Zomato (a food delivery and restaurant discovery platform), offering a comprehensive view of key metrics and trends. Let's break down each section:

- Overall Performance Indicators (Top Row):
- Filters and Selection (Top Section):
- Sales Analysis by Gender (Left Side):
- Sales Analysis by Rating (Center):
- Sales Analysis by Age Group (Left Bottom):
- Sales Analysis by Marital Status (Center Bottom):
- Sales Analysis by Occupation (Right Bottom):

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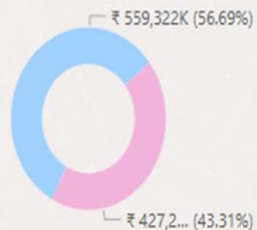
All

city

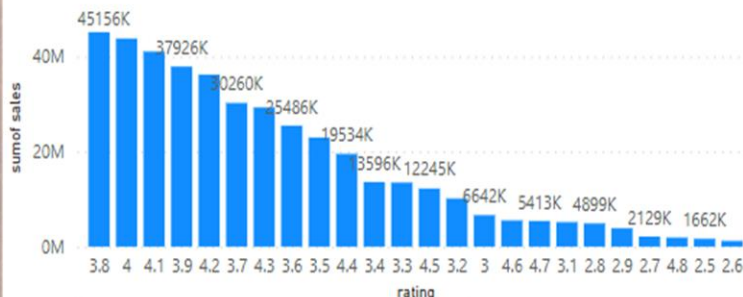
All

## sales by Gender

Male Female



## sales by rating

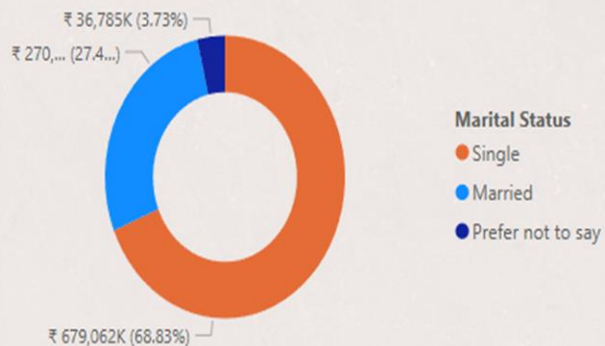


## Sales By age Group

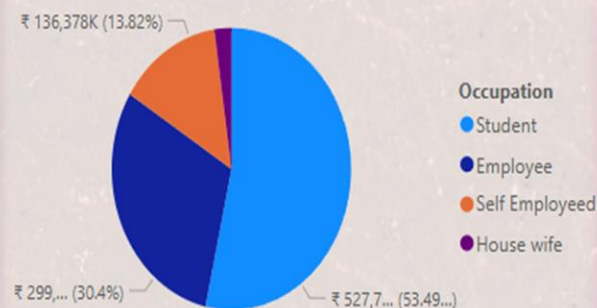
age\_group  
Young  
Teen



## Sales By Marital Status



## Sales By Occupation



•**₹986,56...** (likely ₹986,560,000 or similar): This is the **Total Sales** figure, representing the cumulative revenue generated within the selected timeframe.

•**100,000**: This indicates the **number of customers** contributing to the total sales.

•**2444K**: This likely represents the **total sales quantity** (e.g., number of orders or food items sold), possibly 2,444,000.



# Zomato Sales Analysis

₹ 27,264

Total Sales

100,000

#Customers

201.0

sales Quantity

Year

2017

2018

2019

2020

Qtr 1

Qtr 2

Qtr 3

Qtr 4

weekday

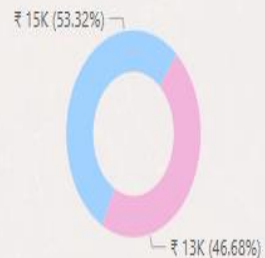
Monday

city

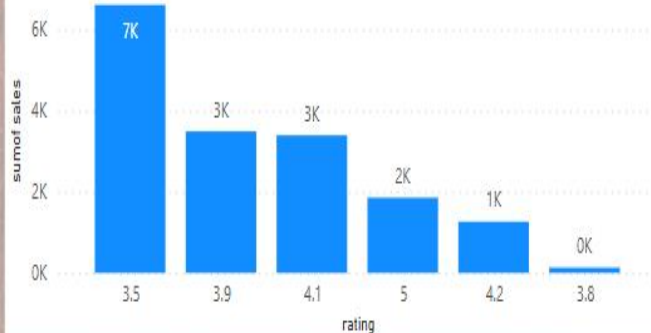
Abids & Koti,Hyde...

sales by Gender

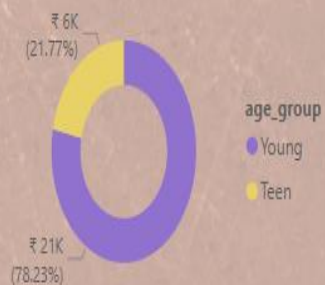
Male Female



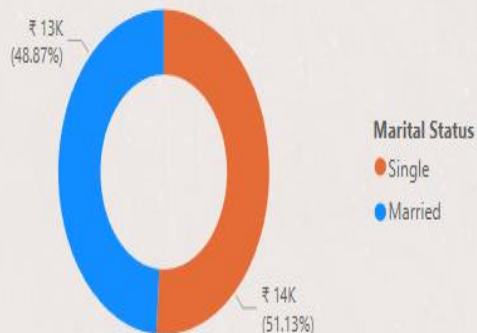
sales by rating



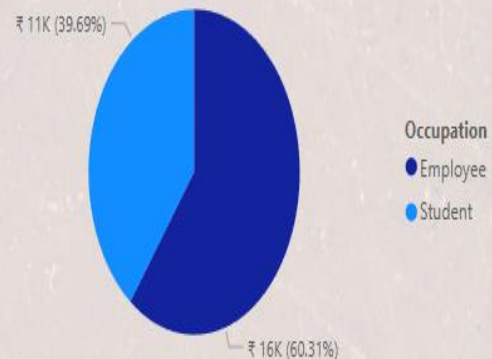
Sales By age Group



Sales By Marital Status

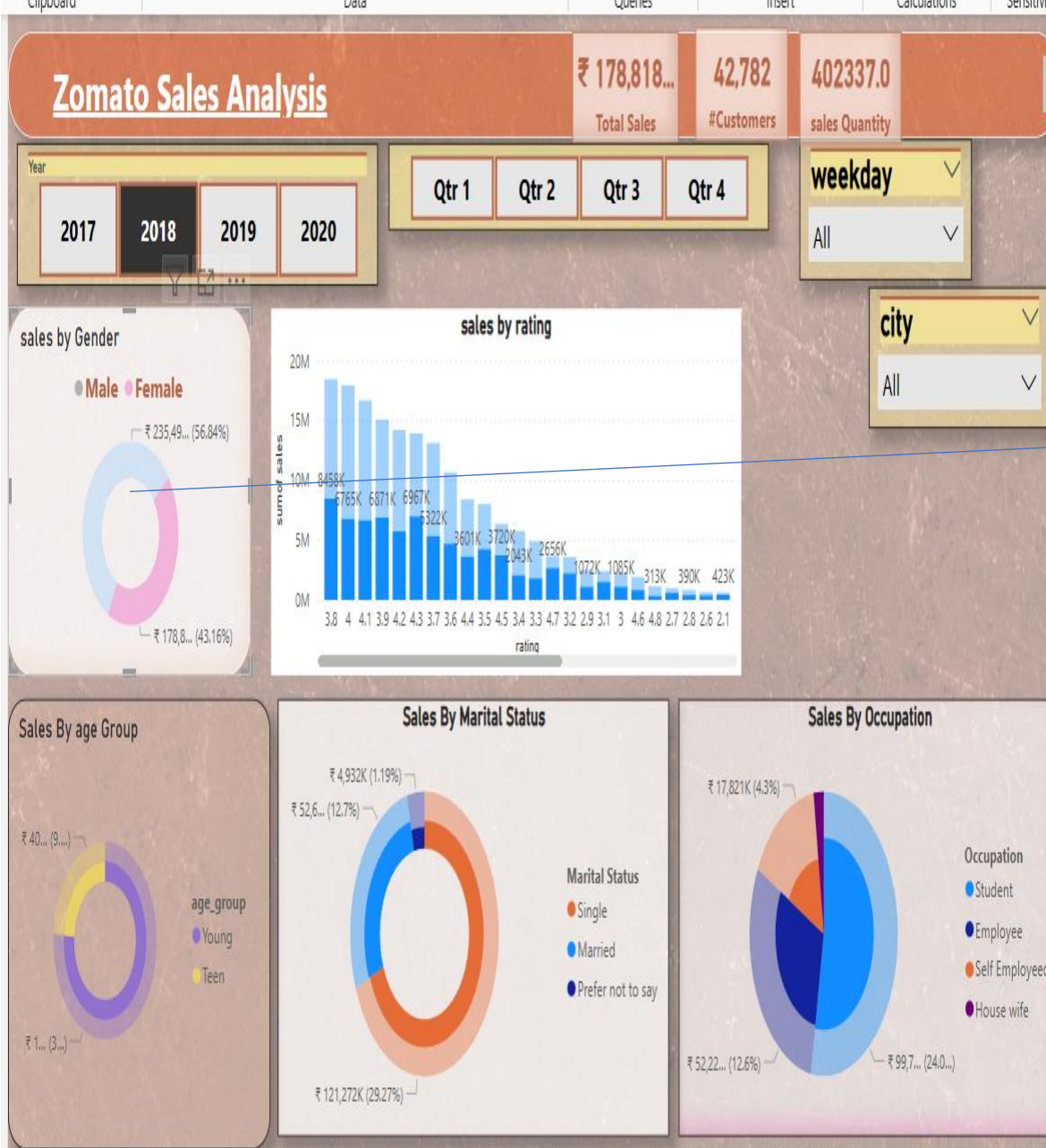


Sales By Occupation



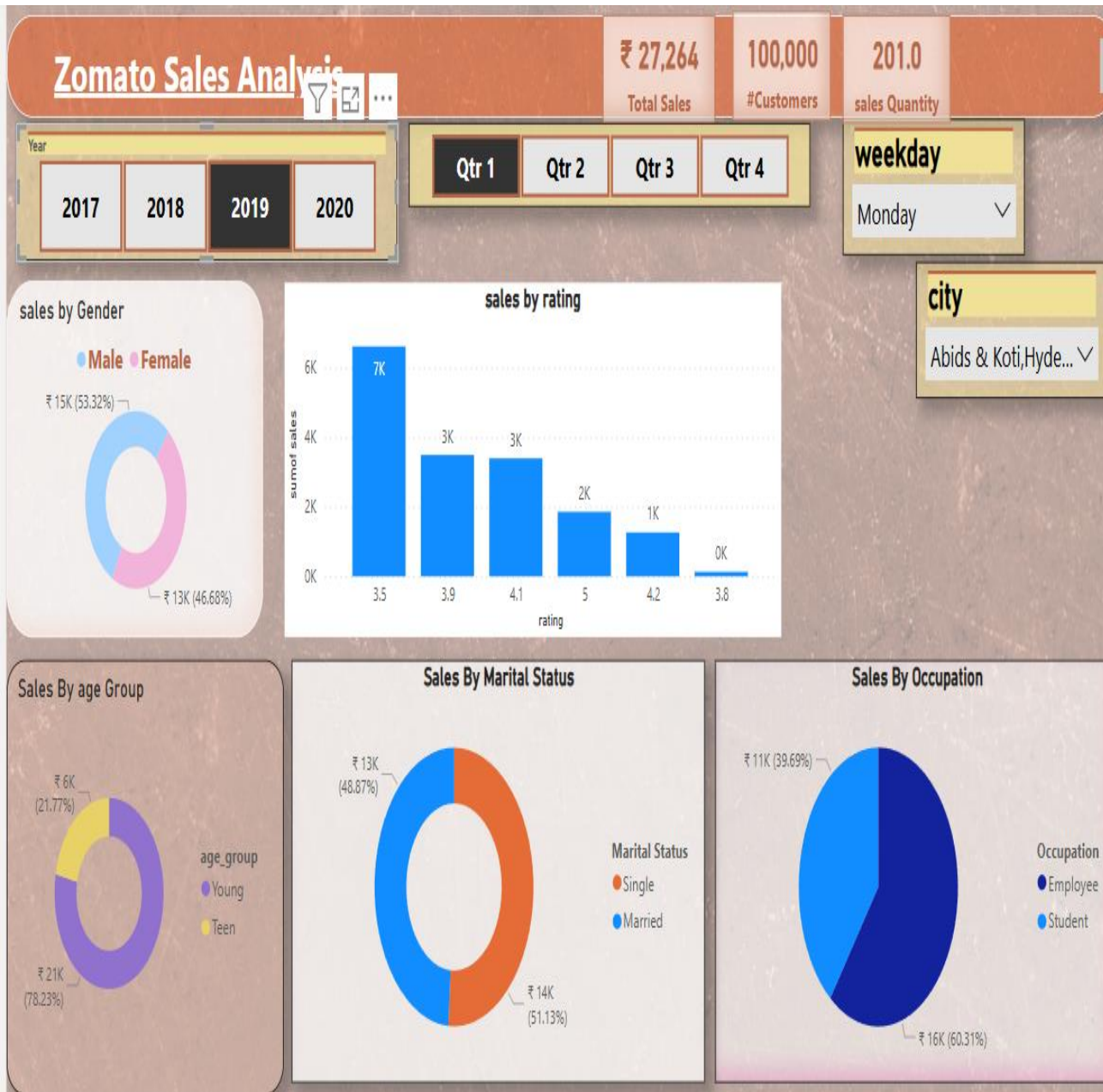
- Year:** Allows filtering the data by specific years (2017, 2018, 2019, 2020, and "All").
- Quarter:** Enables filtering by fiscal quarters (Qtr 1, Qtr 2, Qtr 3, Qtr 4).
- Weekday:** Permits analysis based on days of the week (All, F presumably for Friday, and other days likely selectable).
- City:** Provides the option to filter data by specific cities (with "All" selected in this view).

•When viewing the dashboard with the following filters applied: year 2019, quarter 1, weekday Monday, and cities Abids and Koti, the total sales amounted to 27,264 with a sales quantity of 201. In this specific scenario, females generated more sales than males. The highest rating received was 3.5. The majority of customers who made purchases during this period were young adults aged 23-49. Unmarried individuals also contributed significantly to sales, and the occupation that resulted in the most sales was employees.



In 2018, total female sales across all cities reached approximately 179,000. Upon further analysis, it was observed that single females contributed the most to sales, with female students specifically representing the highest sales by occupation.





This dashboard summarizes Monday sales in Q1 2019 for Abids and Koti, Hyderabad, totaling around \$28,000.

## MOM Sales

Year	Month	previous_month_sales	Mom
2019	December	26611713	-15.1%
2019	February	31531844	-13.8%
2018	May	35919198	-10.1%
2017	December	35385139	-10.0%
2019	June	28050701	-9.4%
2019	August	35192282	-8.5%
2018	October	30102531	-7.9%
2020	May	25264333	-7.8%
2018	April	38169872	-5.9%
2020	April	26385217	-4.2%
2018	December	31311761	-2.9%
2019	April	28224398	-2.0%
2020	March	26925734	-2.0%
2019	November	26724865	-0.4%
2019	May	27654680	1.4%
2019	January	30405982	3.7%
2018	July	34925537	3.7%
2019	March	27189432	3.8%
2020	February	25659711	4.9%
2019	October	25061571	6.6%
2018	June	32273882	8.2%
2018	March	35258929	8.3%
2018	August	36228538	8.9%
2018	November	27731427	12.9%
2020	January	22580255	13.6%
2018	January	31833907	33.6%
2017	November	26349356	34.3%
2019	July	25418200	38.5%
Total		986565016	0.0%

Month-over-month sales analysis compares the sales of a given month to the sales of the immediately preceding month.

This chart showing few months got negative few months got positive.

<https://drive.google.com/drive/u/0/my-drive>

## **Suggestions from the sales analysis side:**

**Based on the sales analysis, Zomato should focus on improving sales, potentially by refining their menu and targeting specific locations. Since students, single individuals, and employees generate the most sales, concentrating on these demographics could lead to increased revenue. For cost reduction, Zomato should consider discontinuing operations in areas with no sales or very low sales volume. And take feedback from customers bring new changes.**