**\*\*Zomato Sales Analysis Report\*\***

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**Executive Summary**

This report presents a comprehensive analysis of Zomato sales, user activity, and city performance based on the provided dataset. The objective is to derive actionable insights to support business decision-making and strategy development.

**Key Objectives:**

1. Analyze sales performance across different cities.

2. Examine user activity and growth trends.

3. Identify patterns and trends in order data.

4. Provide actionable insights for business improvement.

**Methodology**

The analysis was conducted using Power BI, leveraging its powerful data visualization and analytical capabilities. The dataset comprised sales data, user information, and city performance metrics. The following steps were undertaken:

1. Data Cleaning and Preparation:

- Imported raw data into Power BI.

- Cleaned and transformed the data to ensure consistency and accuracy.

- Created relationships between different data tables.

2. Data Analysis:

- Used DAX (Data Analysis Expressions) to create measures and calculated columns.

- Analyzed sales trends, user activity, and city performance.

- Identified key metrics such as total sales, user growth, and city-wise performance.

3. Data Visualization:

- Developed interactive dashboards to visualize the analysis.

- Used various visual elements such as bar charts, line charts, and maps to represent data.

**Findings**

1. Sales Performance:

- Total Sales: The total sales across all cities amounted to $X, showing a Y% increase compared to the previous period.

Top Performing Cities: Cities like A, B, and C had the highest sales, contributing to Z% of the total sales. City A alone contributed to P% of total sales.

2. User Activity:

-User Growth:There was a significant increase in user growth, with 21k more users gained than lost, representing a Q% net growth.

User Engagement:The average user engagement rate was R%, with the highest engagement observed in city A at S%.

3. City Performance:

City-wise Analysis:Top-performing cities like A, B, and C showed T%, U%, and V% growth in sales, respectively. Low-performing cities showed a decline of W% on average.

Sales Trends: Identified a peak in sales during the months of X and Y, accounting for Z% of the total sales for the period.

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**Visualizations**

Sales Dashboard: A comprehensive dashboard showing total sales, top-performing cities, and sales trends.

User Activity Dashboard:Visualizations depicting user growth, engagement metrics, and user distribution across cities.

City Performance Dashboard: Detailed visualizations of city-wise performance, including maps and comparative charts.

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**Actionable Insights**

1. Focus on High-Performing Cities:Concentrate marketing and promotional efforts on top-performing cities to boost sales further. For example, increasing efforts in city A, which contributes P% of total sales, could yield significant returns.

2. Address User Retention:Implement strategies to reduce user churn and improve user retention. With a net growth of Q%, maintaining this trajectory could lead to substantial user base expansion.

3. Optimize Sales Strategies: Adjust sales strategies based on identified trends and peak periods. Capitalizing on the peak sales months (X and Y) could improve overall sales by Z%.

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**Conclusion**

The analysis provided valuable insights into Zomato's sales performance, user activity, and city performance. By leveraging these insights, Zomato can make informed decisions to enhance business outcomes and achieve strategic goals.

For further details and interactive visualizations, please access the Power BI report [here](https://app.powerbi.com/groups/me/reports/9f10aede-ff8f-44c7-a7b5-3cd5e338b72f/ReportSectionf4fc8e6c2b7a4157e590?experience=power-bi).

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\*\*Appendix\*\*

\*\*Data Source:\*\*

The dataset used for this analysis includes sales data, user information, and city performance metrics provided by Zomato.

\*\*Tools Used:\*\*

- Power BI

- DAX

- Data Cleaning and Transformation techniques

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This document serves as a detailed summary of the Zomato Sales Analysis report, providing a clear overview of the methodology, findings, and actionable insights derived from the data.