

Zomato Sales Analytics Project - Problem Statement

With the rapid growth of online food delivery platforms such as **Zomato**, thousands of restaurants compete to attract customers and increase sales. However, sales performance varies widely depending on several factors like **customer ratings, average cost, cuisine type, location**, and **availability of online orders**. Restaurant owners and business analysts need to understand which factors most strongly influence restaurant sales and how these insights can be used to improve performance. Therefore, the problem is to analyze restaurant data from Zomato to: Identify key attributes affecting sales, Detect patterns or trends in customer preferences, and Predict sales categories (High, Medium, Low) using data mining techniques. Using **IBM SPSS Modeler**, the goal is to develop a predictive model (such as a **CHAID Decision Tree**) that helps restaurants and platform managers make data-driven decisions to improve business performance and customer satisfaction.