ZOMATO SALES PERFORMANCE REPORT

Prepared By: Rishabh Malviya
Role: Data Analyst
Tools: Excel, Data Cleaning, Pivot Tables, Visualization

Executive Summary

This report presents a comprehensive analysis of Zomato's sales performance using an Excel interactive dashboard.
The goal of the analysis is to understand customer behavior, order patterns, city performance, category demand, and rating trends.
The data reveals powerful insights into how different regions contribute to Zomato's overall business performance, which cities demand
the most food deliveries, and what kind of cuisine customers prefer. The dashboard simplifies complex datasets into clear visual
representations, making it easier to derive meaningful conclusions that support strategic decision-making.

Project Background

Zomato operates in a highly dynamic food delivery ecosystem, where customer expectations evolve every day.
To stay competitive, continuous monitoring of sales, delivery trends, and customer satisfaction is essential.
This project uses structured data to extract valuable insights that help understand national-level food delivery behavior.
The dataset includes thousands of records that cover multiple cities, food types, restaurant categories, order count,
ratings, and sales value. By analyzing these fields, we understand how different factors influence revenue and demand.

Business Objectives

The primary objective is to evaluate Zomato's sales performance and identify the major drivers contributing to revenue.
The analysis focuses on recognizing high-performing cities, discovering customer order preferences, tracking monthly and
quarterly changes, and measuring satisfaction using ratings. A secondary objective is to determine which strategies can
increase customer retention and boost market share in lower-performing cities. Insights from this analysis help Zomato
refine its business strategy, promotional activities, and restaurant partnerships.

Dataset Overview

The dataset comprises multiple columns such as Order Date, Food Category, Restaurant Name, Order Quantity, Rating,
City, and Sales Amount. Each column holds analytical importance. For example, dates help identify seasonal trends,
city names reveal geographic performance, ratings indicate service satisfaction, and food categories show customer preferences.
During preprocessing, issues such as missing ratings, inconsistent food categories, and formatting problems were fixed to
enhance reliability and ensure accurate visual reporting.

Data Cleaning Process

Data cleaning was conducted using Excel to prepare a structured dataset ready for pivot modeling. Missing values were
evaluated and handled appropriately, duplicates were removed, and outliers were checked. Restaurant names and category labels
were standardized. Date formats were corrected so that trend analysis could be performed accurately. Clean and consistent data
ensures that the dashboard insights remain dependable and reflect real customer behavior rather than noise or errors.

Dashboard Design Logic

The dashboard was created to offer maximum clarity with minimal clutter. Key KPIs—Total Sales, Total Orders, Average Rating,
and Average Order Value—were placed at the top for quick interpretation. Monthly trend charts, state-level maps, category-wise
distribution visuals, and city performance bars were added to give a complete narrative of Zomato's business performance.
The design focuses on simplicity, readability, and storytelling, ensuring that even non-technical users can understand insights easily.

Insights

Analysis shows that Bengaluru leads with the highest sales, followed by Lucknow, Hyderabad, and Mumbai. The first quarter
recorded the strongest performance, influenced by seasonal demand. Veg and non-veg categories both performed consistently,
with a slight preference for non-veg. Ratings remained stable across major food types, showing that customers are generally
satisfied. Daily trends indicate steady demand during weekdays, with slight increases around weekends. These findings help
Zomato identify which regions and categories offer the most growth potential.

Recommendations

Based on the insights, Zomato can strengthen marketing campaigns in mid-tier cities to increase sales. Offering targeted
discounts and festival-based promotions can boost quarterly performance. Partnering with new restaurants in low-performing
regions can improve variety and customer engagement. Enhancing delivery speed and maintaining food quality can further improve
customer ratings and overall brand loyalty.

Conclusion

The dashboard highlights key performance drivers and future growth opportunities for Zomato. By analyzing seasonal patterns,
regional demand, customer preferences, and delivery satisfaction, Zomato can refine its operational strategies and offer a
superior customer experience. This project demonstrates how structured data and visualization can support data-driven decision-making
in the fast-growing food delivery industry.

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