

# Zomato Sales Analysis

Insights on Food Delivery Trends





# Group Members

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# Project Objectives

-  Analyze Zomato data to study sales, cuisines, ratings, and customer preferences.
-  Compare restaurant performance across countries and cities.
-  Provide insights and recommendations for business growth.



# Dataset

## Overview of Key Information

This section provides a comprehensive snapshot of our dataset, highlighting columns such as Restaurant, Cuisine, and Sales data.

	A	B	C	D	E	F	G	H	I	J	K	L	M	
1	RestaurantID	RestaurantName	CountryCode	City	Address	Locality	LocalityVerbose	Longitude	Latitude	Cuisines	Currency	Has_Table_booking	Has_Online_delivery	Is_d
2	18435314	Punjabi's Veg Grill	1	New De	13/288 , 14	Geeta Colony	Geeta Colony, New	77.2767689	28.6507753	North Indian	Indian Rupee	No	No	No
3	18378015	Tasty Tandoor	1	New De	726/2, Jhee	Geeta Colony	Geeta Colony, New	77.27505159	28.65821556	North Indian	Indian Rupee	No	No	No
4	18424905	Taste of Spice	1	New De	C-222, Lajp	Lajpat Nagar 1	Lajpat Nagar 1, New	77.2413122	28.5783107	North Indian	Indian Rupee	No	Yes	No
5	18180072	Kolkata Bengali Dhaba	1	New De	Gali 7, Mahi	Mahipalpur	Mahipalpur, New De	77.1239323	28.5435869	North Indian	Indian Rupee	No	No	No
6	18415377	Sunil Punjabi Dhaba	1	New De	Main Vasan	Mahipalpur	Mahipalpur, New De	77.1297061	28.5413686	North Indian	Indian Rupee	No	No	No
7	18421485	Bikaner Restaurant	1	New De	Shop 264, N	Mukherjee Na	Mukherjee Nagar, N	77.2081351	28.699566	North Indian	Indian Rupee	No	No	No
8	312413	Just In	1	New De	G-103, Varc	Mukherjee Na	Mukherjee Nagar, N	77.2190942	28.7094798	North Indian	Indian Rupee	No	No	No
9	303497	Shri Shyam Ji Shudh Shakahar	1	New De	Khaira Mod	Najafgarh	Najafgarh, New Dell	76.9748922	28.6112536	North Indian	Indian Rupee	No	No	No
10	18354644	Shree Bhojnalaya	1	New De	Sarai Julena	New Friends C	New Friends Colony	77.27276199	28.56077074	North Indian	Indian Rupee	No	No	No
11	18366001	Baba Ka Dhaba	1	New De	WZ-425, Ma	Palam	Palam, New Delhi	77.0902799	28.5828978	North Indian	Indian Rupee	No	No	No
12	18486845	Kaka Da Dhaba	1	New De	R.K. Puram	R K Puram	R K Puram, New Del	77.1741183	28.5771926	North Indian	Indian Rupee	No	No	No
13	18424202	Famous Parantha and Poori Sa	1	New De	44, Gali Nur	Vasundhara E	Vasundhara Enclave	77.3085095	28.5893763	North Indian	Indian Rupee	No	No	No
14	18472678	Garam Masala	1	New De	1002, Guru	Defence Color	Defence Colony, Ne	77.2254202	28.5728608	North Indian	Indian Rupee	No	No	No
15	18209806	Zaika-E-Chaap Express	1	New De	Near Police	Dilshad Garde	Dilshad Garden, Nev	77.30820905	28.67788563	North Indian	Indian Rupee	No	No	No
16	18286922	Tandoori Nature	1	New De	22, Sammar	Jangpura	Jangpura, New Delh	77.2479992	28.5832431	North Indian	Indian Rupee	No	No	No
17	18458302	Tinker Koch	1	New De	Jangpura, N	Jangpura	Jangpura, New Delh	77.2474752	28.5839782	North Indian	Indian Rupee	No	No	No
18	7362	Vaishno Da Dhaba	1	New De	Badam Sing	Mahipalpur	Mahipalpur, New De	77.1230334	28.5451138	North Indian	Indian Rupee	No	No	No
19	18466400	Desi Thaata Amritsari Naan	1	New De	14/1, Indira	Mukherjee Na	Mukherjee Nagar, N	77.2091154	28.7146792	North Indian	Indian Rupee	No	No	No
20	18361779	Haryana Bhojnalaya	1	New De	G 26, Vardh	Mukherjee Na	Mukherjee Nagar, N	77.2187133	28.7092358	North Indian	Indian Rupee	No	No	No
21	18354672	Karol Bagh Ke Chhole Bhature	1	New De	Opposite Pe	Najafgarh	Najafgarh, New Dell	76.9890278	28.5996154	North Indian	Indian Rupee	No	No	No
22	18464641	Bala Ji Rasoi	1	New De	A-18, Nares	Nangloi	Nangloi, New Delhi	77.06247076	28.67583363	North Indian	Indian Rupee	No	No	No
23	18312665	Best Chicken Corner	1	New De	Main Rohta	Nangloi	Nangloi, New Delhi	77.0688571	28.6823752	North Indian	Indian Rupee	No	No	No
24	18312572	Avatar Da Dhaba	1	New De	Ring Road N	Naraina	Naraina, New Delhi	77.1364744	28.6205175	North Indian	Indian Rupee	No	No	No
25	18349241	Curry Man	1	New De	G-181, Nara	Naraina	Naraina, New Delhi	0	0	North Indian	Indian Rupee	No	No	No
26	18355121	Delicious Eating Corner	1	New De	Shop 2 & 3, Nehru Place	Nehru Place, New D	Nehru Place, New D	77.2511121	28.5471678	North Indian	Indian Rupee	No	No	No
27	18289272	Massi's Kitchen	1	New De	494, Ganes	Pandav Nagar	Pandav Nagar, New	77.2857811	28.6238533	North Indian	Indian Rupee	No	No	No





# Tools & Technologies Used

## Excel

A powerful spreadsheet tool for data analysis and visualization



## Power BI

A business analytics service to visualize data and share insights



## Tableau

A data visualization tool to create interactive and shareable dashboards



## MYSQL

An open-source relational database to store, manage, and query structured data





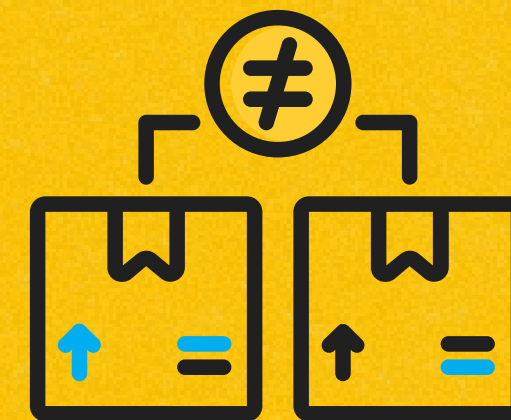
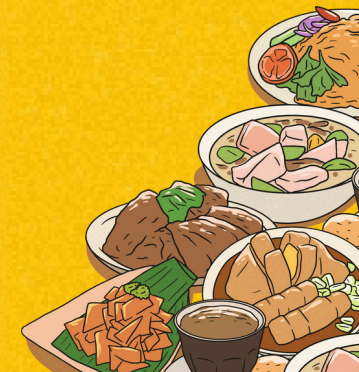


# Challenges

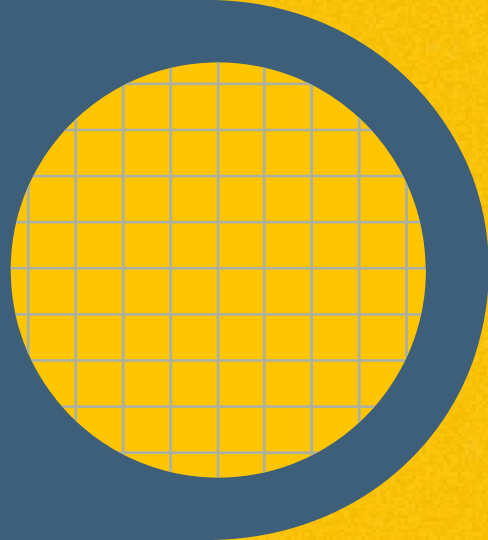
Key obstacles encountered during analysis



- 📁 Handling a large dataset with multiple countries, cities, and cuisines.
- 🔄 Data cleaning & transformation – missing values, inconsistent formats, duplicates.
- 🛠️ Combining outputs from multiple tools (Excel, Power BI, Tableau, MySQL).
- 📊 Designing dashboards that are both insightful and easy to interpret.
- ⌚ Ensuring time-efficient analysis while maintaining accuracy.







# Key Performance Indicators Overview



**Total Restaurants: 9,500+** 🍴



**Total Sales: ₹8.45M (~\$96.4K)+** 💰💰



**Countries Covered: 15** 🌍

**Cities Covered: 141** 🏙️

**Total Cuisines: 1,825** 🍲



**Avg Rating: 2.9 Stars** ⭐

# ZOMATO SALES ANALYSIS

Total Restaurants  
**9551**

Countries  
**15**

City  
**44**

Total Sales  
**₹ 11.03 M**

Rating  
**2.7**

Total Votes  
**149.86 M**

Year

2010
2011
2012

Month Name

January
February
March

Country\_Name

Australia
Brazil
Canada

WeekDay/Weekend

Weekday
Weekend

Financial\_Quarter

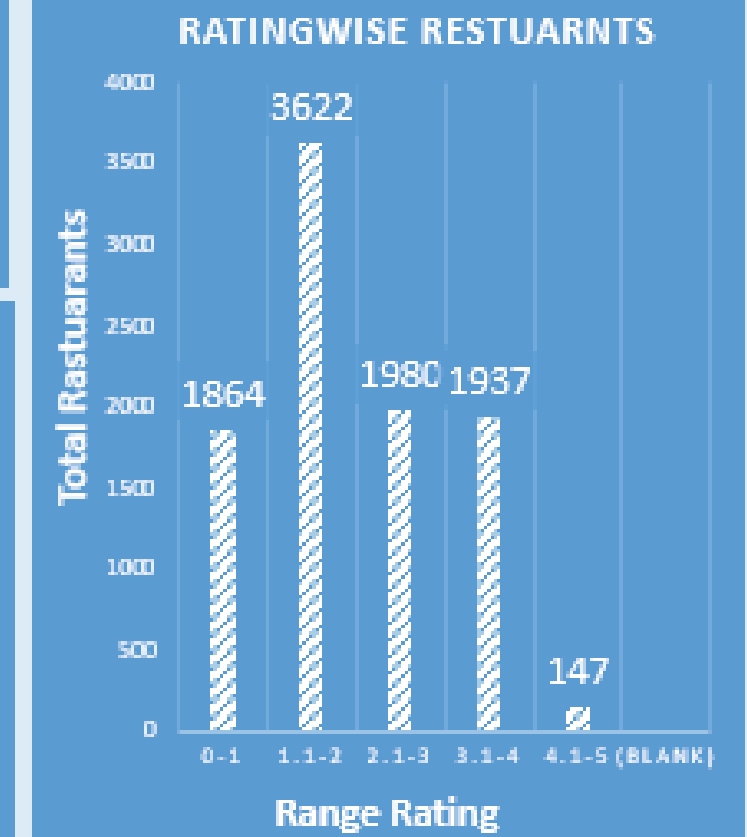
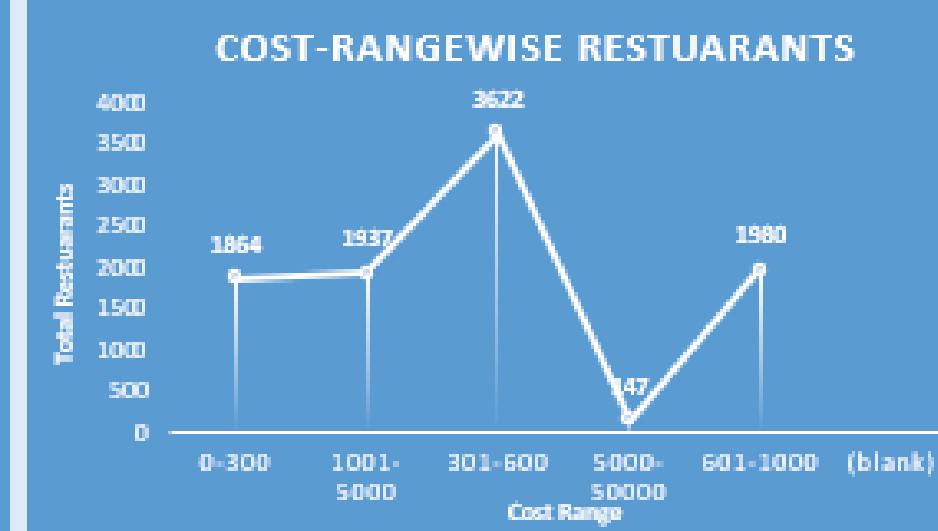
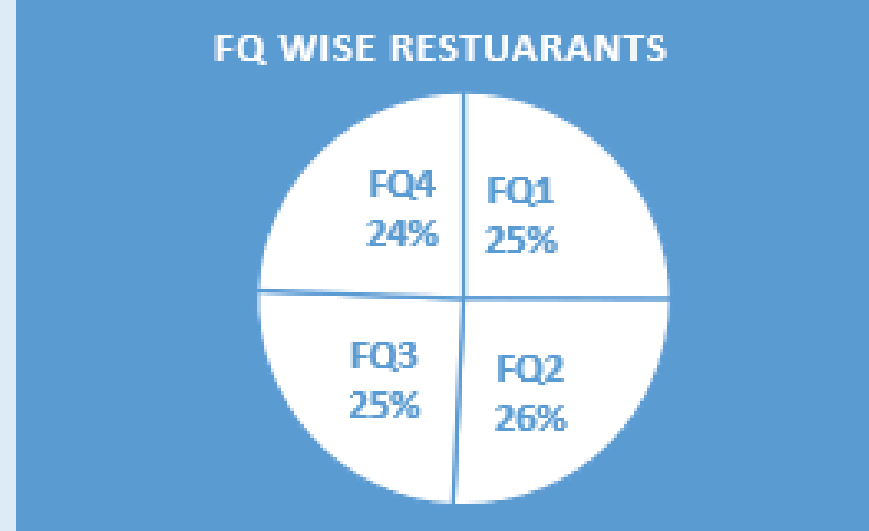
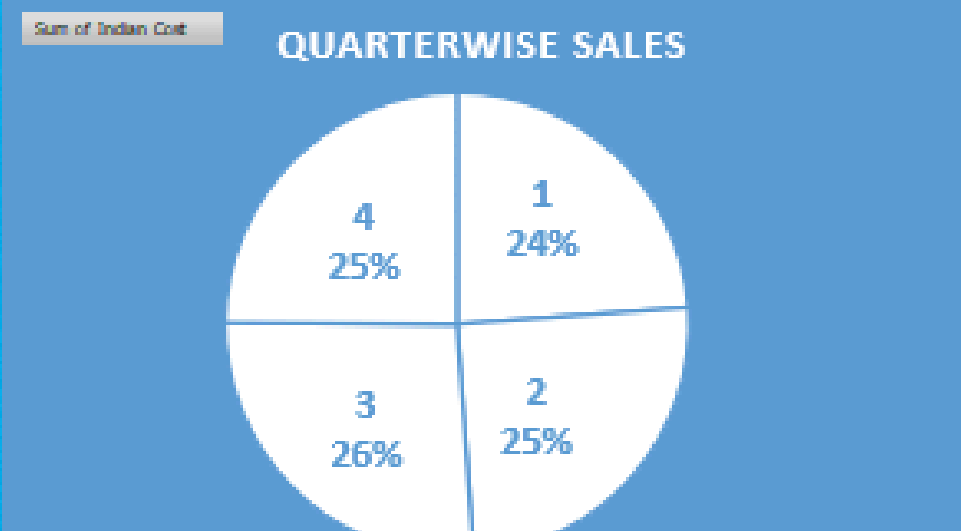
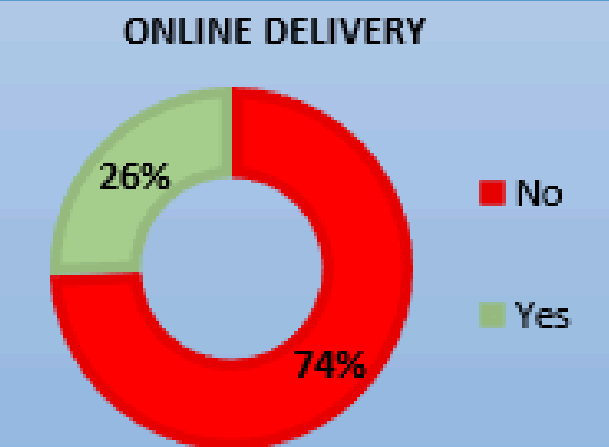
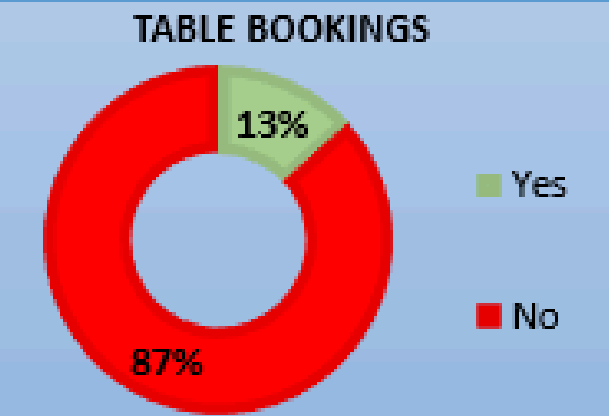
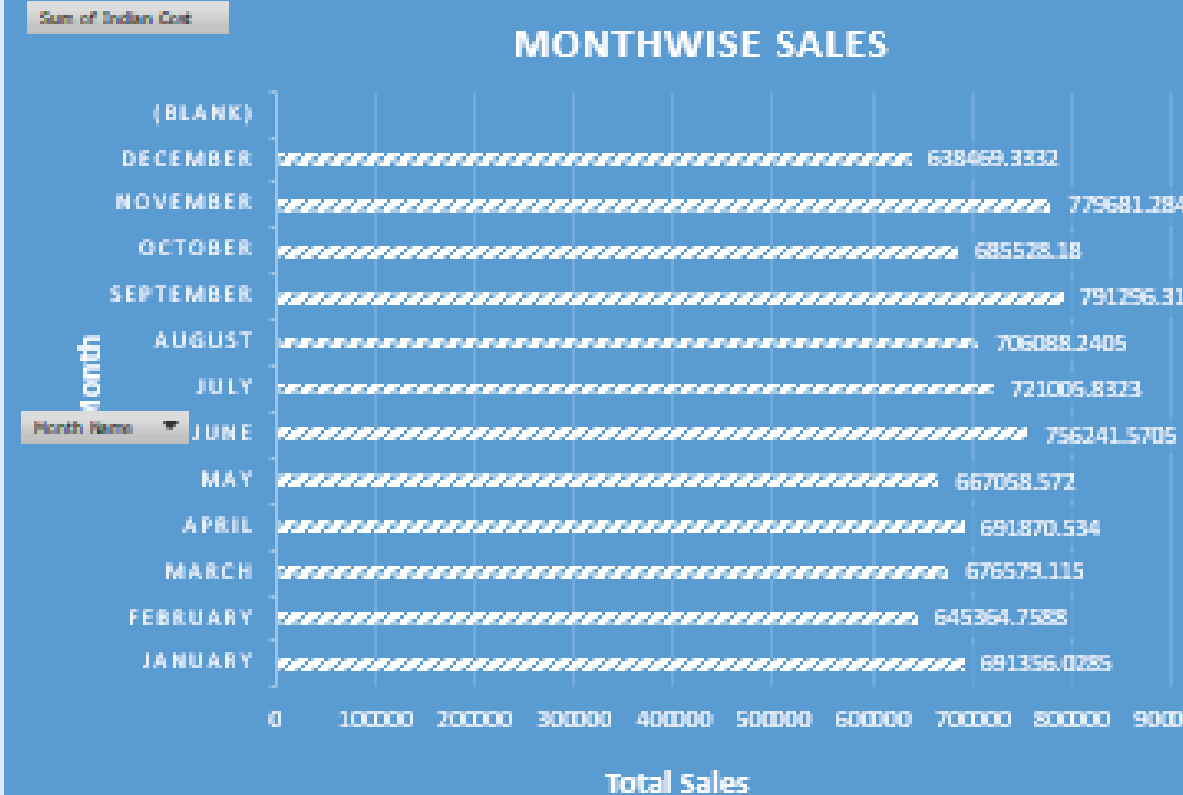
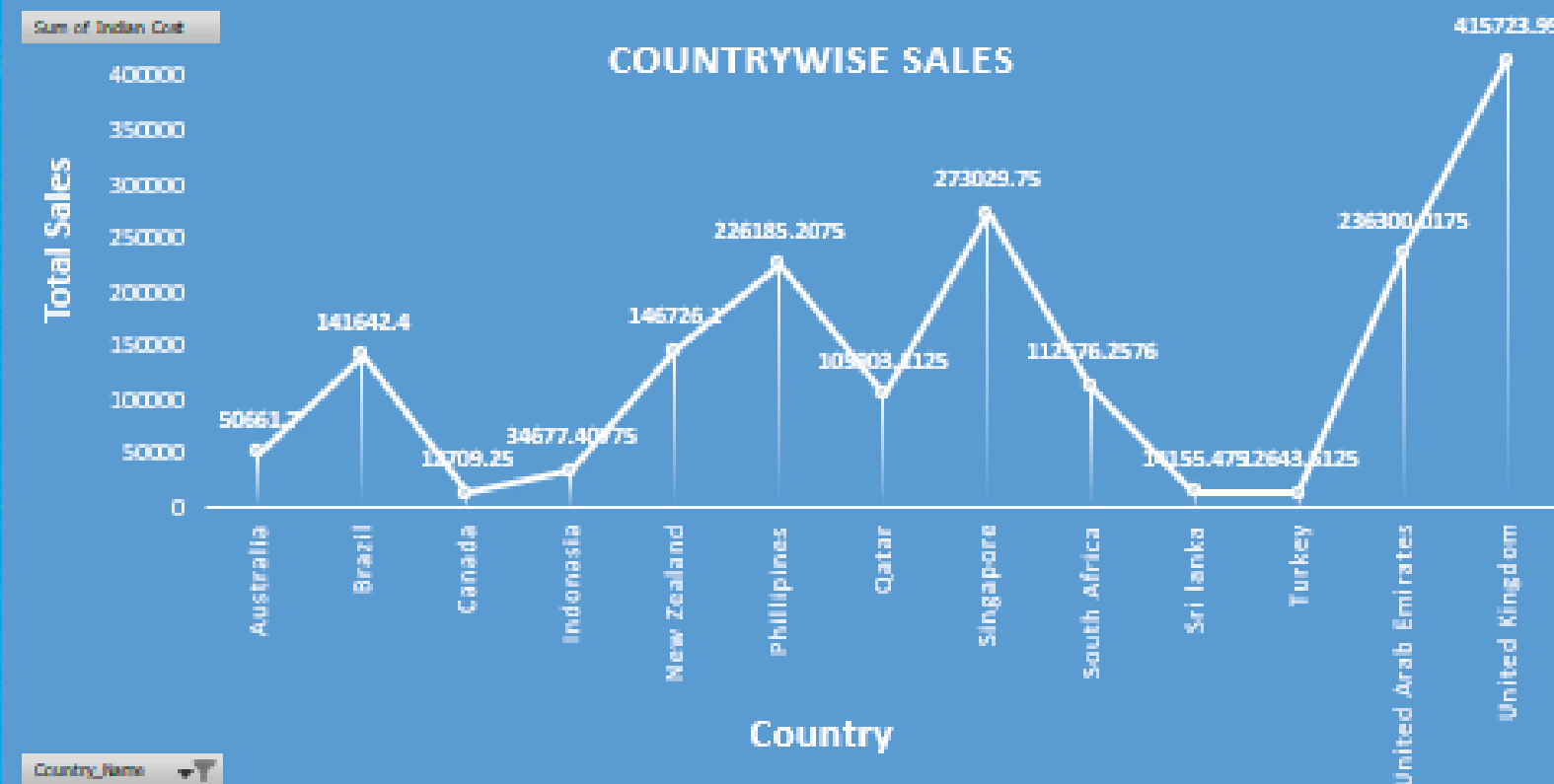
FQ1
FQ2
FQ3

Rating Range

0-1
1.1-2
2.1-3

Bucket Cost Range

0-300
1001-5000
301-600



Excel dashboard showcasing sales analysis results





# Zomato Performance Dashboard 🚀

[Overview](#)[Detailed Analysis](#)**Total Restaurants****9551****Total Countries****15****Total Cities****141****Average Rating****2.91**

## FILTERS

**Country** 🌐

All ▾

**Year** 📅

All ▾

**Quarter** 📅

All ▾

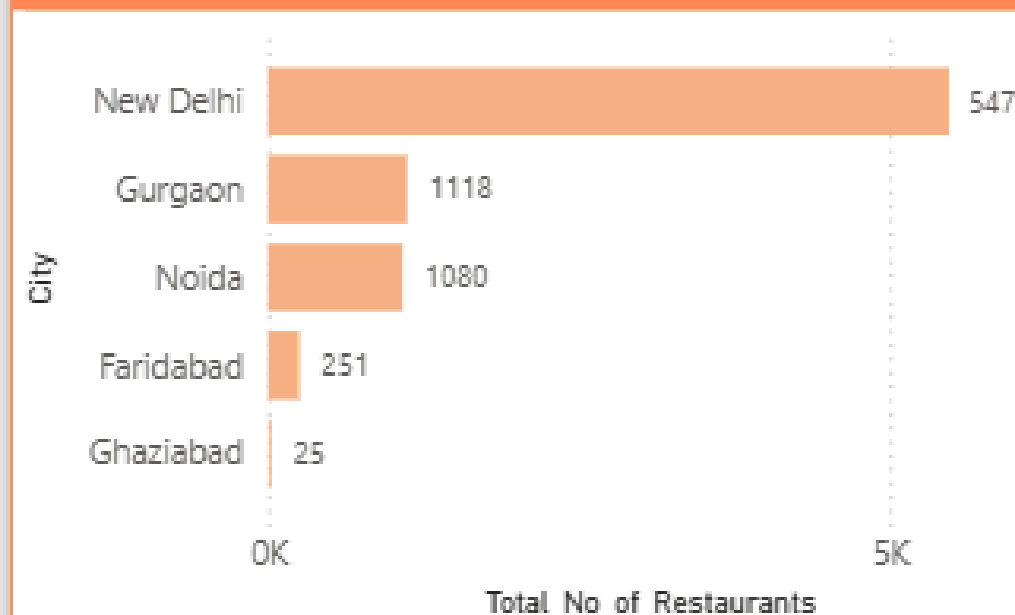
**Month** 📅

All ▾

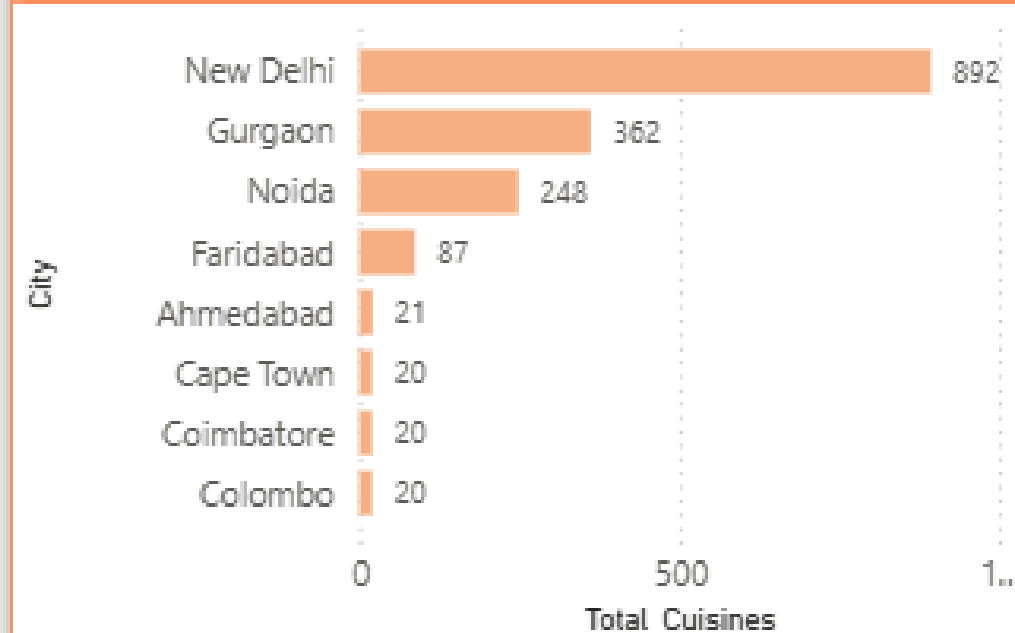
**Price Bucket** 💰

All ▾

### Top 5 Cities by Restaurants



### City Analysis



### Total No. of Restaurants, Cuisines, City by Country

Countryname	Total_No_of_Restaurants	Total_Cuisines	Avg_Cost_for_two_USD	Total_City
India	8652	1392	623.37	43
United States	434	230	26.15	35
Australia	24	21	24.08	23
Phillipines	22	19	1,606.82	9
South Africa	60	56	419.73	6
Canada	4	4	36.25	4
Indonasia	21	18	2,81,190.48	4
United Kingdom	80	57	47.81	4
Brazil	60	42	134.67	3
United Arab Emirates	60	46	166.42	3
New Zealand	40	28	69.75	2
Turkey	34	23	84.85	2
Qatar	20	14	223.75	1
Germany	20	10	155.75	1
Total	9551	1826	1,199.21	141

Power BI for enhanced data visualization insights - Overview Dashboard





# Zomato Performance Dashboard 🚀

Overview

Detailed Analysis



## FILTERS

Year

All

Quarter

All

MonthFullName

All

Countrypname

All

Price Bucket

All

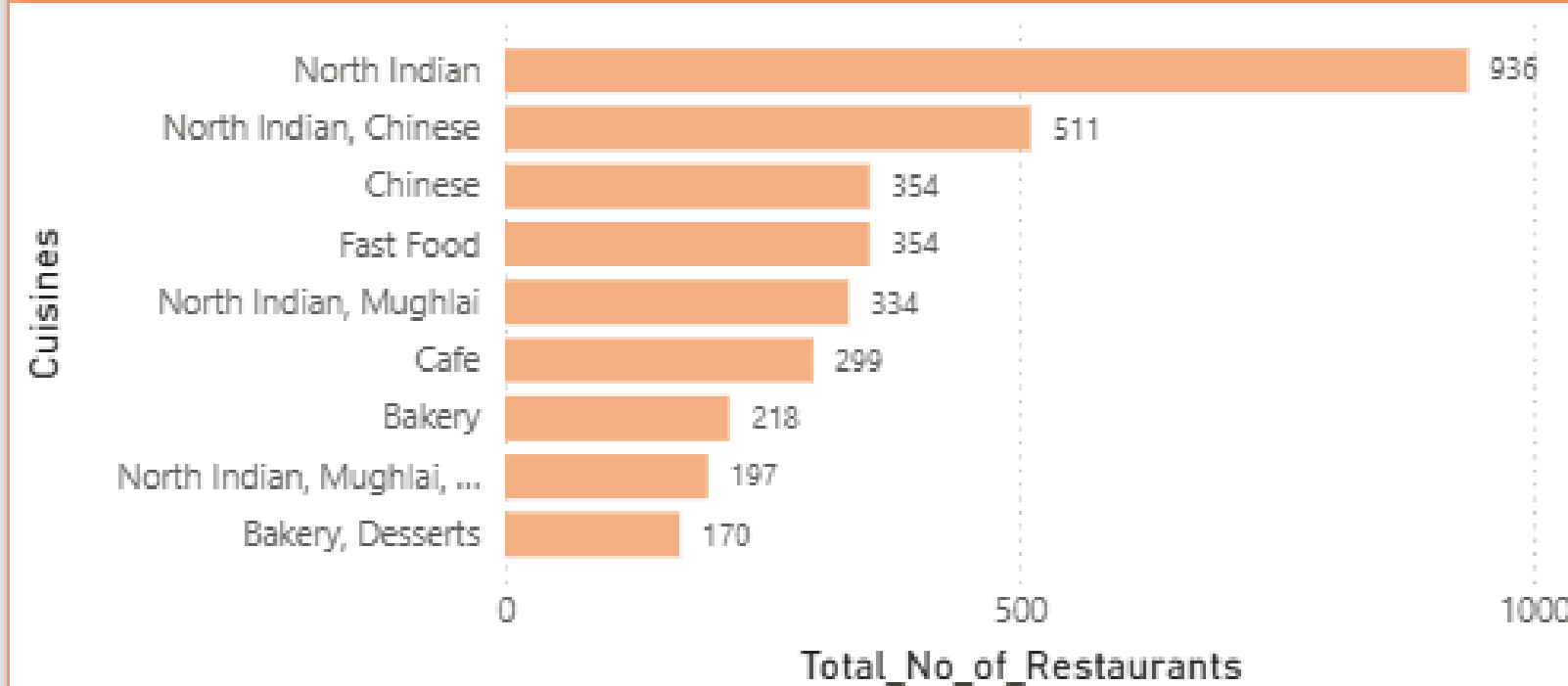
Total Cuisines 🍴  
**1826**

Avg Cost(USD) 💰  
**1.20K**

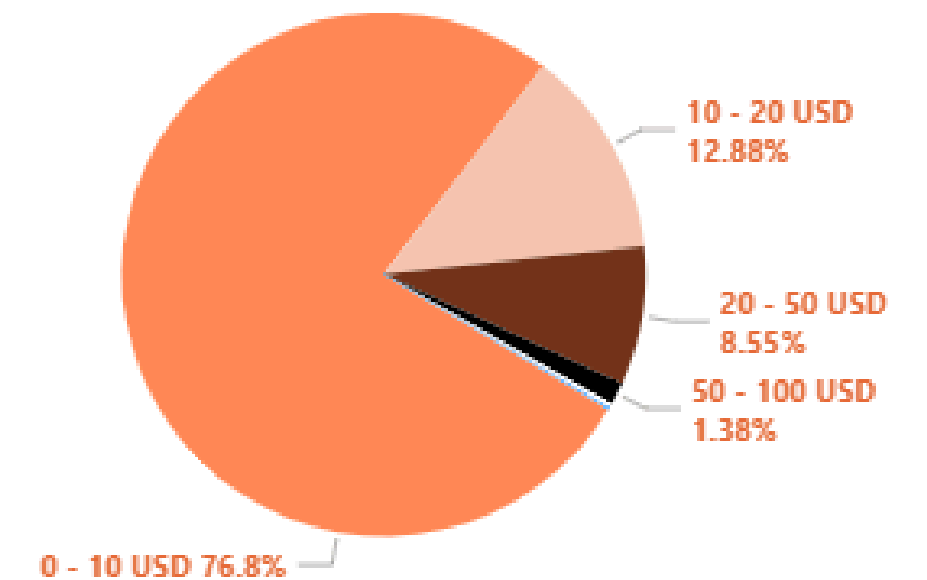
Online Delivery % 🚚  
**25.66**

Table Booking % 📅  
**12.12**

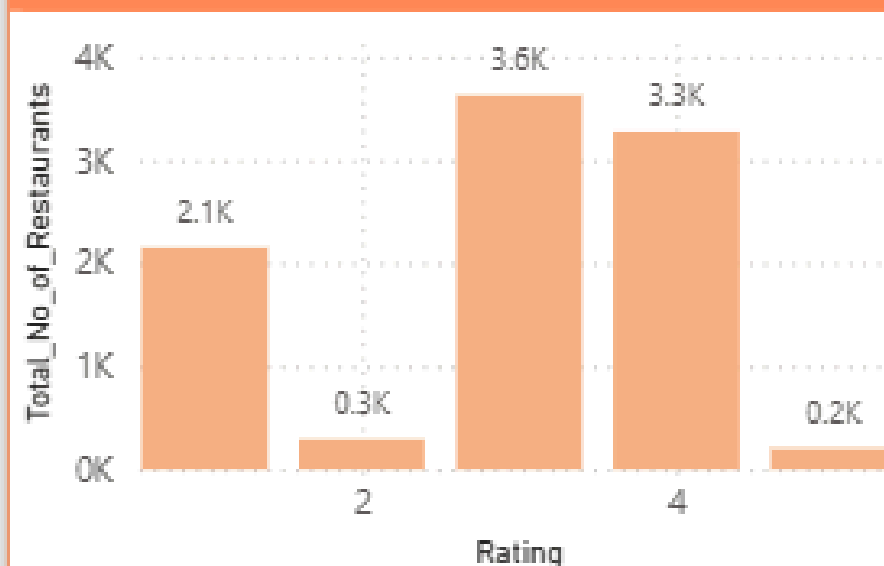
### 🍽️ Top 10 Cuisines by Restaurant Count



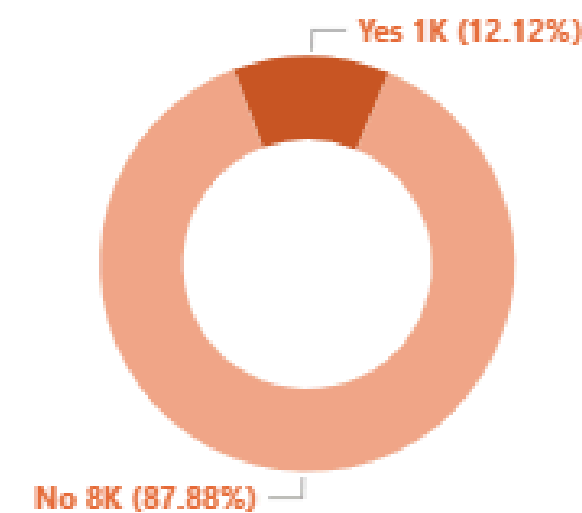
### Restaurant Distribution by Price Range (USD)



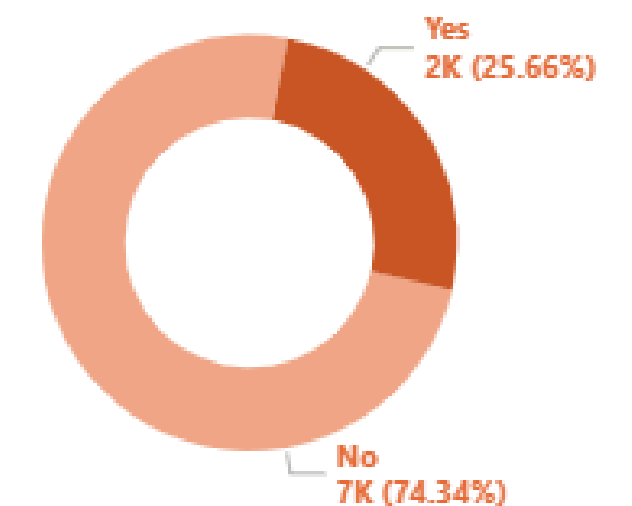
### ★ Total No of Restaurants by Rating



### 📅 Has Table Booking



### 🚚 Has Online Delivery



Power BI for enhanced data visualization insights - Detailed Analysis Dashboard



# Zomato Sales Analysis



Restuarant info

Total Restuarant 🗺️ 📅  
9,551

Total Sales 💰 📈  
8.45M ₹

Total Sales USD 🌐 🌍  
96.41K \$

Total Country 🌐 📅  
15

Total City 🗺️ 📍  
141

Total Cuisines 🍽️ 🍔 🍕  
1,825

Avg. Rating ⭐ 📊  
2.9

## Citywise Sales 📅 📈

59%  
New Delhi  
3,431K

14%  
Gurgaon  
840K

11%  
Noida  
613K

5%  
Singapore  
273K

2%

2%  
Doha  
106K

2%

2%

2%

## Monthwise Sales 📅 📈

September  
791K

July  
721K

January  
691K

May  
667K

November  
780K

August  
706K

October  
686K

June  
756K

April  
692K

March  
677K

December  
638K

## FQ wise sales 📅 📈

FQ-4  
2.01M ₹

FQ-1  
2.12M ₹

FQ-3  
2.10M ₹

FQ-2  
2.22M ₹

## Bucketlistwise Sales 📅 📈

2.83M ₹

2.40M ₹

1.95M ₹

1.27M ₹

0-300 1001-43.. 301-600 601-1000

## Yearwise Sales 📅 📈

975K

991K

956K

936K

953K

923K

839K

928K

948K

Year of Date

## Countrywise Avg. Sales 📅 📈

14K

10K

5K

5K

4K

4K

2K

2K

2K

1K

Singapore

Phillipines

Qatar

United Kingdom

United Arab Emirates

New Zealand

Brazil

United States

South Africa

India

Tableau dashboard showcasing data insights and trends - Home Dashboard



# Zomato Sales Analysis



Total Restuarant 🏠

9,551

Total Sales 💰 📈

8.45M ₹

Total Sales USD 🌐 🌍

96.41K \$

Total Country 🌐 📄

15

Total City 🏙️ 📍

141

Top Cuisines 🍽️ 🍔 🍕

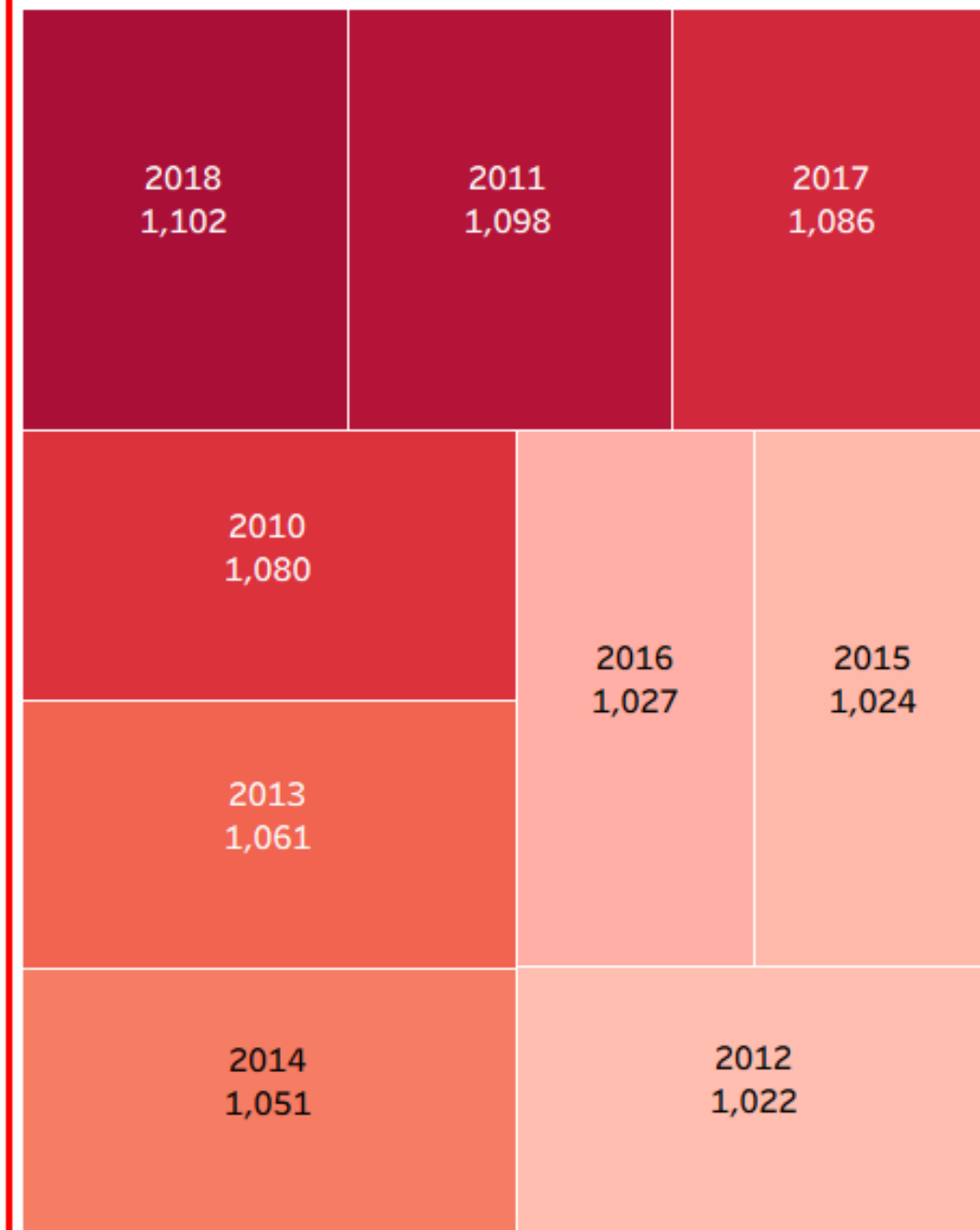
865

North Indian

Avg. Rating ⭐ 📊

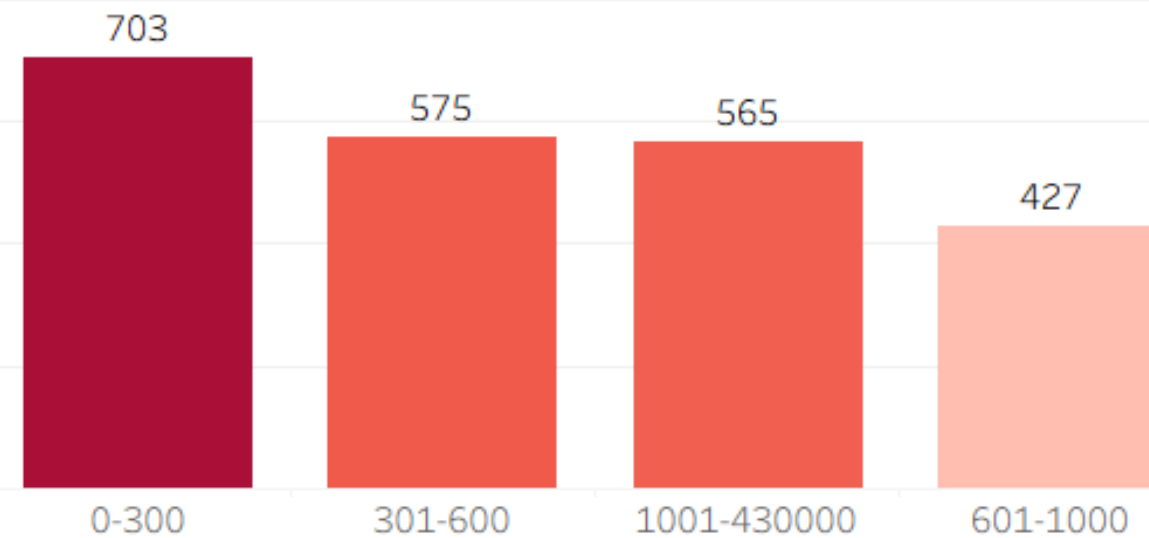
2.9

## Yearwise Resutaurant Open 📅 🏠



## Cuisine & Costwise Restaurant 🍽️ 💰

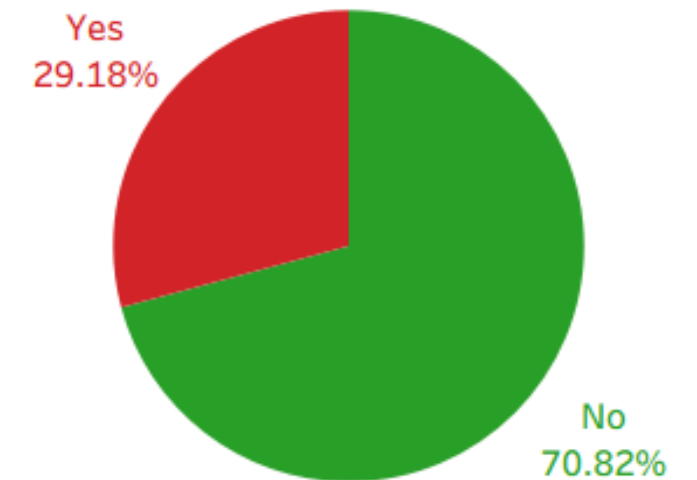
Bucket Cost



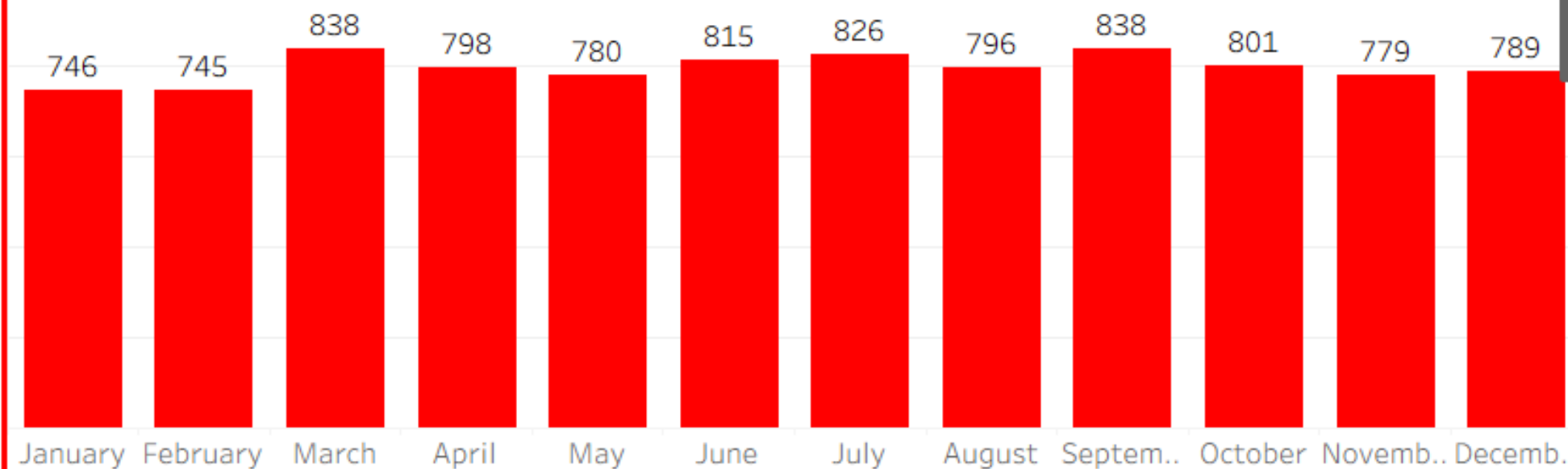
## Has Table Booking 🏠



## Has Online Delivery 📦 🚲



## Monthwise Resutaurant Open 📅 🏠



## Rating Distribution ⭐ 📊

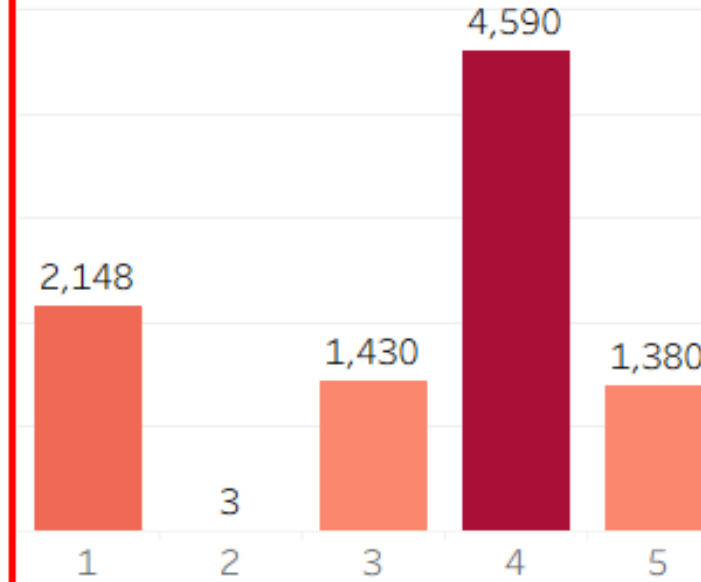


Tableau dashboard showcasing data insights and trends - Restuarants Info. Dashboard



# Insights & Findings



## Citywise:

- New Delhi dominates with 59% of total sales (₹3.43M).
- Gurgaon (14%) and Noida (11%) are other major contributors.



## Countrywise:

- India has the maximum restaurants (8,652) but lowest average revenue per restaurant (~₹1K).
- Singapore generates the highest avg. sales per restaurant (~₹14K).



## Cuisines:

- North Indian is the most popular cuisine (865 restaurants).
- Multi-cuisine combos (North Indian + Chinese) are widely offered.



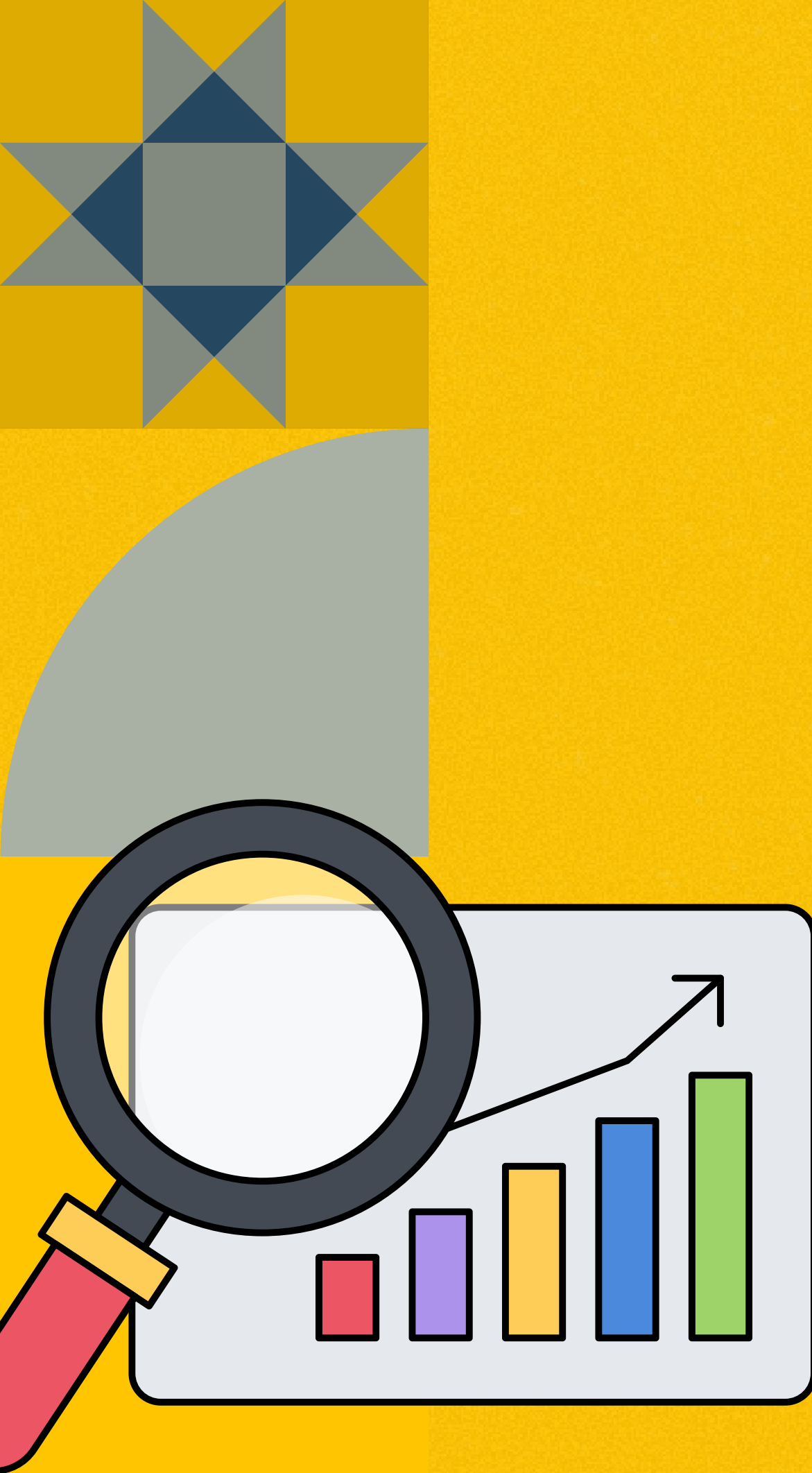
## Customer Preferences:

- Only 29% of restaurants provide Online Delivery.
- Just 14.6% offer Table Booking.
- Average Rating is only 2.9, showing scope for quality improvement.



## Trends:

- September has the highest monthly sales (~₹791K).
- Q2 records the strongest quarterly sales (~₹2.22M).
- Yearly sales remain relatively stable (~₹900K–975K).







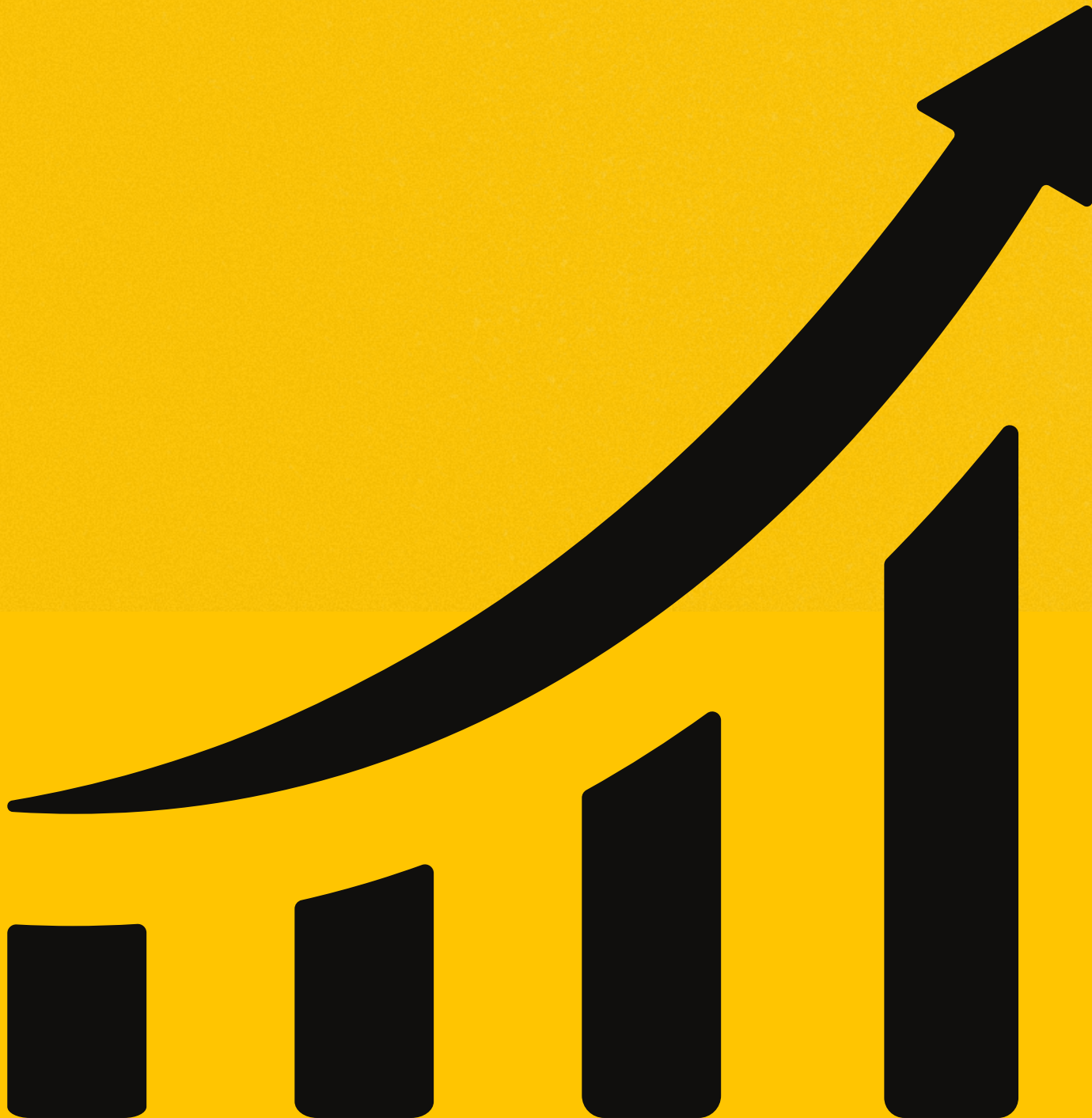
# Conclusion

Summary of Market Presence and Sales

- 🏙️ Zomato has strong market presence in India but revenue per restaurant is higher in global markets.
- 🍛 North Indian is the most preferred cuisine, while online delivery (29%) and table booking (15%) remain underutilized.
- ★ Average rating (2.9) highlights the need to improve customer experience and service quality.



# Key Recommendations for Growth



**Strategies to enhance market performance include:**

- 📦 Expand online delivery & table booking services to capture untapped demand.
- 🌐 Focus on premium global markets (Singapore, UAE, Qatar) with higher revenue per restaurant.
- ★ Improve restaurant quality & customer experience to boost ratings and loyalty.



# Final Thoughts

👉 “With the right data-driven strategies, Zomato can move from serving food to serving growth.” 🚀

