

Zomato Business Analysis: Decomposition

Team Lead: Wazim Narain

Analyst: Sam Theilen

This report is a supplement to the Tableau presentation available at:

https://public.tableau.com/app/profile/sam.theilen/viz/Sprint7Project_17325689375140/Story1?publish=yes

Preparation and review of this data included:

- Adding column names to the relevant fields in the food.csv workbook
- Creating a calculated field that converted INR to USD for relevant data
- Creating a calculated field to determine the number of orders that were made less than once a month

Zomato Story Summary:

The purpose of this analysis is to identify the strengths and weaknesses of sales for the review period of the Zomato data set.

The top 10 selling cuisine categories are dominated by Indian and Chinese food. The included chart shows the biggest difference in sales with the unlisted items evening out gradually. The data set included information on if menu items were vegetarian or not which has been reflected in all charts. The top selling menu items across all restaurants over the survey period appear to be lunch items: sandwiches, burgers, sides, and drinks. A quick look at the ratio of vegetarian options to non-vegetarian options shows that this correlation is consistent with sales.

Info on the worst selling menu items was too expansive to include any sensible chart. Over 12k menu items sold less than 1 item per month, that's 3% of all available options. This is only the extreme listed, there are many more menu items that sold almost as poorly.

The correlation of average sale amount and number of sales seems fairly consistent. The spike early on is likely due to the novelty of being new to the market, the tapering at the end likely due to fading interest. In reviewing the total sales and number of sales over time, it is obvious that engagement with Zomato is dropping over time. Optimizing the menu selection by getting rid of unused and underused menu items will help, but interest in Zomato needs to be reinvigorated. July and October being low points for activity, we could benefit from promotions that encourage return business.

Recommendations:

- Introduce promotions for discounts for orders the following month to encourage sales and engagement during lull periods. These promotions in May and September would encourage business during these lulls.

- Promotions would remind users of this service and help with retention. Maintaining interest is paramount for longevity so including a membership with recommendations based on area or popularity among patrons would keep users engaged and interested in the long run.