Zomato Sales Analysis - Final Report

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TripleTen Business Intelligence Analytics Program

📋 Executive summary

This report offers a comprehensive analysis of Zomato's food delivery sales performance using data from restaurant profiles, menus, orders, and cuisine categories. The goal was to pinpoint high-performing restaurants, cities, and cuisines, while identifying seasonal trends that impact revenue.

Using Tableau, we built four interactive dashboards that help Zomato stakeholders explore real-time sales patterns and make data-backed business decisions.

🔍 Key Findings:

- 💰 **Top Restaurants:**

  - Domino's Pizza leads significantly in revenue, followed by Kouzina Kafe and Sweet Truth—highlighting the impact of a few key "power players."

- 🏙️ **Top Cities:**

  - Tirupati, Bikaner, and Sirsa are top-performing cities, showing that regional hubs—not just major metros— are driving strong demand.

- 🍽️ **Top Cuisines:**

  - Indian, North Indian-Chinese, and North Indian cuisines dominate customer preferences, revealing a clear demand for regional and fusion flavors.

- 📈 **Sales Trends Over Time:**

  - Sales peaked between late 2017 and mid-2019, with notable seasonal highs in Q1 and Q4, suggesting strong ties to festivals, holidays, or promotional cycles.

🎯 Recommendations:

- Launch major marketing pushes and new offerings during high-sales periods like Q1 and Q4.

- Offer tailored discounts or bundled deals in low-performing months to keep demand steady.

- Study top-performing restaurants to extract growth strategies for mid-tier partners.

- Prioritize and promote top cuisines in Zomato's UI/UX and app banners to align with customer demand.

- Expand marketing efforts in high-growth cities and experiment with hyperlocal promotions in slower regions.

- Use the dashboard continuously to monitor performance by time, city, cuisine, or restaurant—ensuring decisions stay aligned with live trends.

📊 Key Business questions

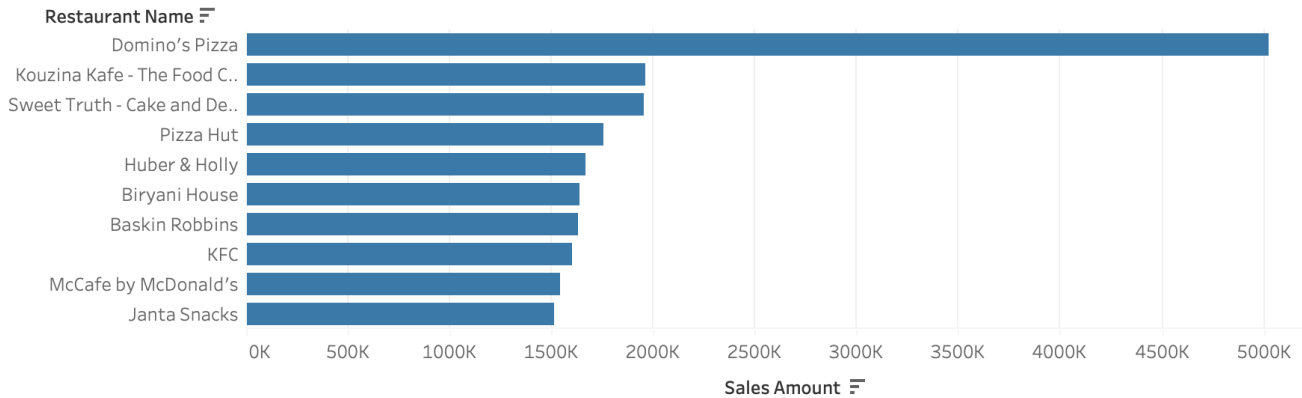This analysis aims to answer the following 4 questions:

- Which restaurants make the most money?

- Which cities have the highest food sales?

- What are the most popular types of food?

- How do food sales change over the year?

📈 **Visual Insights**

Sales Overview - Top 10 Restaurants

Top 3 in general: Domino's Pizza | Kouzina Kafe - The Food Court | Sweet Truth - Cake and Desserts

Restaurant Name ⊽

Restaurant	
Domino's Pizza	
Kouzina Kafe - The Food C..	
Sweet Truth - Cake and De..	
Pizza Hut	
Huber & Holly	
Biryani House	
Baskin Robbins	
KFC	
McCafe by McDonald's	
Janta Snacks	

0K   500K   1000K   1500K   2000K   2500K   3000K   3500K   4000K   4500K   5000K

Sales Amount ⊽

Domino's Pizza stands out as the clear market leader with sales nearly double that of the next top competitor, Kouzina Kafe. The top 3 restaurants are Domino's, Kouzina Kafe, and Sweet Truth and have outperform the rest significantly, indicating strong brand recognition and customer loyalty. Mid-tier brands like Pizza Hut, Huber & Holly, and Biryani House also show solid performance, but there is a noticeable gap between the top 3 and the rest. This highlights the need to understand what's driving these leaders could be its menu diversity, delivery efficiency, or promotions and replicate it where possible.
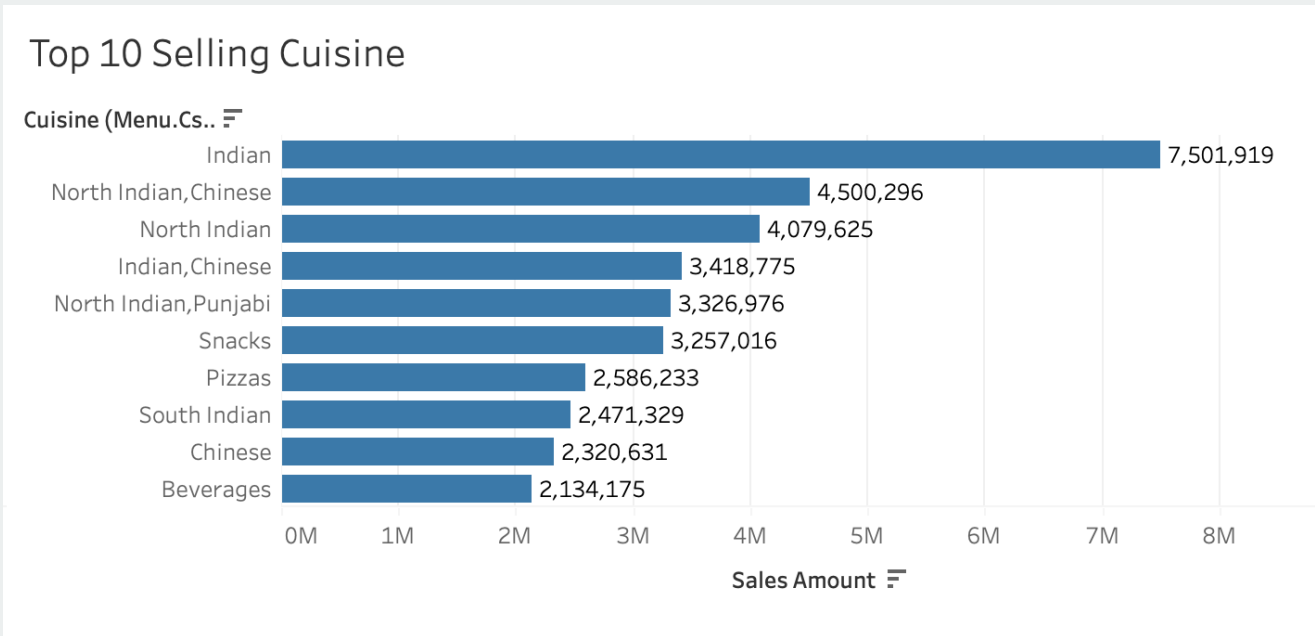
2. SALES BY CITY

Sales by City

Top 3 sales in the city are: Tirupati | Bikaner | Sirsa

© 2025 Mapbox © OpenStreetMap
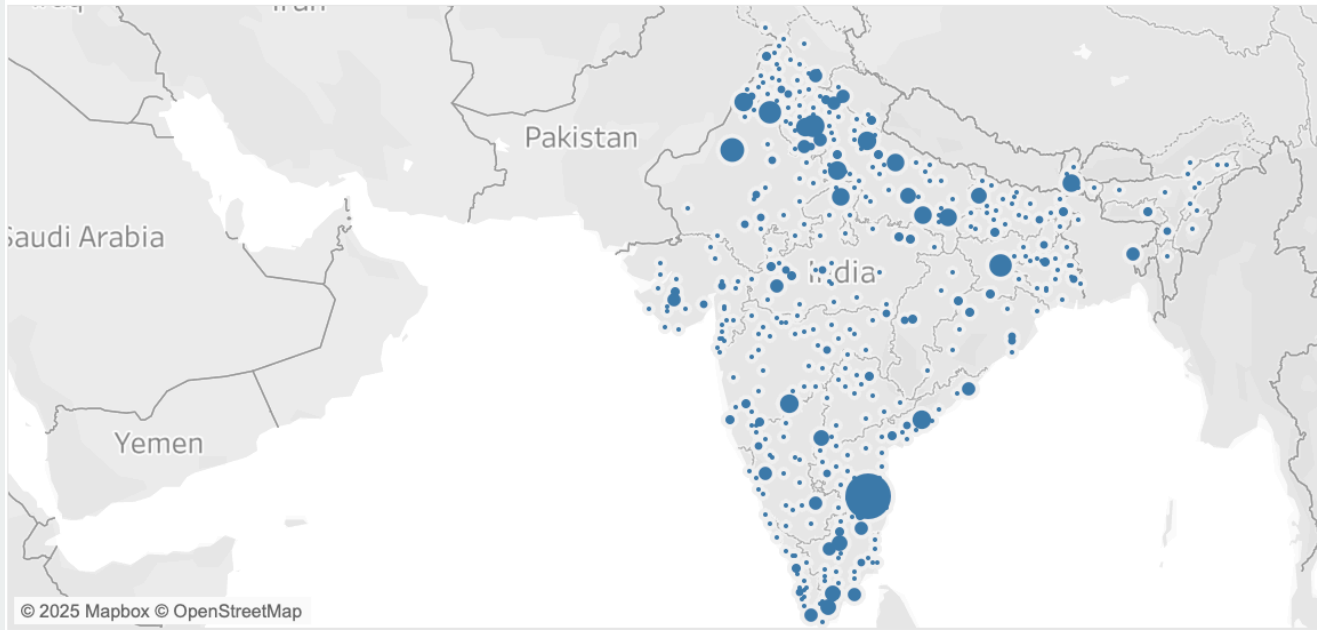
Cities such as Tirupati, Bikaner, and Sirsa emerge as unexpected leaders in total sales, surpassing traditionally larger metros. This suggests that tier-2 and tier-3 cities may be outperforming expectations, either due to limited competition or strong regional partnerships. The sales heatmap also shows widespread engagement across India, with high density in southern and western regions. This geographical spread points to broad market potential, but also indicates the need for targeted strategies tailored to local tastes and habits.

3. TOP SELLING CUISINE

Top 10 Selling Cuisine

Cuisine (Menu.Cs..

Cuisine	Sales Amount
Indian	7,501,919
North Indian,Chinese	4,500,296
North Indian	4,079,625
Indian,Chinese	3,418,775
North Indian,Punjabi	3,326,976
Snacks	3,257,016
Pizzas	2,586,233
South Indian	2,471,329
Chinese	2,320,631
Beverages	2,134,175

0M   1M   2M   3M   4M   5M   6M   7M   8M

Sales Amount

Indian cuisine leads by a wide margin with over 7.5 million in sales, reflecting its central cultural and consumer preference across the market. North Indian-Chinese and North Indian follow closely, with fusion styles like Indo-Chinese and North Indian–Punjabi also showing strong traction. Interestingly, classic categories like pizzas and snacks rank lower, and beverages are at the bottom. This confirms a market highly oriented toward regional and spicy flavor profiles, with a growing interest in mixed-cuisine menus.

4. TREND OVER TIME

Trend Over Time
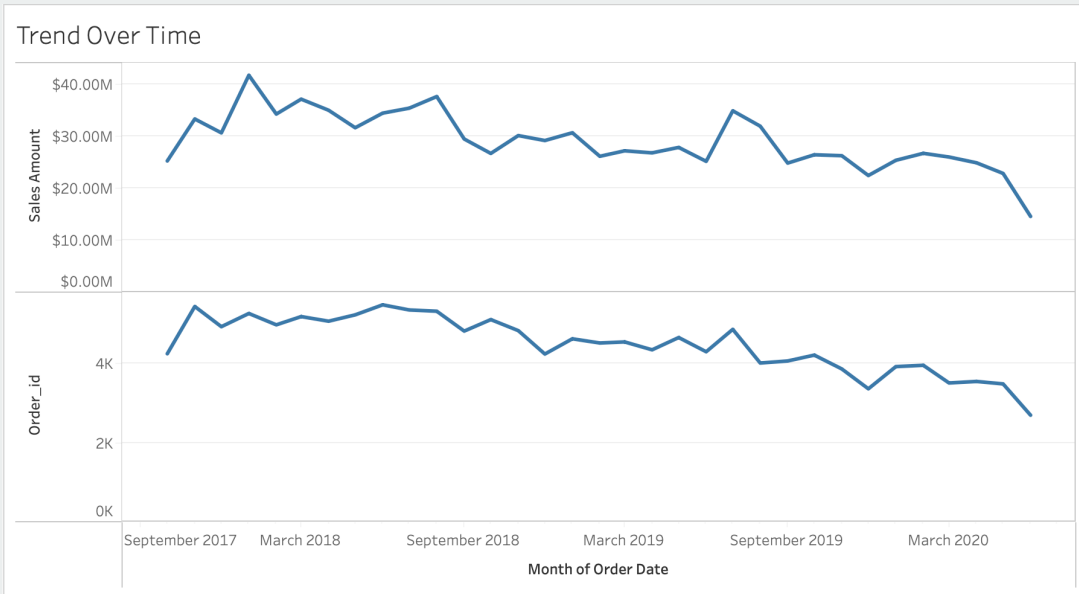
August 2018 stands out as a high-performance month, ranking in the top three for both sales and order volume, indicating the successful alignment of customer demand, effective promotions, or popular menu offerings. While other months had either strong sales or high order counts, August 2018 uniquely excelled in both, making it a benchmark for future campaign planning. This dual strength highlights the potential of synchronized marketing and operational strategies.

✅ Conclusions & Recommendations

`1. SALES OVERVIEW

Conclusion:

A small group of restaurants—led by Domino's Pizza, Kouzina Kafe, and Sweet Truth—contribute a substantial share of total revenue, positioning them as key "power players" on the platform.

Recommendation:

Strengthen partnerships with top-performing restaurants through loyalty programs, premium placements, or co-branded promotions. Use their strategies as benchmarks to support the growth of mid-tier and emerging partners.

2. SALES BY CITY

Conclusion:

Cities like **Tirupati, Bikaner, and Sirsa** lead in total sales, highlighting strong regional demand, while other areas show room for growth.

Recommendation:

Double down on marketing and restaurant onboarding in high-performing regions. In lower-performing cities, launch hyperlocal promotions, build strategic partnerships, or introduce regional favorites to increase relevance.

2. TOP SELLING CUISINE

Conclusion:

Indian, North Indian-Chinese, and North Indian cuisines dominate the platform's sales, indicating clear consumer preferences.

Recommendation:

Prioritize these cuisines in app design, search results, and promotional banners. Simultaneously, explore emerging trends or localized dishes to diversify the platform's offering and attract new segments.

4. TREND OVER TIME

Conclusion:

Sales peaked significantly between early 2018 and mid-2019, followed by a gradual decline—likely tied to seasonality, shifting customer behavior, or external events.

Recommendation:

Capitalize on high-sales periods (e.g., Q1 and Q4) through well-timed promotions and campaigns. Investigate lower-performing months to identify gaps or test targeted incentives to maintain baseline revenue.

🪄 Next Steps

This interactive dashboard is a powerful BI tool for Zomato's internal teams, enabling real-time exploration of sales by city, restaurant, cuisine, and time.

To maximize long-term value:

- Update the dashboard regularly with new order and restaurant data.

- Add predictive analytics to forecast future sales and identify early signals of growth or decline.

- Integrate into daily workflows—especially for marketing, operations, and partnership teams—to guide strategic actions.

By evolving this dashboard into a centralized sales intelligence hub, Zomato can make faster, smarter, and more profitable decisions across the platform.