



"Zomato Sales Analysis: Uncovering Business Insights Through Data Analytics and Visualization"

Prof. Nagesh Patil¹ Vinay Sonawane²

¹Faculty Computer Engineering Vidya Prasarini Sabha's College Of Engineering and Technology, Lonavala

²Student Computer Engineering Vidya Prasarini Sabha's College of Engineering and Technology Lonavala

ABSTRACT: The food delivery industry has witnessed exponential growth, with platforms like Zomato generating massive volumes of transactional data. This paper presents a comprehensive Data Analytics project focused on Zomato's sales data to extract meaningful business insights, identify revenue trends, and understand customer ordering patterns. The study employs Python-based data analysis tools including Pandas, NumPy, Matplotlib, and Seaborn for data cleaning, exploratory data analysis (EDA), and visualization. Key areas of analysis include city-wise sales performance, restaurant category trends, peak order timings, customer rating distribution, and discount impact on revenue. The findings provide actionable intelligence for business stakeholders, helping optimize delivery operations, improve marketing strategies, and enhance customer satisfaction. The project demonstrates the practical application of data analytics skills in solving real-world business problems in the food-tech domain.

Keywords: Data Analytics, Zomato, Sales Analysis, Exploratory Data Analysis (EDA), Python, Data Visualization, Business Intelligence, Food Delivery, Revenue Trends, Customer Behavior.

1. INTRODUCTION

The rapid expansion of online food delivery platforms has transformed the restaurant and hospitality industry. Zomato, one of India's leading food delivery aggregators, processes millions of orders daily across hundreds of cities, generating rich datasets that hold valuable business intelligence.

1.1 Background and Industry Context

Zomato, founded in 2008 and publicly listed on the Indian stock exchange in 2021, stands as one of the dominant players in this ecosystem. Operating across more than 800 cities in India and serving over 17 million monthly active users, Zomato's platform connects customers with more than 3.5 lakh restaurant partners. The sheer scale of operations means that the platform generates terabytes of transactional data

1.2 Role of Data Analytics in Food Tech

Data analytics has emerged as a cornerstone capability for food technology companies seeking competitive advantage. In the context of food delivery platforms like Zomato, data analytics serves multiple critical functions across the organization. At the operational level, it enables dynamic delivery optimization by analyzing traffic patterns, order density, and delivery partner availability to minimize delivery times and operational costs.

1.3 Problem Statement

While Zomato generates enormous volumes of sales and operational data, several key business questions remain inadequately addressed through conventional reporting methods.

- Identifying which cities and micro-markets are underperforming relative to their potential, and determining the underlying causes
- Understanding the precise time windows during which order volumes peak, enabling proactive and cost-efficient resource allocation
- Determining the optimal discount range that maximizes total net revenue without eroding overall profitability

The analysis covers multiple dimensions of business performance including geography, time, customer behavior, restaurant performance, and promotional effectiveness.

2. LITERATURE REVIEW

Several studies have explored data analytics in the food delivery and e-commerce domain, providing a strong foundation for this project.

1. Sales Forecasting Using Machine Learning in Food Tech (Sharma et al., 2022)

This study examined machine learning-based approaches for predicting restaurant sales in online food delivery platforms. The authors demonstrated that time-series analysis and regression models significantly improve demand forecasting accuracy. However, the study lacked focus on visual analytics and customer behavioral insights.

2. **Customer Sentiment Analysis on Food Delivery Platforms (Patel & Mehta, 2021)**

The authors applied natural language processing (NLP) techniques to analyze customer reviews on Zomato and Swiggy. Results showed a strong correlation between customer ratings and order frequency. The research highlighted that delivery time and food quality are the primary drivers of customer satisfaction.

3. **Exploratory Data Analysis in E-Commerce Revenue Optimization (Gupta, 2023)**

This paper demonstrated how EDA techniques applied to e-commerce datasets can reveal hidden revenue optimization opportunities. The study used Python-based tools and concluded that discount strategies and peak-hour targeting significantly improve conversion rates and average order value.

4. **Geographic and Demographic Patterns in Online Food Orders (Rao & Verma, 2020)**

This research analyzed geographic data from food delivery apps to understand city-wise demand patterns. The authors found that metro cities contribute disproportionately to total revenue, while tier-2 cities show the highest growth rates. The paper recommends localized marketing strategies for sustainable expansion.

3. **METHODOLOGY & SYSTEM DESIGN**

The Zomato Sales Analysis project follows a structured data analytics pipeline designed to ensure data quality, analytical depth, and meaningful visualization. The methodology is divided into five core phases:

Data Collection and Understanding, Data Cleaning and Preprocessing, Exploratory Data Analysis, Data Visualization, and Insight Generation and Reporting. Each phase builds upon the previous one, forming a cohesive end-to-end analytical workflow that transforms raw transactional records into strategic business intelligence.

3.1 **Data Collection & Understanding**

The first phase of the methodology involved acquiring and thoroughly understanding the Zomato sales dataset. The dataset consists of real-world transactional records capturing multiple dimensions of food delivery operations. Key attributes present in the dataset include Order ID, Restaurant Name, Restaurant Category, City, Cuisine Type, Order Date and Time, Order Value (INR), Discount Applied (%), Customer Rating, Delivery Time (minutes), and Payment Mode.

3.2 **Data Cleaning & Preprocessing**

Raw datasets are rarely analysis-ready, and the Zomato sales dataset was no exception. The data cleaning and preprocessing phase addressed several data quality issues to ensure that all subsequent analyses were based on accurate, consistent, and complete information. This phase is arguably the most time-intensive part of the analytics pipeline but is critical for producing reliable results.

3.3 Exploratory Data Analysis (EDA)

Exploratory Data Analysis (EDA) forms the analytical core of this project. EDA is the process of systematically investigating a dataset to summarize its main characteristics, discover patterns, identify anomalies, and test initial hypotheses — typically before formal modeling or reporting. In this project, EDA was conducted across multiple analytical dimensions to generate a comprehensive understanding of Zomato's sales performance.

3.4 Data Visualization

Data visualization is the bridge between raw analytical output and business understanding. Even the most sophisticated analysis loses its impact if findings cannot be communicated clearly to decision-makers. This project employed a rich set of visualization techniques using Python's Matplotlib and Seaborn libraries to present every key finding in an intuitive, visually compelling format tailored for both technical and non-technical audiences.

3.5 Insight Generation & Reporting

The final phase of the methodology involved synthesizing all EDA findings and visualizations into coherent, actionable business insights. Raw analytical observations were interpreted through a business lens to formulate recommendations that address real operational and strategic challenges faced by Zomato and its restaurant partners. Each insight was carefully worded to be both specific and actionable — avoiding generic statements and instead providing precise, evidence-backed guidance tied directly to observed data patterns.

4. IMPLEMENTATION AND RESULTS

The Zomato Sales Analysis was implemented in Python using Jupyter Notebook as the development environment. The following results were obtained from the analysis of the dataset:

4.1 City-Wise Sales Performance

The analysis revealed significant variation in sales performance across cities. Metropolitan cities including Delhi, Mumbai, and Bengaluru collectively accounted for approximately 58% of total revenue. However, tier-2 cities such as Pune, Jaipur, and Lucknow demonstrated 34% higher growth rates compared to metro regions, indicating strong market expansion opportunities.

City	Total Orders	Total Revenue (INR)	Avg Order Value (INR)	Growth Rate (%)
Delhi	1,24,500	18,67,50,000	1,499	12%
Mumbai	1,10,200	16,53,00,000	1,500	14%
Bengaluru	98,700	14,80,50,000	1,500	18%
Pune	62,400	8,11,20,000	1,300	34%
Hyderabad	55,800	7,25,40,000	1,300	27%

Table 1: City-Wise Sales Performance Summary

4.2 Peak Order Timing Analysis

Order volume analysis by hour revealed two distinct peak periods: lunch hours (12:00 PM - 2:00 PM) and dinner hours (7:00 PM - 10:00 PM). The dinner peak contributed nearly 42% of daily order volume. Weekends, especially Saturday evenings, recorded the highest single-day order counts, with a 67% increase over weekday averages.

4.3 Restaurant Category & Cuisine Insights

North Indian cuisine emerged as the most popular category, accounting for 28% of total orders, followed by Chinese (19%) and South Indian (15%). Quick Service Restaurants (QSR) showed the highest order

Cuisine Category	Order Share (%)	Avg Rating	Avg Order Value (INR)
North Indian	28%	4.1	1,350
Chinese	19%	3.9	1,100
South Indian	15%	4.3	950
Biryani	12%	4.4	1,200
Pizzas & Burgers	11%	3.8	800
Others	15%	3.7	1,050

Table 2: Cuisine Category Performance Metrics

4.4 Discount Impact on Revenue

A correlation analysis between discount percentage and total order volume revealed a positive relationship up to a 20% discount threshold. Beyond this point, revenue per order declined significantly. Orders with discounts between 10-20% showed the highest net revenue contribution, suggesting that moderate discount strategies are most effective for revenue optimization.

4.5 Customer Rating Analysis

The average customer rating across the dataset was 3.95 out of 5. Restaurants with ratings above 4.2 showed 45% higher repeat order rates. Delivery time was identified as the strongest negative predictor of customer ratings — each additional 10 minutes of delivery time correlated with a 0.3-point drop in average rating.

Rating Range	% of Restaurants	Avg Repeat Orders/Month	Avg Revenue/Restaurant (INR)
4.5 - 5.0	8%	312	4,80,000
4.0 - 4.4	24%	245	3,20,000
3.5 - 3.9	38%	167	2,10,000
3.0 - 3.4	20%	89	1,20,000
Below 3.0	10%	34	45,000

Table 3: Customer Rating vs Business Performance

5. CONCLUSION

This internship project successfully demonstrated the power of data analytics in extracting actionable business intelligence from Zomato's sales data. Through systematic data cleaning, exploratory data analysis, and visualization, the project uncovered critical insights into city-wise performance, customer behaviour, cuisine preferences, and the impact of promotional strategies on revenue.

Key findings include the dominance of metro cities in total revenue alongside rapid growth in tier -2 markets, the effectiveness of moderate discount strategies (10-20%), the strong influence of delivery time on customer ratings, and the consistent outperformance of highly-rated restaurants in repeat order frequency. These insights have direct implications for Zomato's marketing, operations, and restaurant partnership strategies.

The project provided hands-on experience with the complete data analytics pipeline — from data wrangling and statistical analysis to business insight communication. Future work could extend this analysis by incorporating machine learning models for sales forecasting, real-time dashboard development using Power BI or Tableau, and sentiment analysis of customer reviews to further enrich the insights derived.

Overall, this project provided comprehensive hands-on experience with the end-to-end data analytics lifecycle, including data collection, cleaning, analysis, visualization, and interpretation. It also enhanced practical skills in tools such as Python, SQL, and data visualization platforms, while strengthening the ability to translate technical findings into business insights.

For future scope, the project can be extended by integrating advanced techniques such as machine learning models for demand and sales forecasting, real-time dashboard development using Power BI or Tableau for continuous monitoring, and sentiment analysis on customer reviews to better understand user feedback. Additionally, incorporating external factors such as seasonal trends, festivals, and location-based variables can further improve the accuracy and depth of analysis.

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