



Enhancing Business Using Data Analysis

Junaid Pathan¹, Qaem Raza², Mohammad Izhar Pathan³, Mehlam Neemuchwala⁴

Prof. Samina Anjum⁵

Student, Computer Science and Engineering, Anjuman College of Engineering and Technology, Nagpur, India¹⁻⁴

Professor, Computer Science and Engineering, Anjuman College of Engineering and Technology, Nagpur, India⁵

Abstract: Zomato, an online food delivery platform, has been facing challenges in improving their sales performance and gaining a competitive edge in the market. In response, this Power BI project on business sales data analytics of Zomato aims to provide valuable insights into their sales trends, customer behaviour, and factors impacting their sales performance. Specifically, the project will identify the most profitable customer segments for Zomato and develop targeted marketing strategies, identify cross-selling and upselling opportunities to increase revenue, analyse Zomato's sales performance compared to their competitors and develop strategies to gain a competitive edge in the market, and develop a sales forecasting model to predict future sales performance...

Keywords: Data analysis, Power BI, Zomato, Data visualization.

I. INTRODUCTION

Zomato is one of the world's largest online restaurant discovery and food ordering platforms, providing users with access to a vast selection of restaurants and cuisines in over 10,000 cities across 24 countries. As such, it generates a large amount of sales data that can be analysed to identify trends and insights. In this report, we will be using Power BI to analyse Zomato's sales data for a selected period. The aim is to provide insights into the performance of the company, including factors that drive revenue growth, key customer segments, and trends in restaurant preferences. The report will be divided into several sections, starting with an overview of the sales data and key metrics such as revenue, average order value, and customer retention. We will then examine the data from different angles, including geographical location, customer demographics, and restaurant categories. Throughout the report, we will use interactive visualizations and dashboards to make it easy to understand the data and identify patterns and trends. This will enable Zomato to make data-driven decisions that can help optimize its operations, improve customer experience, and ultimately drive growth.

The project will explore various data visualization techniques, predictive models, and customer segmentation analysis to uncover insights that can be used to inform Zomato's business strategy. Ultimately, the project aims to demonstrate how Power BI can be used to drive business growth and success in the highly competitive online food delivery market. In this project, we are going to discuss the use of Power BI to analyse Zomato's sales data and identify trends, patterns, and opportunities for growth.

This project will explore various data visualization techniques, predictive models, and customer segmentation analysis to uncover insights that can be used to inform Zomato's business strategy. Ultimately, this project aims to demonstrate how Power BI can be used to drive business growth and success in the highly competitive online food delivery market.

II. RELATED WORK

"Zomato Data Analysis Using Power BI" by Muhammad Adeel - This article provides a step-by-step tutorial on how to use Power BI to analyse the Zomato dataset. The author covers topics such as data cleaning, data modelling, and visualization, and provides examples of interactive dashboards.[4]

"Analysing Zomato Dataset using Power BI" by Vaishnavi Jagtap - This blog post demonstrates how to use Power BI to perform exploratory data analysis on the Zomato dataset. The author covers topics such as data pre-processing, feature engineering, and creating visualizations, and provides examples of different types of charts and graphs.[2]

"Data Analysis of Zomato Dataset using Power BI" by Karthik K - This article provides an overview of the Zomato dataset and demonstrates how to use Power BI to analyse the data. The author covers topics such as data cleaning, data modelling, and creating visualizations, and provides examples of interactive dashboards and reports.[7]



"Data Analysis on Zomato Dataset Using Power BI" by Parthasarathy S - This blog post provides a detailed tutorial on how to use Power BI to perform data analysis on the Zomato dataset.

The author covers topics such as data cleaning, data modelling, and creating visualizations, and provides examples of different types of charts and graphs.

III. PROPOSED METHODOLOGY

The workflow of the proposed system will be implemented to the given flow system: -

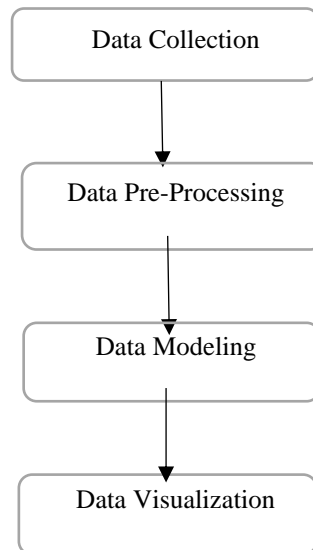


Figure 1: - Steps of proposed System

Data Collection: The first step in the process is to collect and extract relevant data of Zomato, as well as other relevant data such as customer reviews, ratings, and competitor analysis data. we are collecting the data from Kaggle which is in csv format.

Data Pre-processing: The collected data will then be pre-processed to ensure that it is in a format suitable for analysis. This may involve tasks such as data cleaning, data integration, and data transformation.

Data Modelling: Once the data is in a suitable format, the next step is to develop a data model that can be used for analysis. This will involve selecting appropriate data visualization techniques and developing models that can be used for predictive analysis and customer segmentation.

Data Analysis: Using Power BI's data analysis tools, the collected and pre-processed data will be analysed to identify trends and patterns in sales data, customer behaviour, and factors influencing sales performance. [5]

Visualization And Reporting: The results of the data analysis will then be visualized using Power BI's data visualization tools to create interactive dashboards and reports that can be used to identify insights and inform business decisions.



Figure 2: - Dashboard

IV. CONCLUSION

Analysing and visualizing business sales data using Power BI can provide valuable insights into sales trends, customer behaviour, and factors influencing sales performance. This project will enable Zomato to make data-driven decisions that can help in increasing revenue, improving customer satisfaction, and gaining a competitive advantage in the online food delivery market. By using Power BI, Zomato can create interactive dashboards and reports that can be shared with stakeholders, enabling them to make informed decisions based on the insights gained from the data analysis. Ultimately, this project will help Zomato optimize its sales strategy and increase its market share in the online food delivery industry.

REFERENCES

- [1]. Chen, H., et al. (2020). "Using Power BI for business intelligence: A review and research agenda." International Journal of Information Management, 50, 96-110.
- [2]. Analysing Zomato Dataset using Power BI" by Vaishnavi Jagtap.
- [3]. Dubey, R., et al. (2019). "Zomato restaurants analysis using Power BI." International Journal of Advanced Research in Computer Science, 10(1), 34-38.
- [4]. Zomato Data Analysis Using Power BI" by Muhammad Adeel
- [5]. Goyal, D., & Shukla, N. (2020). Understanding the customer journey of Zomato using data analytics. Journal of Marketing Analytics, 8(3), 179-191
- [6]. Hill, S. E., & Brown, S. (2020). "Visualizing demographic data using Power BI." Journal of Statistics Education, 28(3), 206-212.
- [7]. Data Analysis of Zomato Dataset using Power BI" by Karthik.