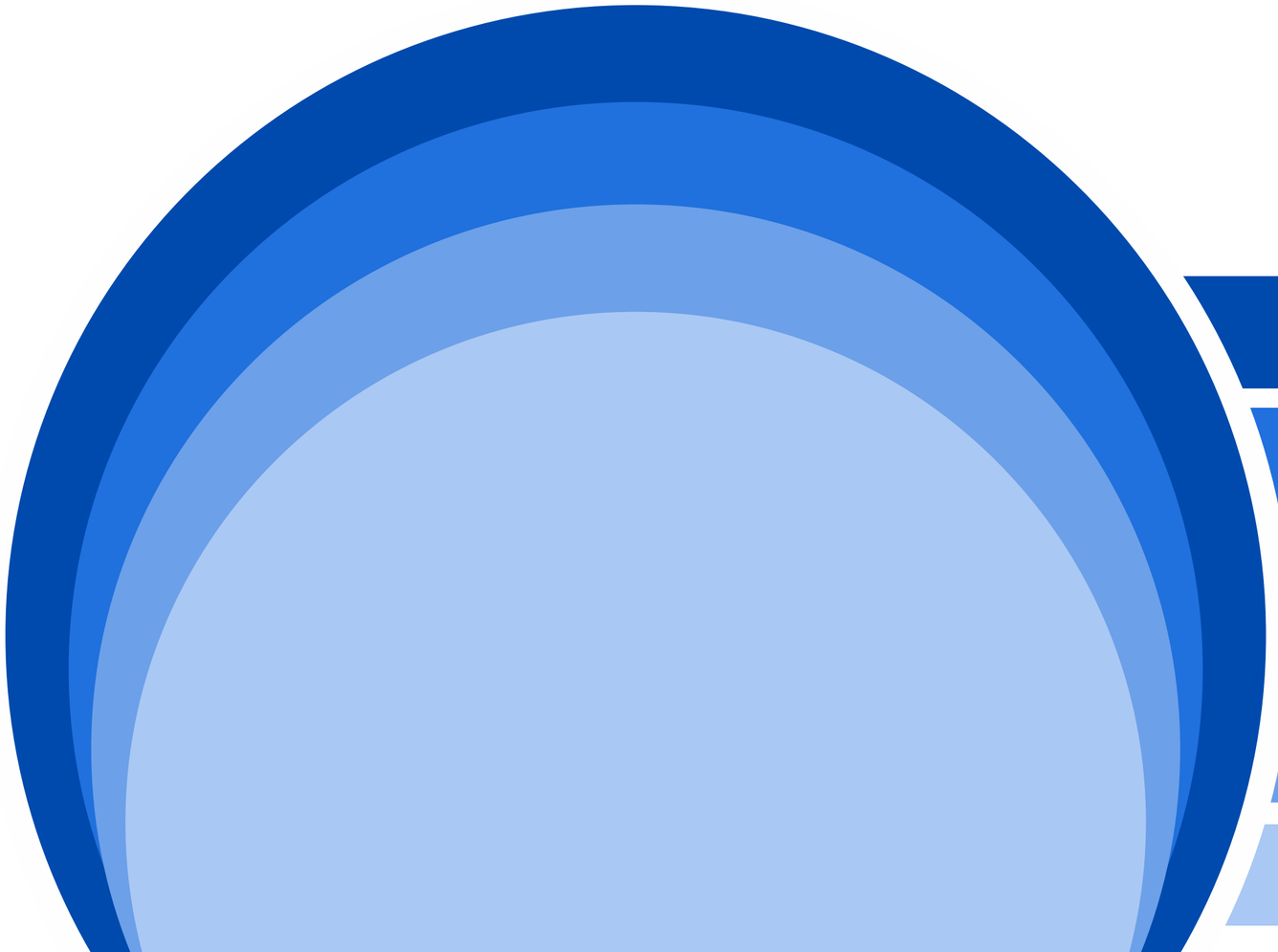
ZOMATO SALES ANALYST

DICKY ARYANTO, S.MAT
Data Analyst

OBJECTIF

Increasing sales

LOGICAL THINK



Which state supports sales for PT Zoomato ?

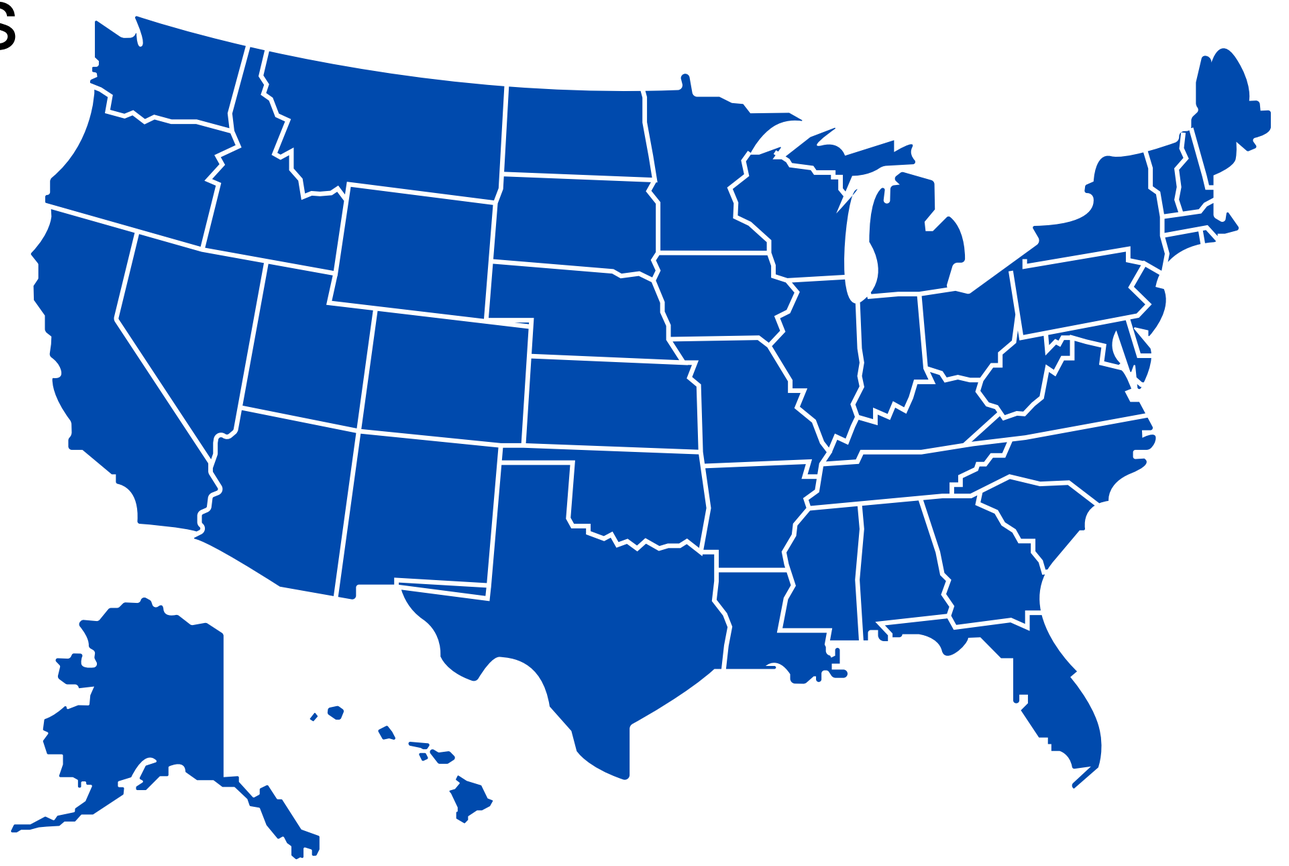
Analyze the cities within the state with the highest sales support. Are these cities evenly contributing to sales, or is there one dominant city?

Do all cities within a state have similar needs ?

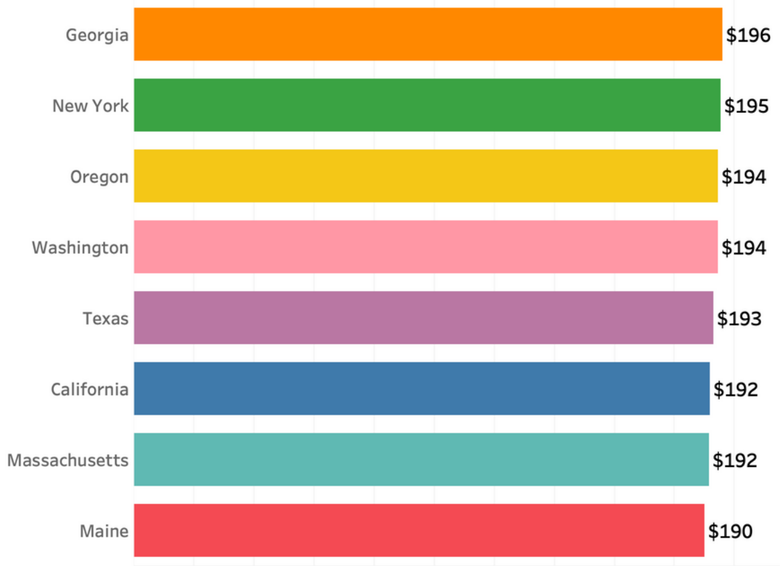
What product are sold together ?

TASK - 1

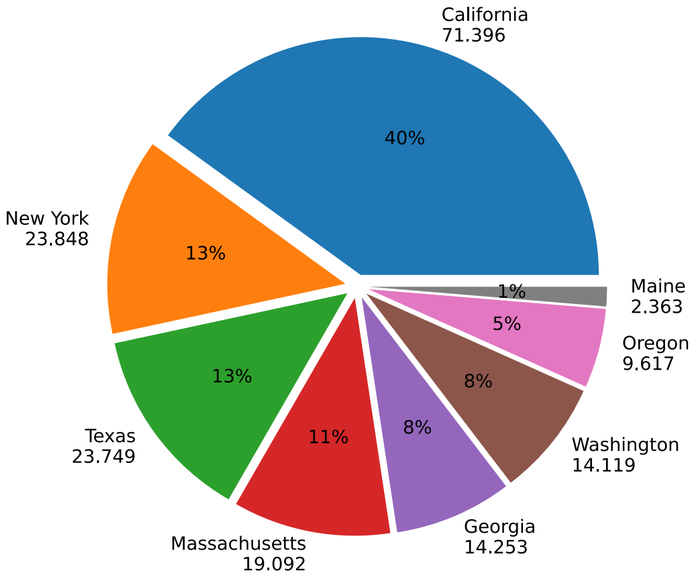
Which state supports sales for PT Zoomato ?

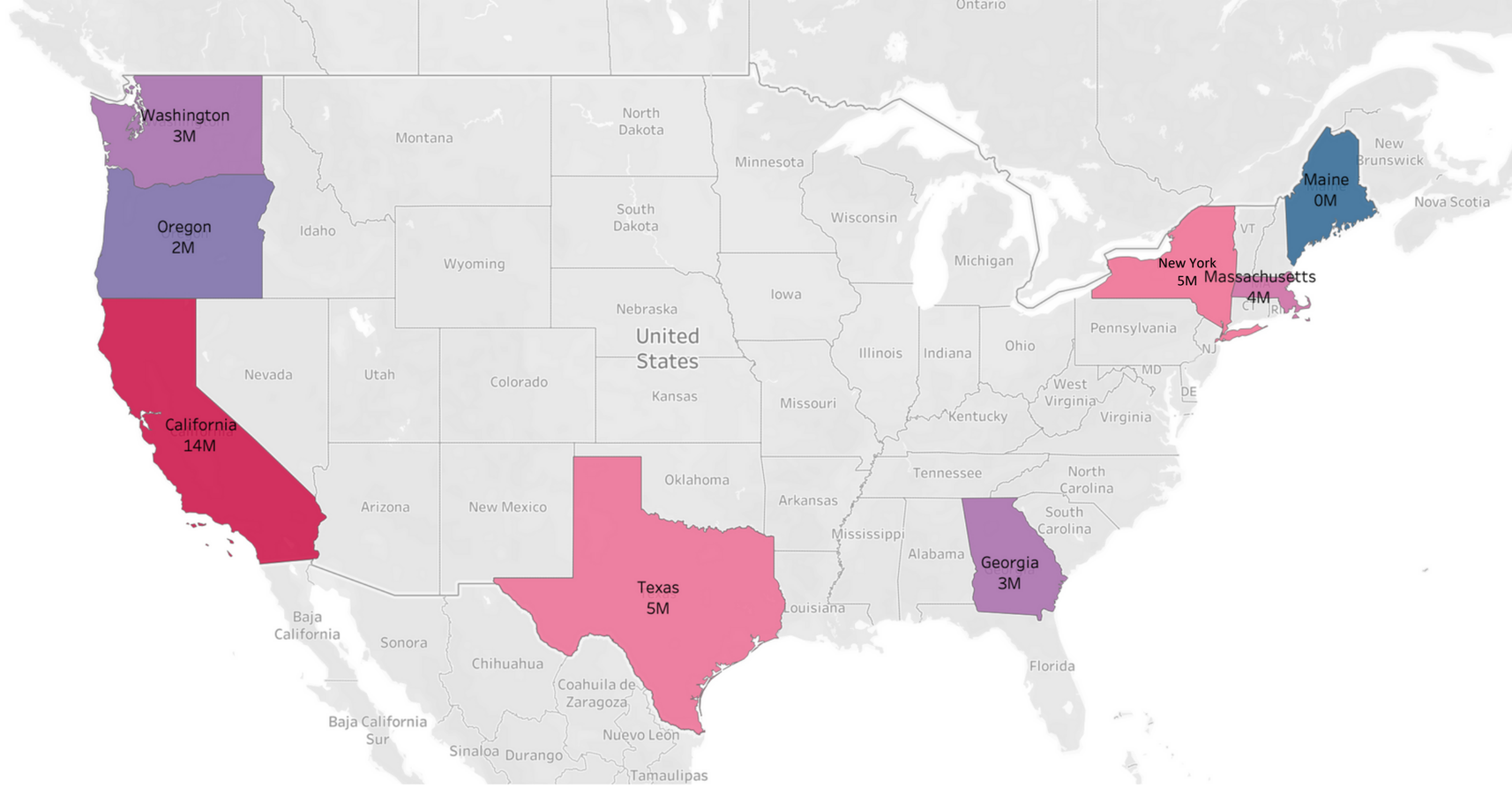


Avg. Sale per Order



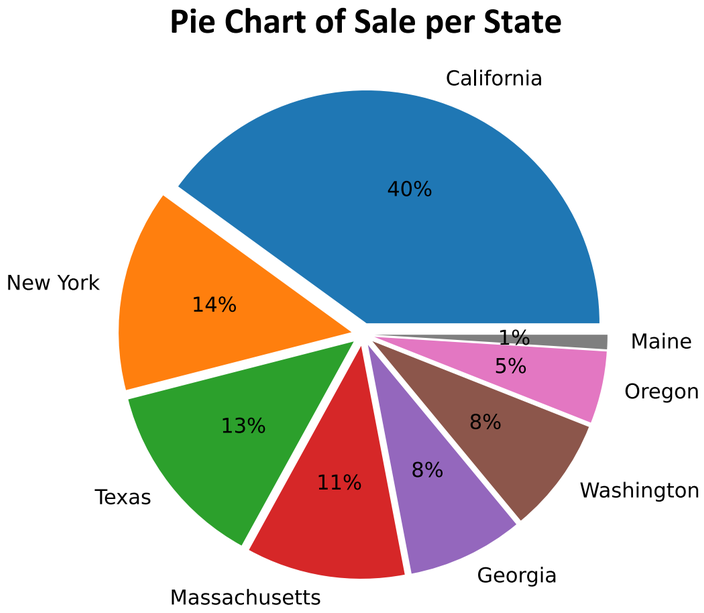
Pie Chart of Count Order





It appears that, on average, the sales per order in each state are not influenced by PT Zoomato's sales supporters. However, the **number of orders** is what makes the difference. **California**, for instance, accounts for a percentage of **40%** of the total orders.

Barplot Sale per State



California is the state with the **highest sales**. The percentage of sales from **California** nearly reaches **50%** of the total sales. To boost sales, we will further concentrate on maximizing sales within California.

TASK - 2

Analyze the cities within the state with the highest sales support. Are these cities evenly contributing to sales, or is there one dominant city?

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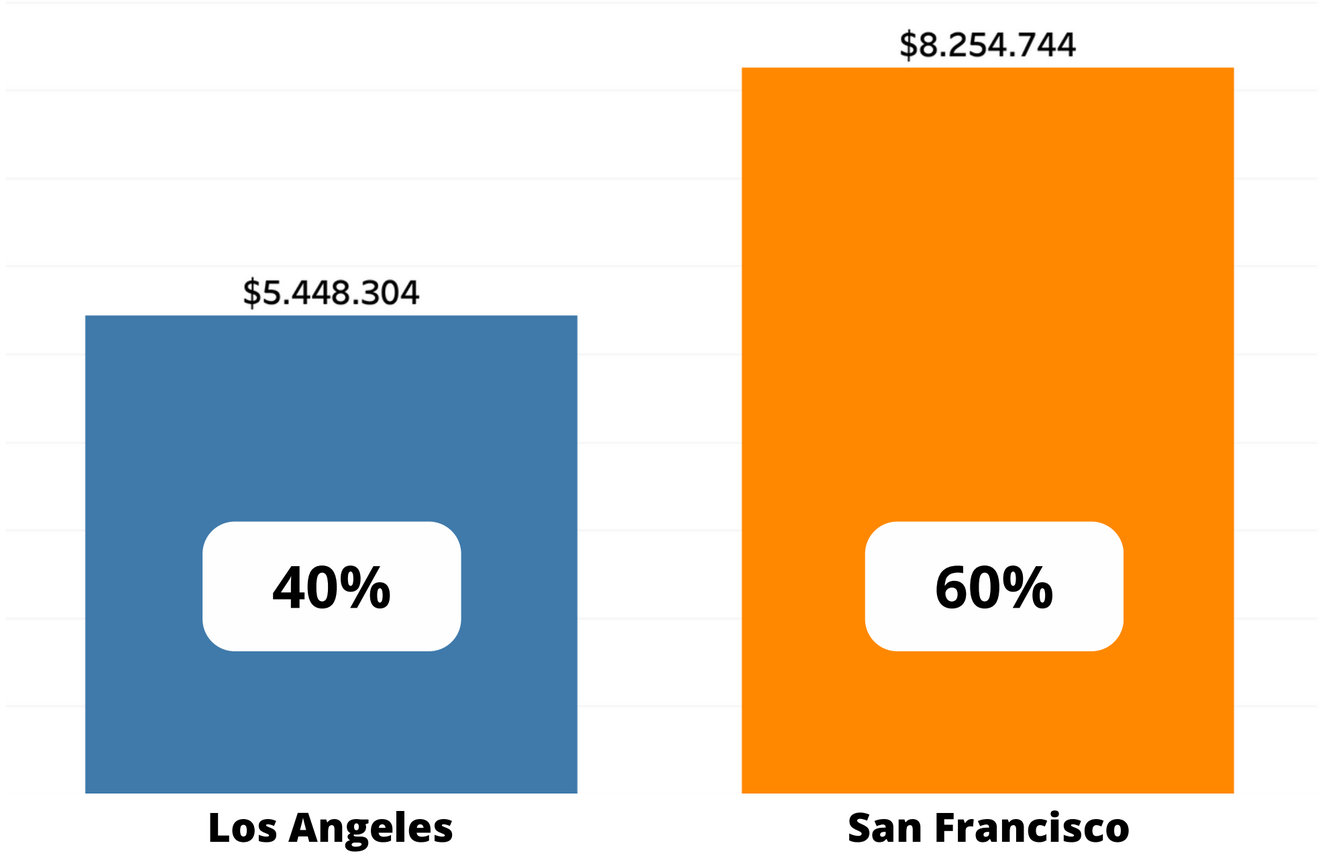
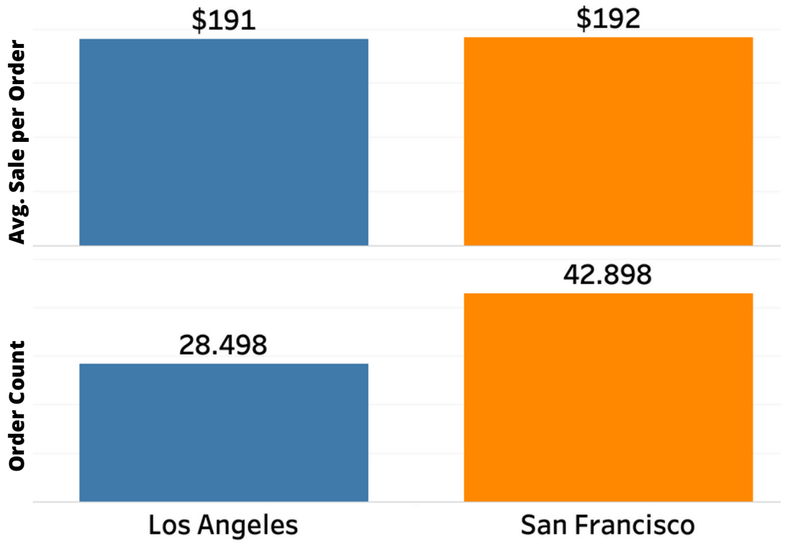
San Francisco accounts for **60%** of sales, and **Los Angeles** accounts for **40%** of sales within the state of **California**, with total sales of **$13,703,048**.



More Analyst

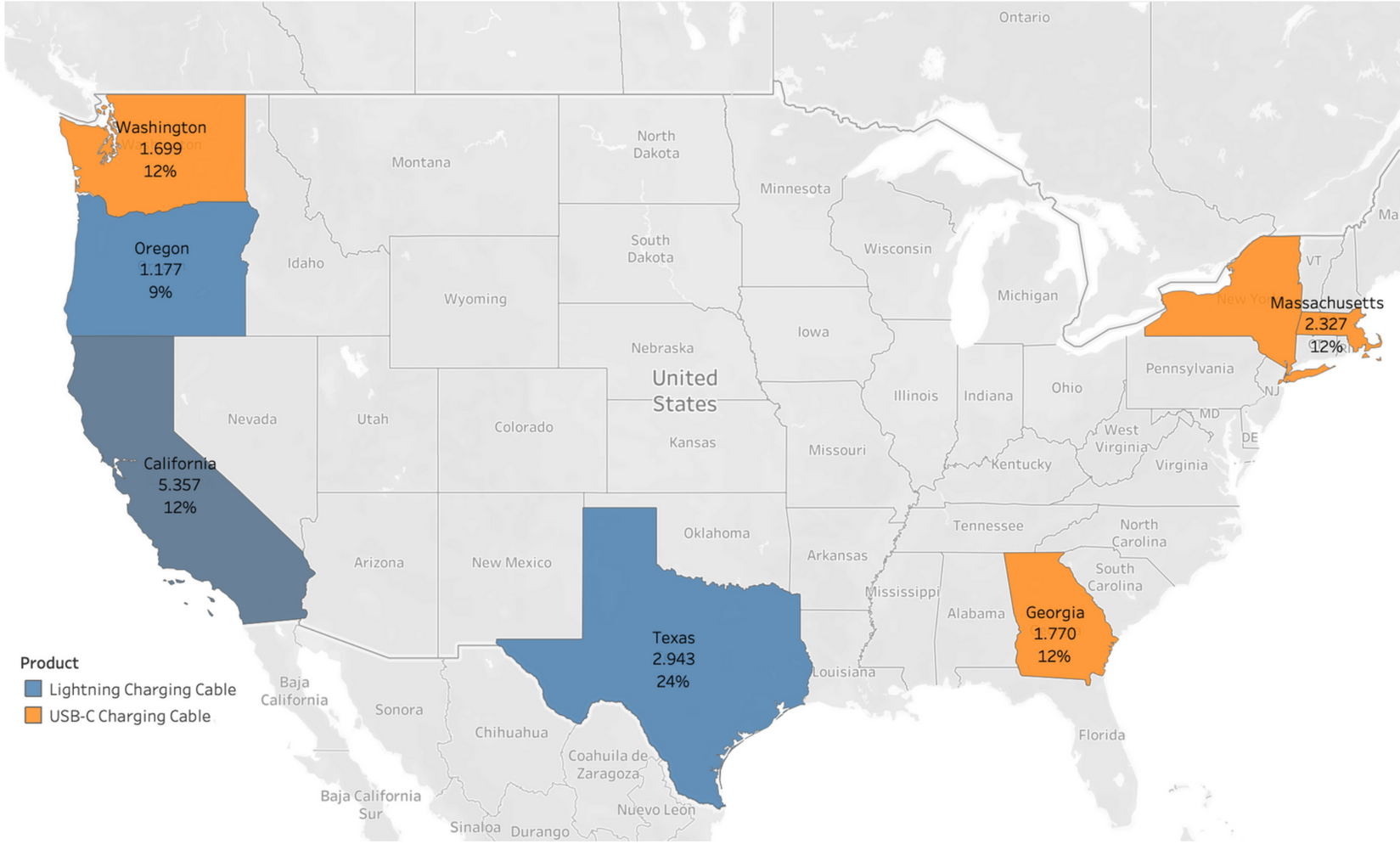


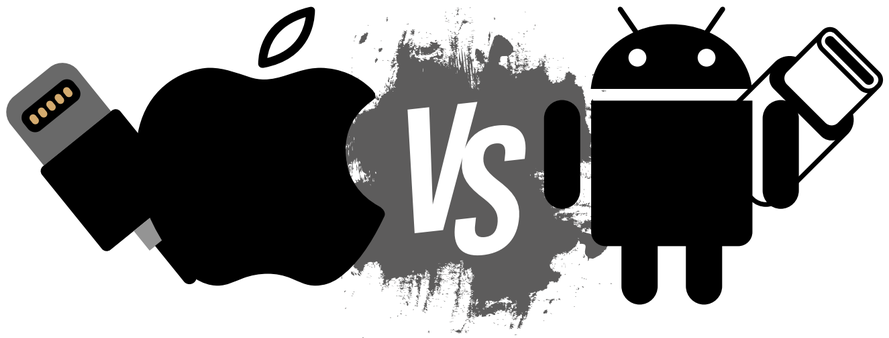
The significant difference between **San Francisco** at **60%** and **Los Angeles** at **40%** lies in the **number of orders received**. This statement is supported by the nearly identical **average sales per order** between the two cities.

TASK - 3

Do all cities within a state have similar needs ?

Each state has different dominant orders. It appears that for **Washington**, **Georgia**, and **Massachusetts**, the dominance is in the **USB-C Charging Cable** with an average of **12%** of total orders. Meanwhile, **Oregon** and **Texas** dominate the **Lightning Charging Cable** with percentages of **9%** and **24%**, respectively. In the state of **California**, there is a **balance between** the use of the **Lightning Charging Cable** and **USB-C Charging Cable**, with each accounting for **12%** of orders in each city.



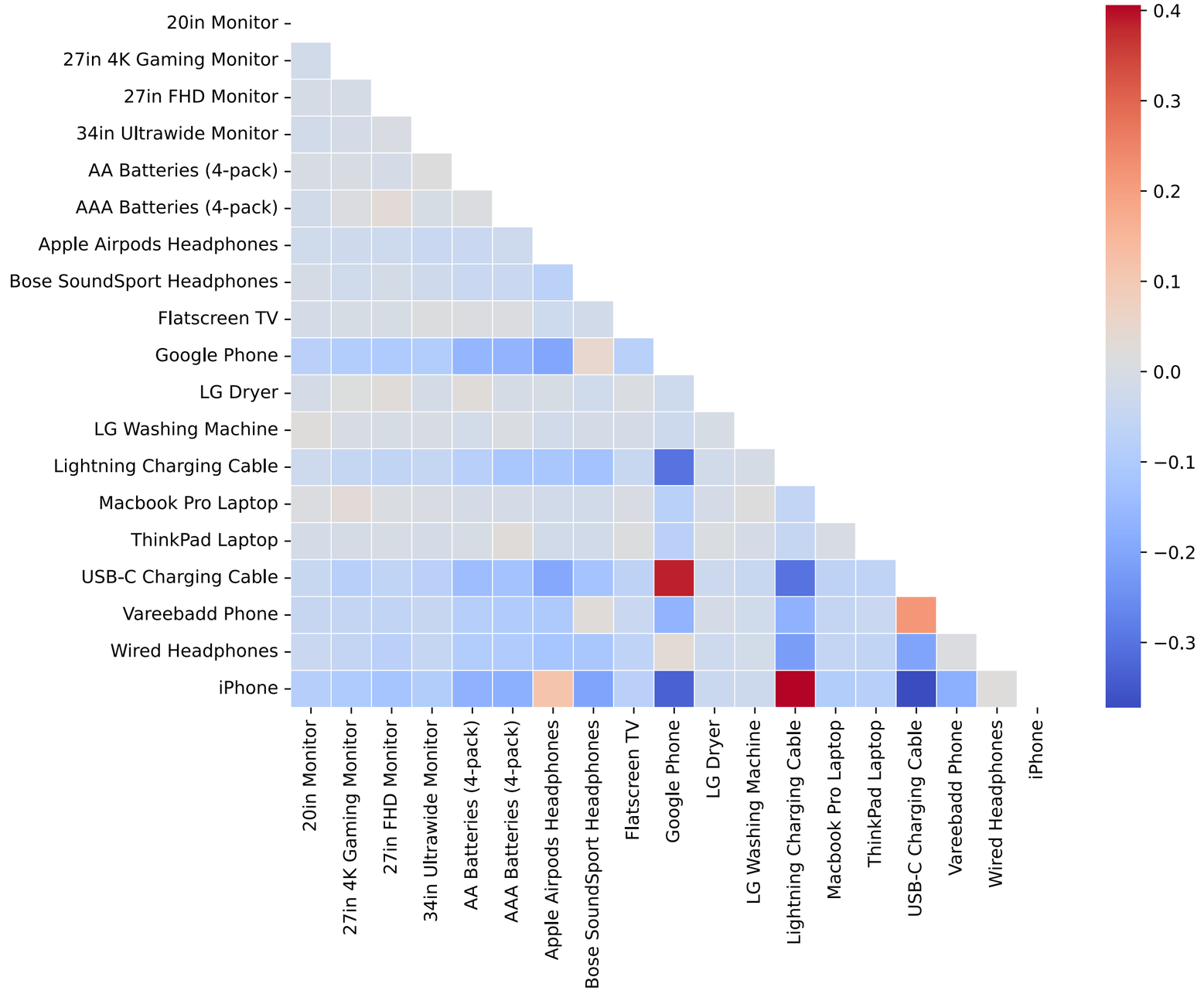


With this information, **PT Zoomato** can make more precise decisions regarding the distribution of **Apple Products** that use the **Lightning Charging Cable** or **non-Apple Products** that use the **USB-C Charging Cable**.

TASK - 4

What product are sold together ?

Order Correlation



Correlation around 0.4 :

- Google Phone - USB-C Charging Cable
- iPhone - Lightning Charging

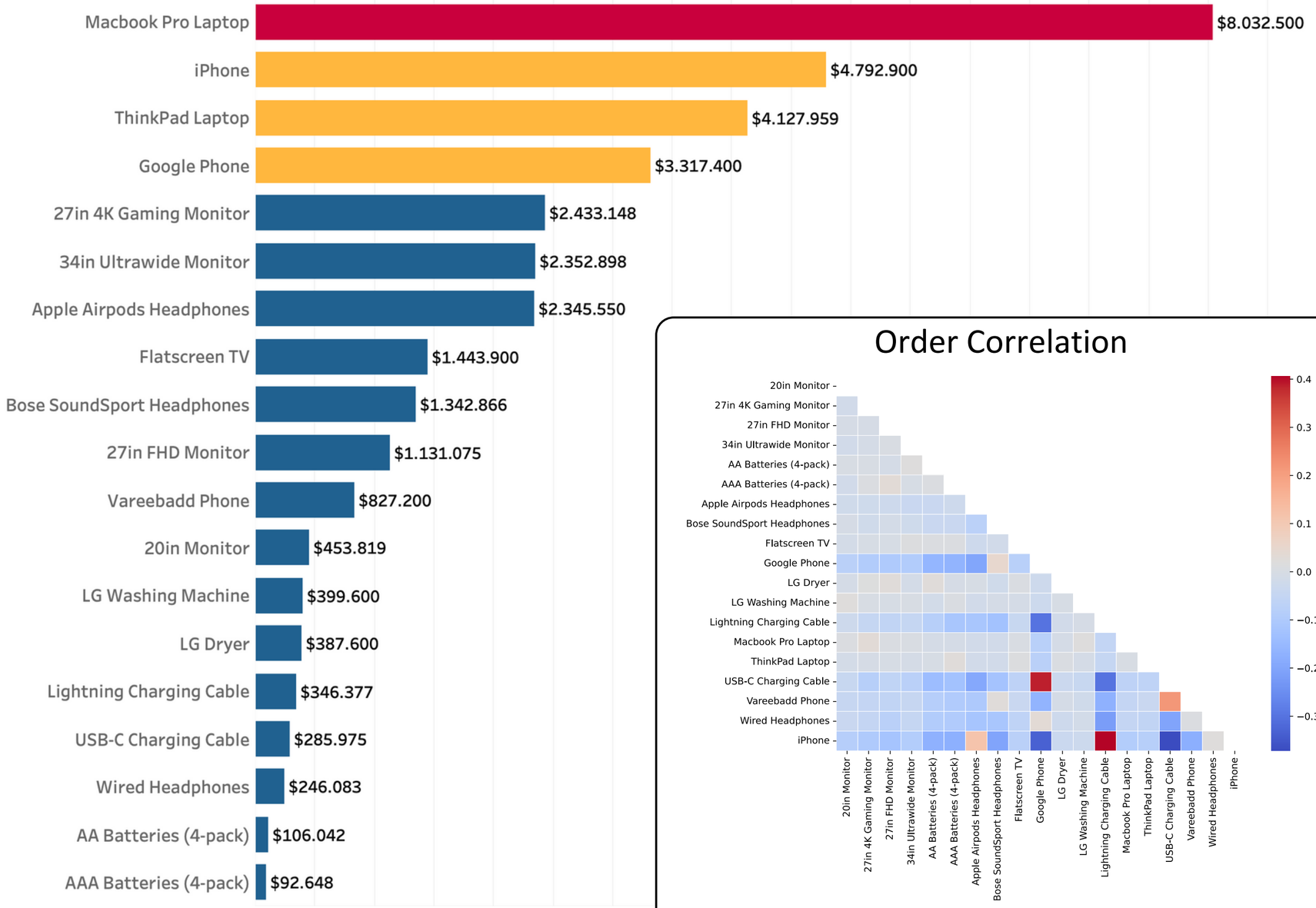
Correlation around 0.2 :

- Vareebadd Phone - USB-C Charging Cable
- iPhone - Apple Airpods Headphones

Correlation around 0 - 0.1 :

- Google Phone - Bose SoundSport Headphones
- Google Phone - Wired Headphones
- Vareebadd Phone - Bose SoundSport Headphones
- Macbook Pro Laptop - 27in 4K Gaming Monitor
- AAA Bateries (40-Pack) - 27in FHD Monitor

Highest Sale of Products



Order Correlation

The highest sales are for the product: **Macbook Pro Laptop**, and there is a fairly high correlation with the product **27in 4K Gaming Monitor**. Understanding this pattern, to increase sales, **PT Zoomato** can direct its sales team to enhance **cross-selling** based on **Order Correlation**.