

Unveiling Insights: Zomato's Customer and Restaurant Performance Analysis

A data-driven exploration into our customer behaviors, restaurant trends, and actionable opportunities for growth!

Business Stats: How Are We Doing?

Total Sales (USD)

\$13,812,650

Total Number of Customers

150,281

Average Sales Per Customer

\$177

Average Sales Per Order

\$47

Average # of Orders Per Customer

2.49

This dashboard provides an overview of Zomato's business performance, including total sales, total customers, average sales per customer, average sales per order and order frequency.

Hypothesis:

The business operates with relatively constant average sales per customer and order, and frequency of customer orders.

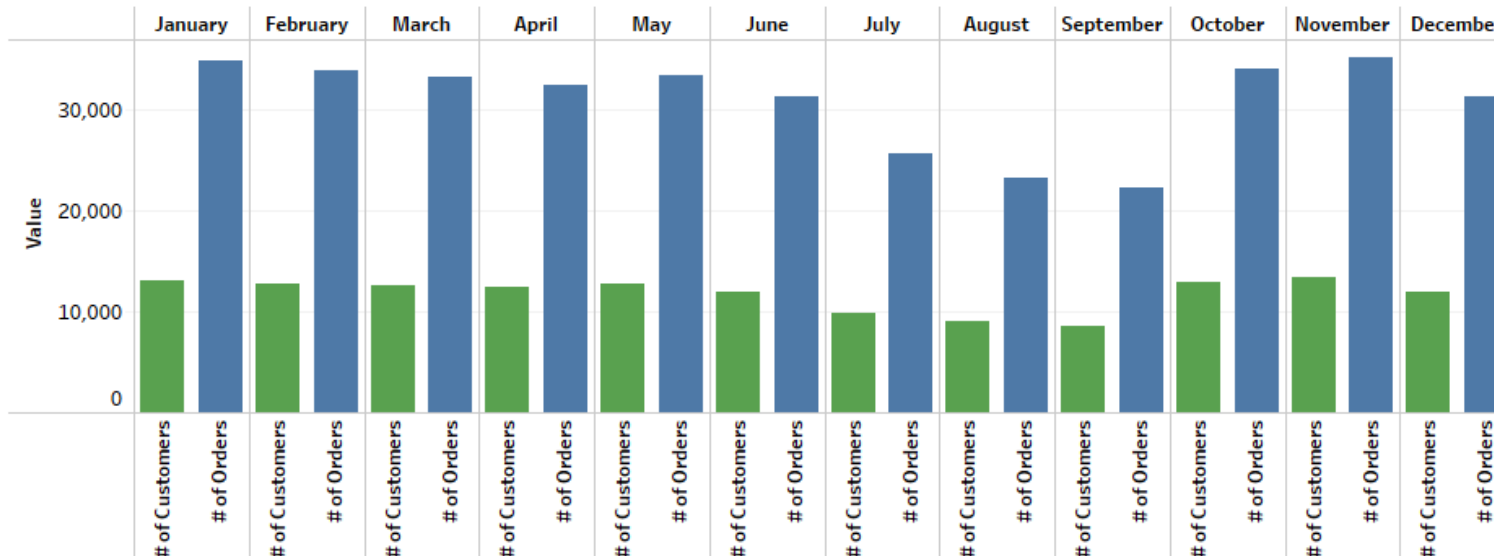
Observation:

The monthly metrics prove that Zomato's does have constant customer engagement.

Recommendation:

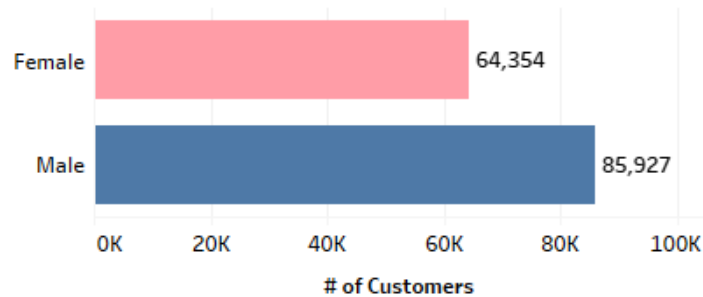
Encourage higher order sales and frequency through loyalty programs.

Monthly Metrics

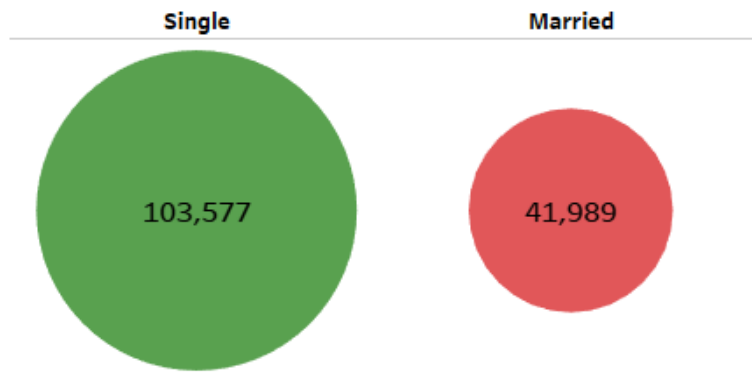


Who's Ordering? A Profile of Our Customers

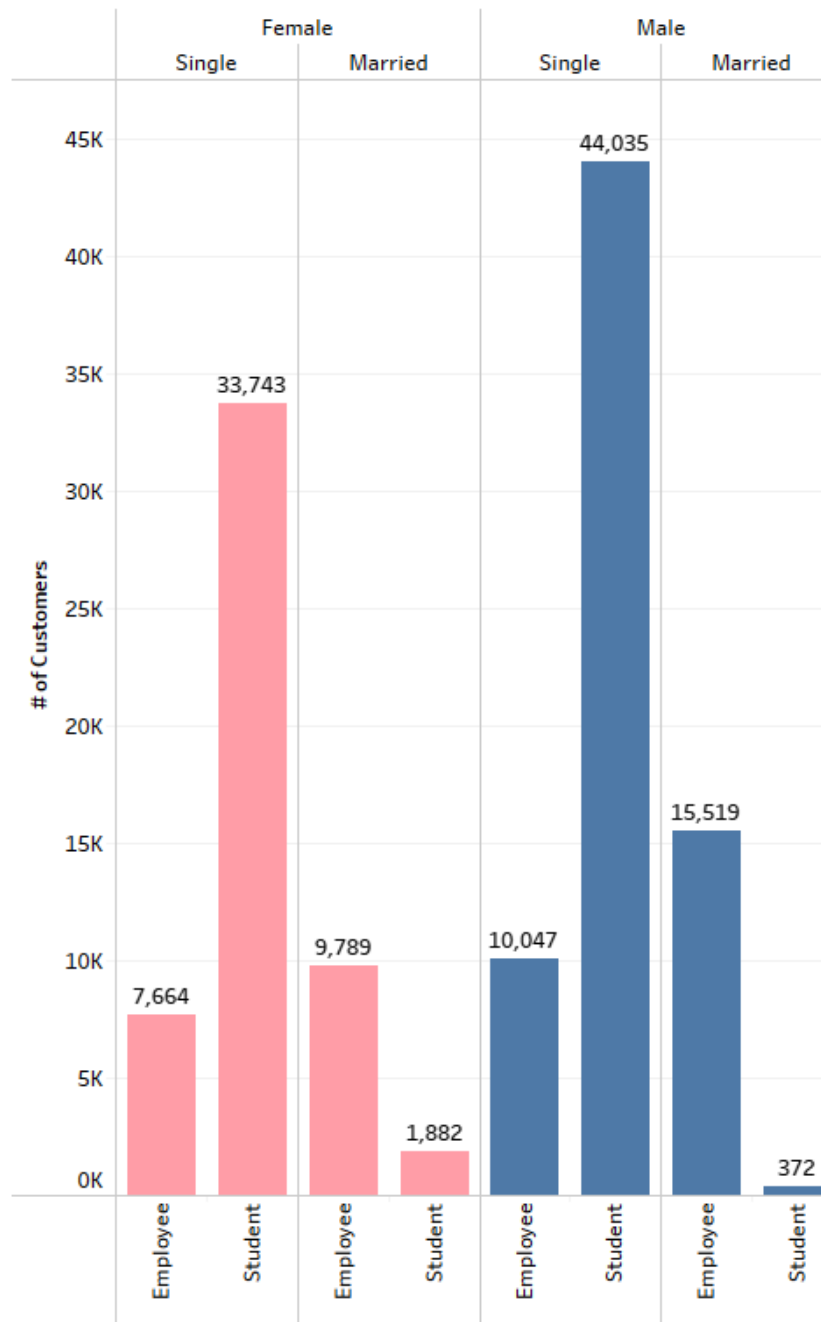
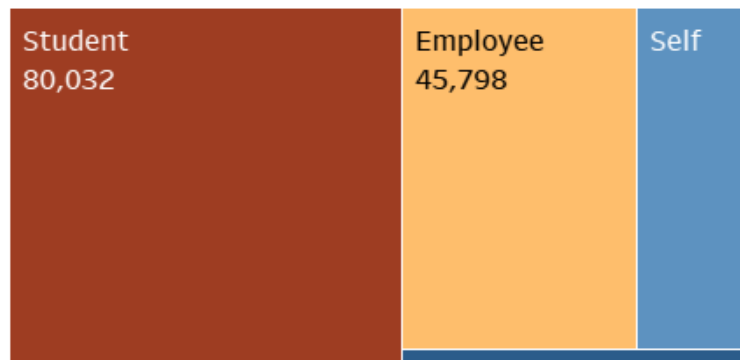
Genders



Marital Status



Occupation



Total Number of Customers

150,281

This dashboard provides a breakdown of Zomato's customer base by gender, marital status and occupational status.

Hypothesis:

Gender, marital status and occupational status are evenly distributed among customers.

Observation:

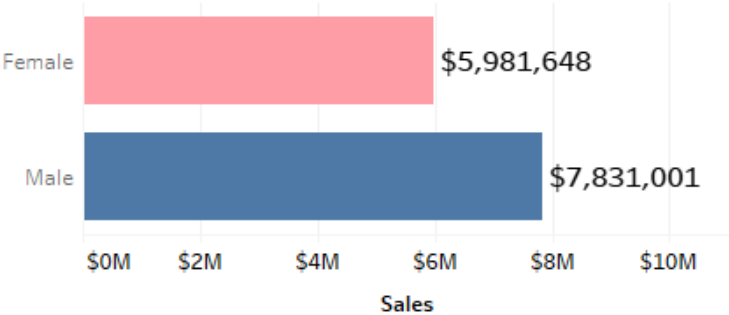
Majority of Zomato's customer base is single, male and female students.

Recommendations:

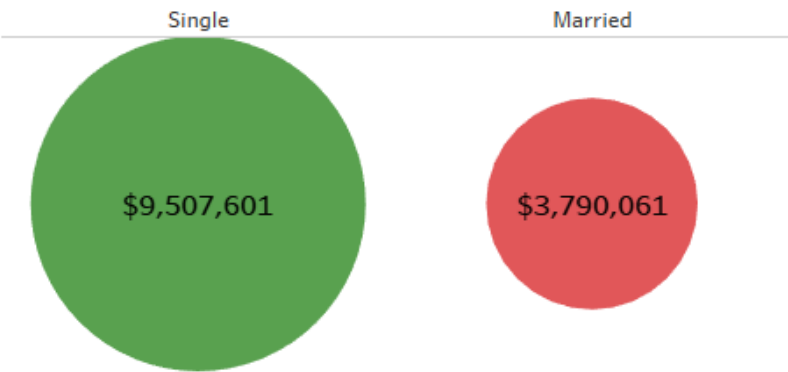
Consider employee or married individuals specific promotions. (e.g. family size discounts)

Revenue Drivers: Who Brings the Most to the Table?

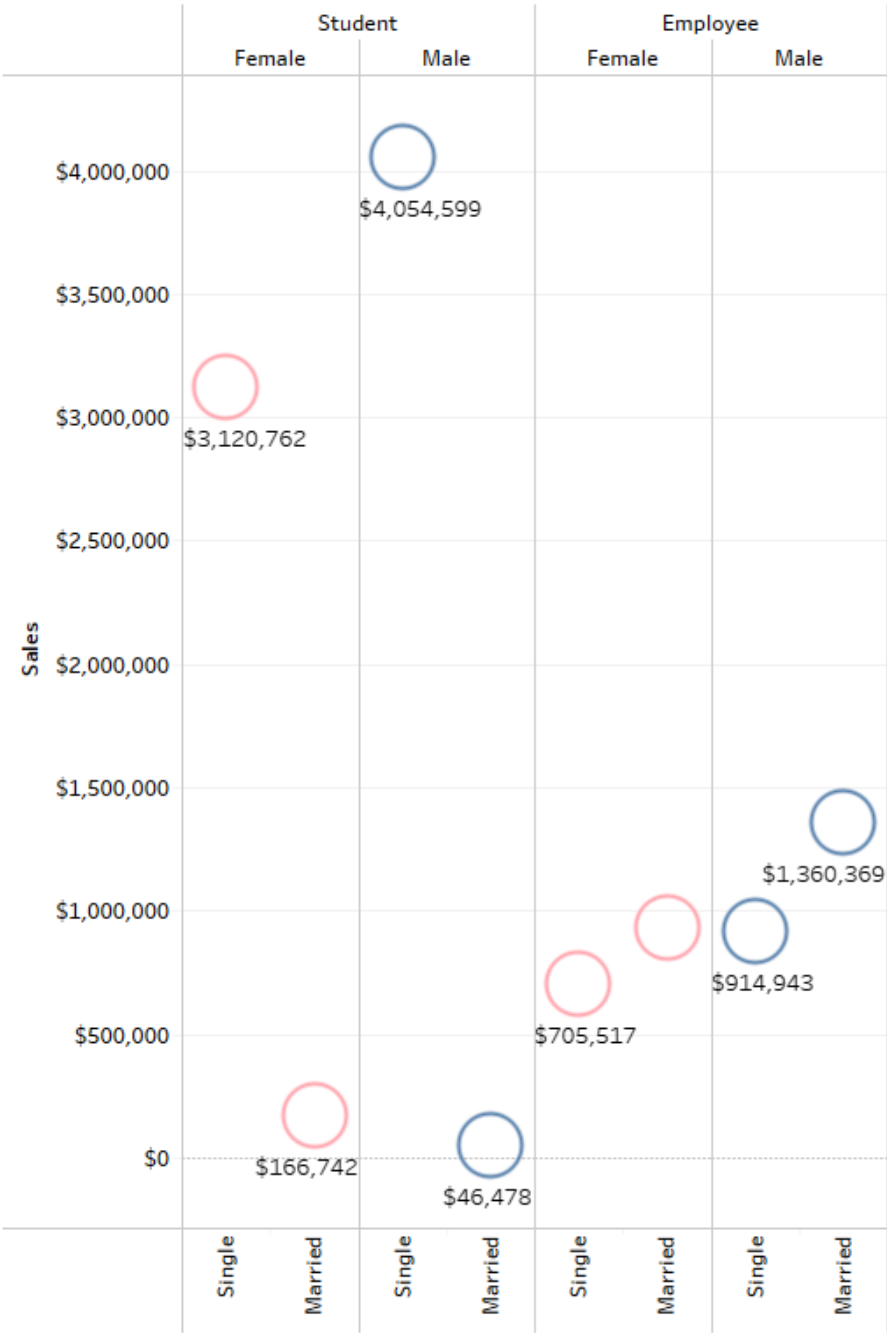
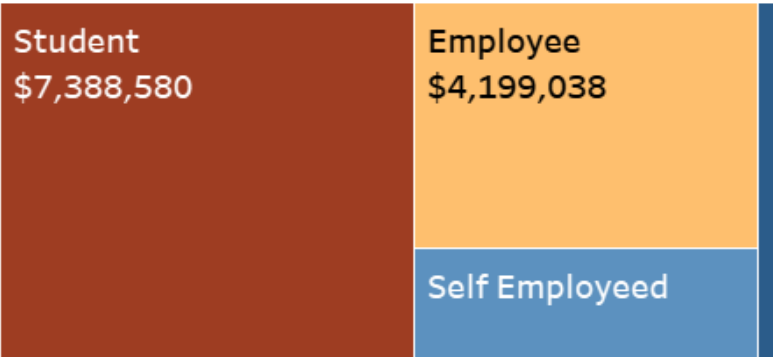
By Gender



By Status



By Occupation



Total Sales (USD)

\$13,812,650

This dashboard highlights total contributions of sales by our three demographics.

Hypothesis:

Married customers and employees contribute more to total sales.

Observation:

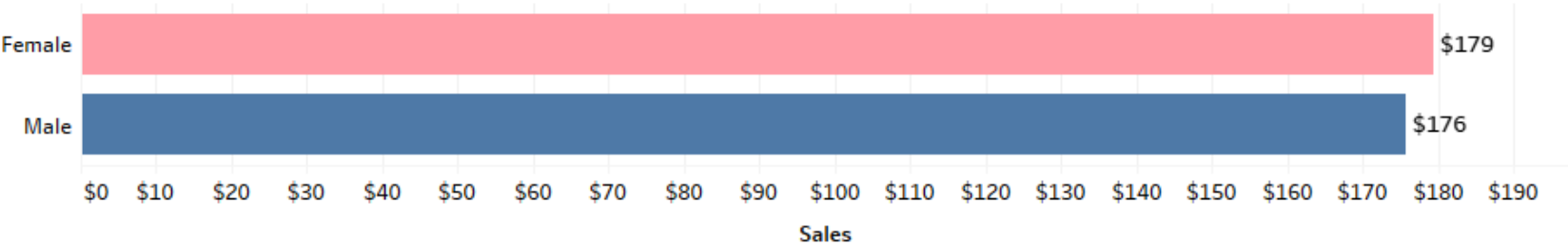
Singles spend almost 3 times what married individuals do.

Recommendations:

Focus on married individuals for premium product offerings.

Spending Habits: What Each Customer is Worth?

By Gender



Average Sales Per Customer

\$177

This dashboard shows how much, on average, each customer spends monthly, by demographics.

Hypothesis:

Men and married customers have a higher average spend.

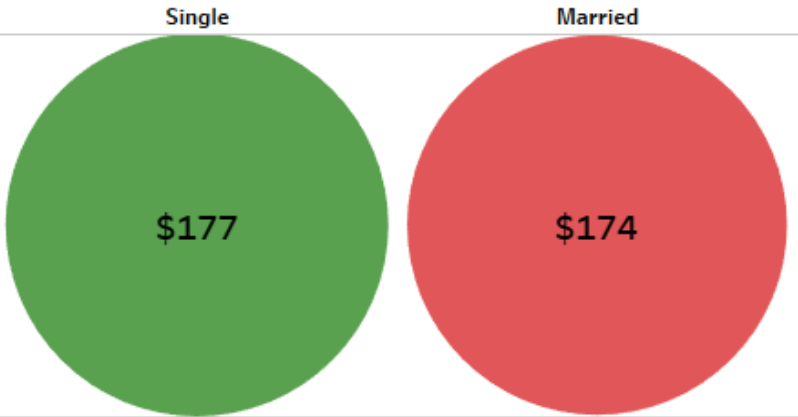
Observation:

How much more married male students spend than any other demographic.

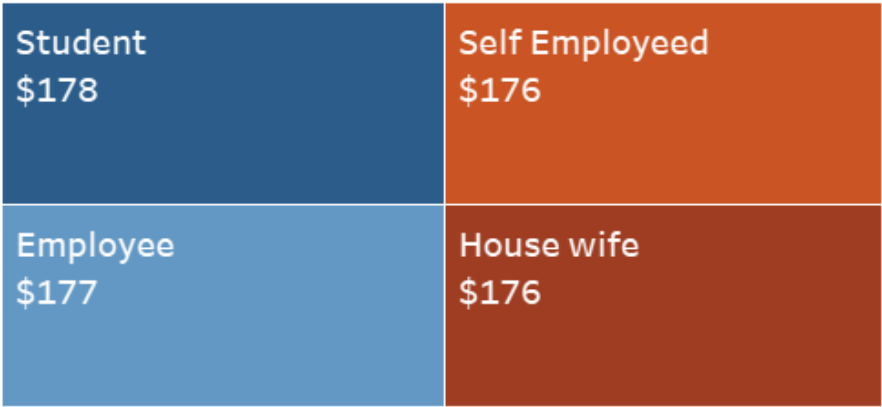
Recommendation:

Offer tiered reward program focused on spending habits to encourage larger order amounts from lower-spending groups.

By Status



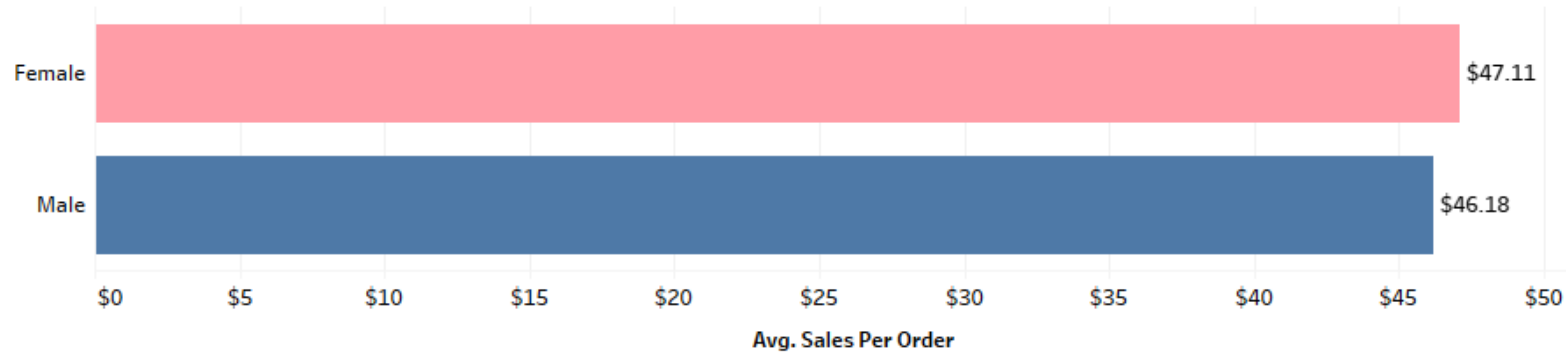
By Occupation



		Married	Single
Female	Employee	\$184	\$177
	Student	\$169	\$179
Male	Employee	\$169	\$176
	Student	\$241	\$177

Order Worth: How Much Do They Spend?

By Gender



Average Sales Per Order

\$47

This dashboard compares the average amount spent per order by our demographics.

Hypothesis:

Men, married customers and employees spend more per an order.

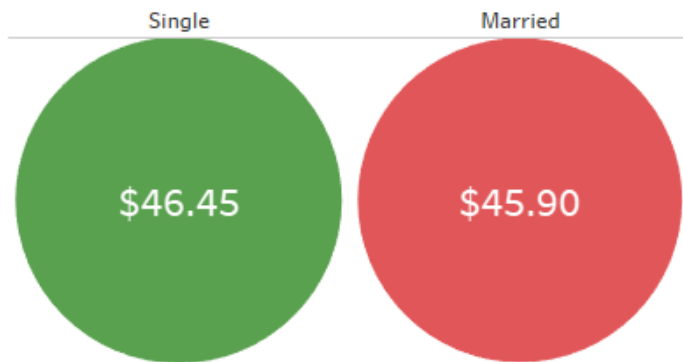
Observation:

Married male students are spending more than everyone else.

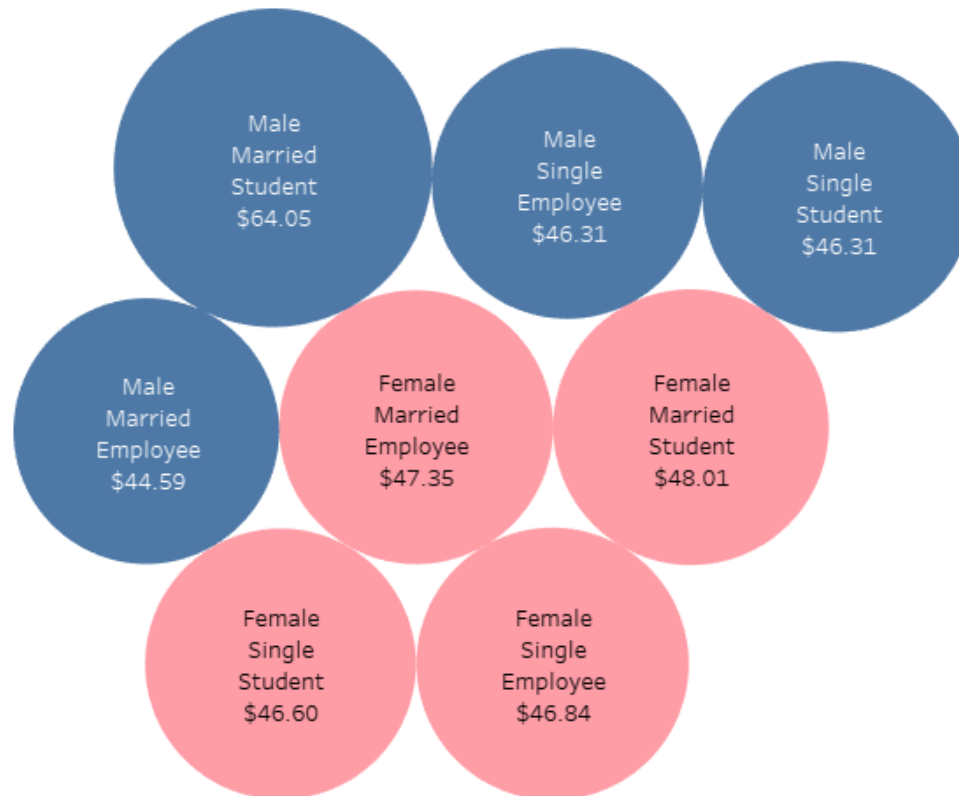
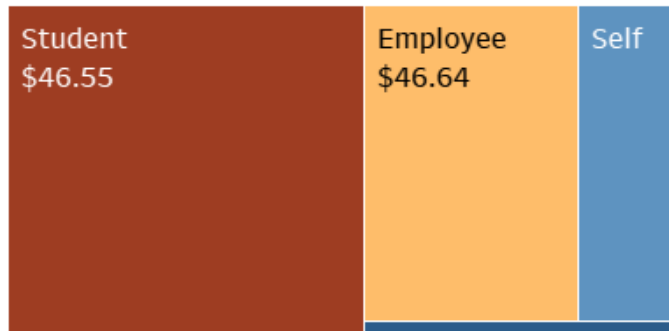
Recommendations:

Offer combo deals or add ons to increase sales per order.

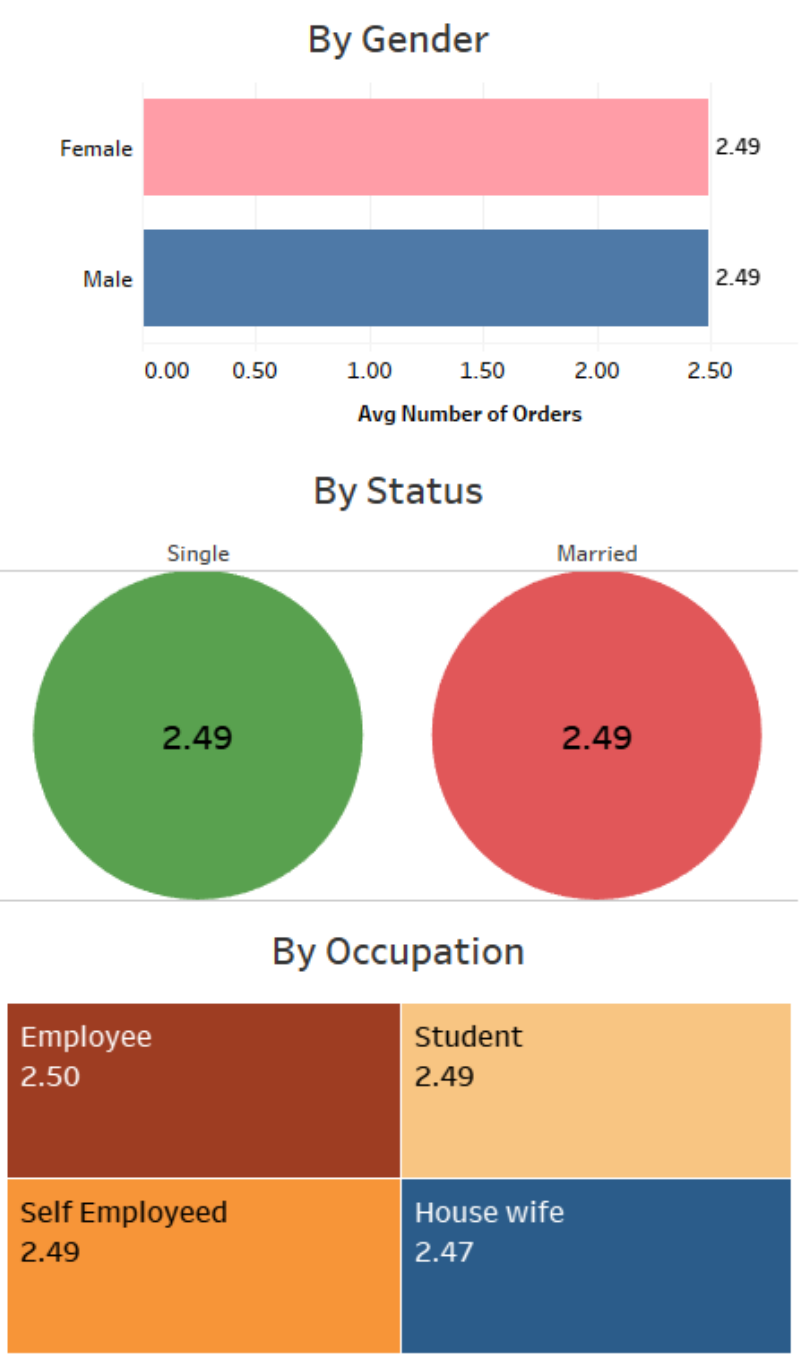
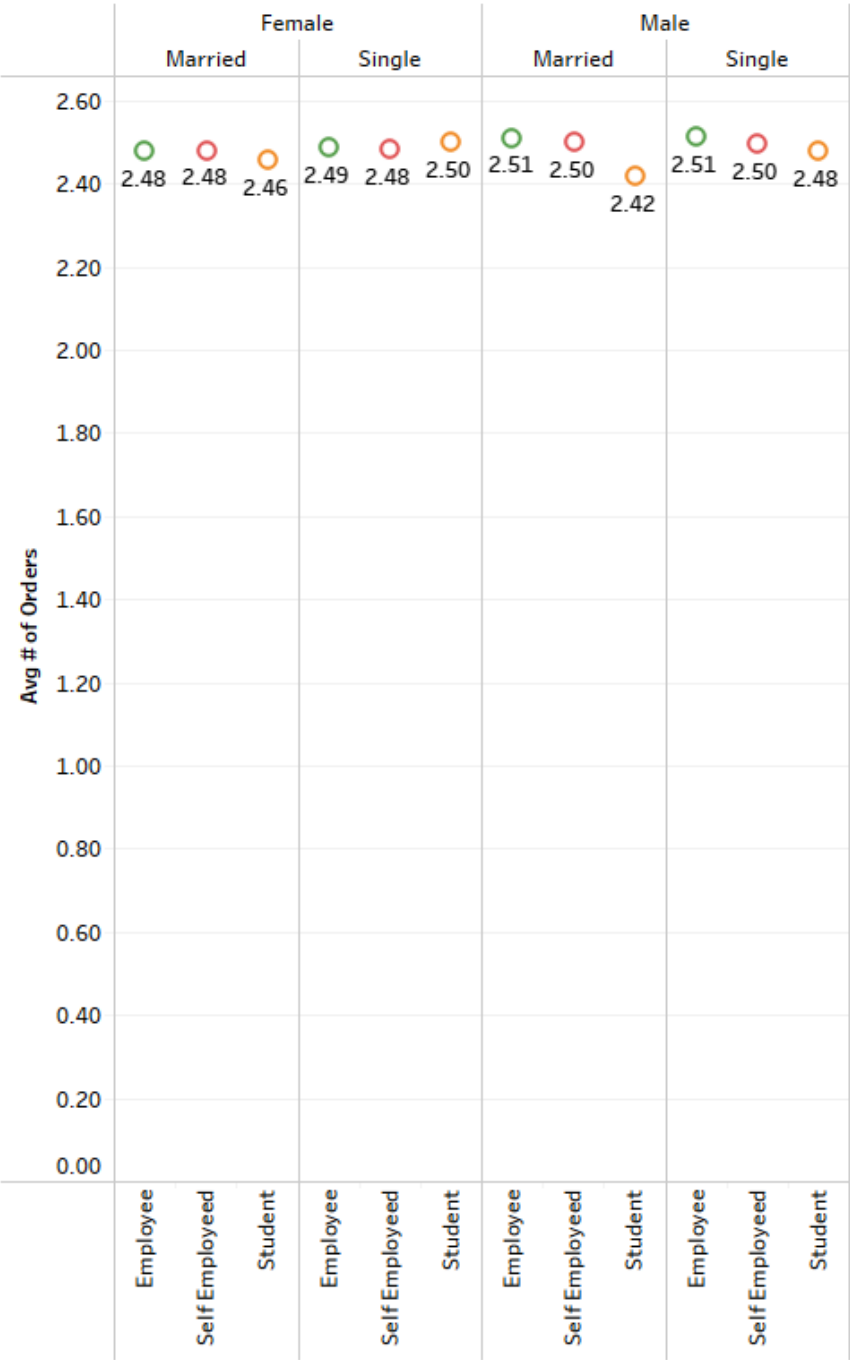
By Status



By Occupation



Loyalty in Action: How Often Do They Order?



Average # of Orders
Per Customer

2.49

This dashboard focuses on how frequently customers place orders by our demographics.

Hypothesis:

Women, single customers and students have a higher order frequency.

Observation:

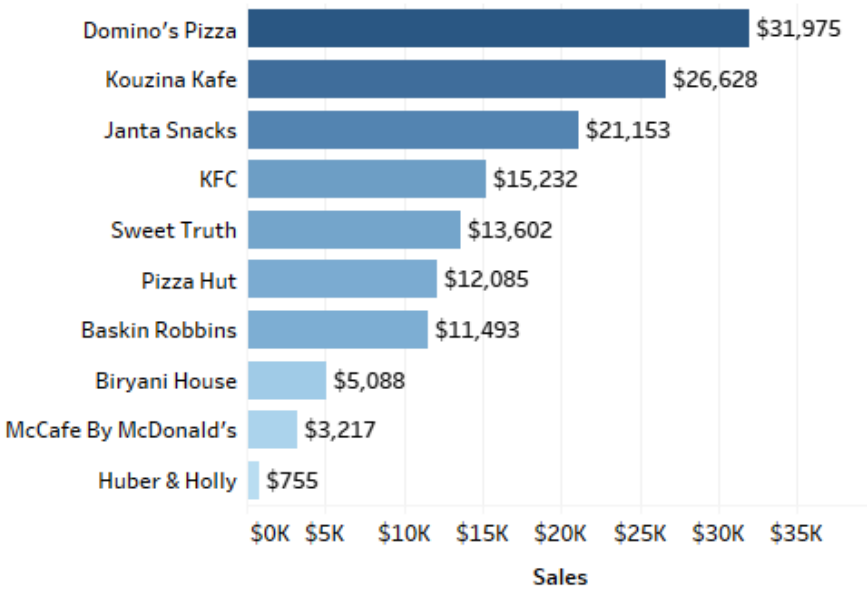
Regardless the demographic, all customers have a similar order average.

Recommendations:

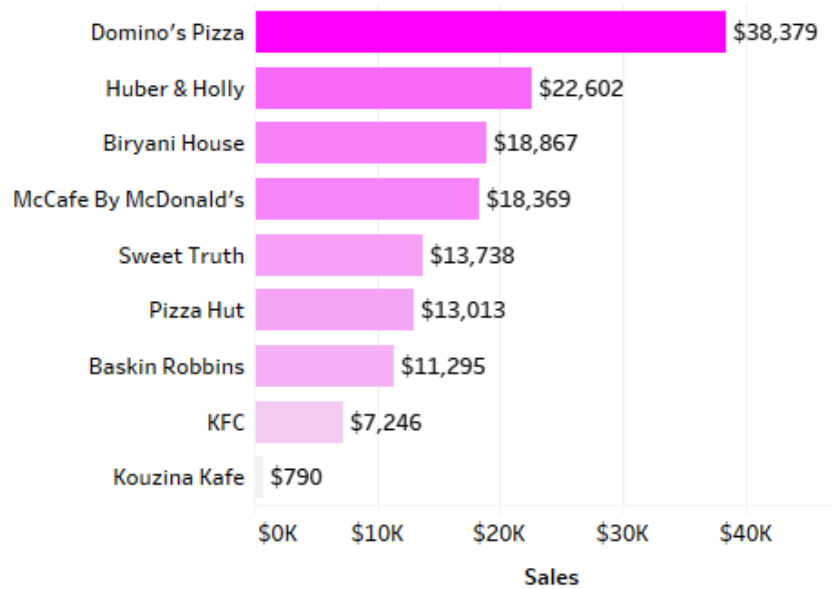
Offer frequent order discounts or specials (e.g. Spend \$X today, get 10% off your next order!)

He Said, She Said: Top Restaurants by Gender

Top Restaurants for Men



Top Restaurants for Women



This dashboard displays the top restaurants by gender, measured by total sales.

Hypothesis:

There will be a significant difference between the restaurants that each gender frequents.

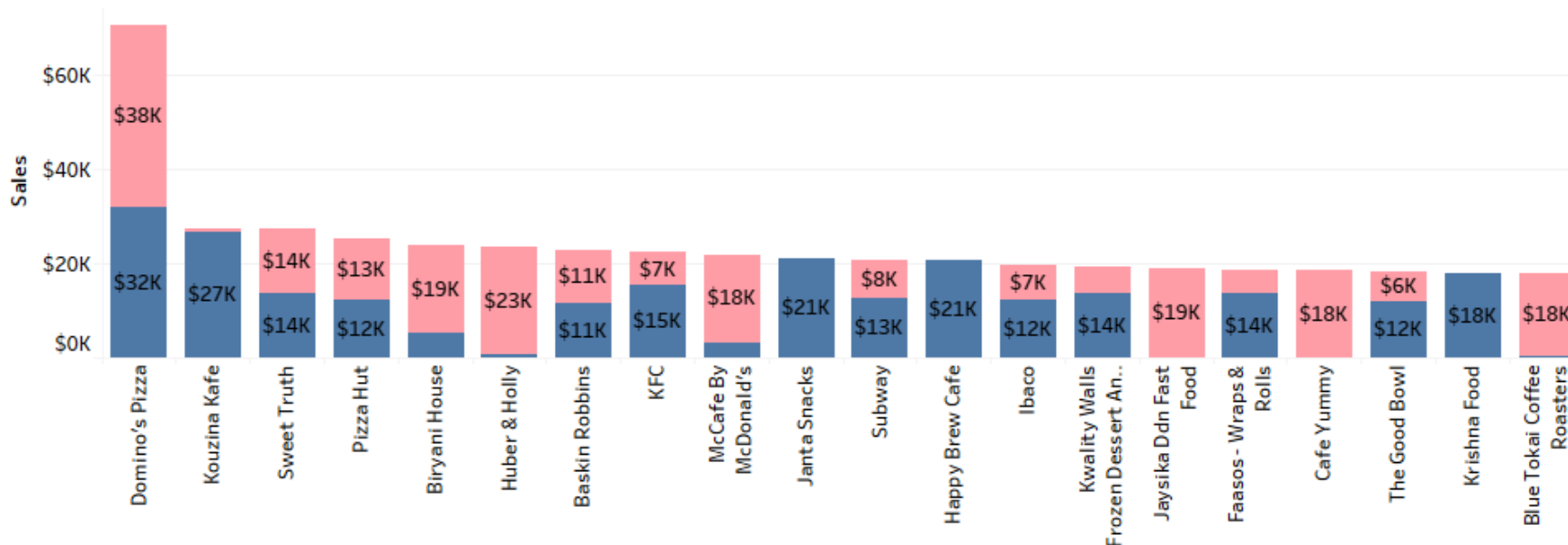
Observation:

The most interesting differences are in Kouzina Kafe and Huber & Holly, both restaurants are majority one gender.

Recommendations:

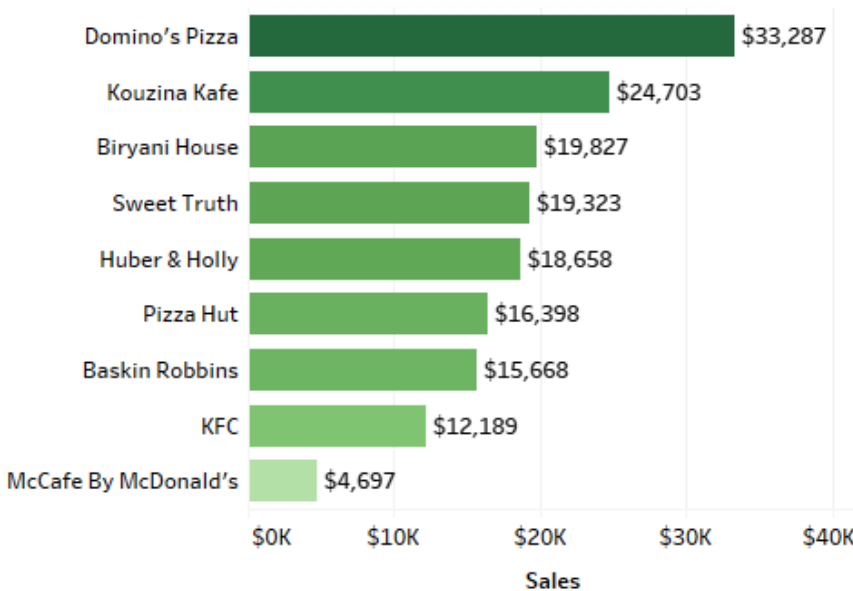
Offer event based promotions that either gender may benefit from (e.g. game night or ladies night).

Top Restaurants for Both

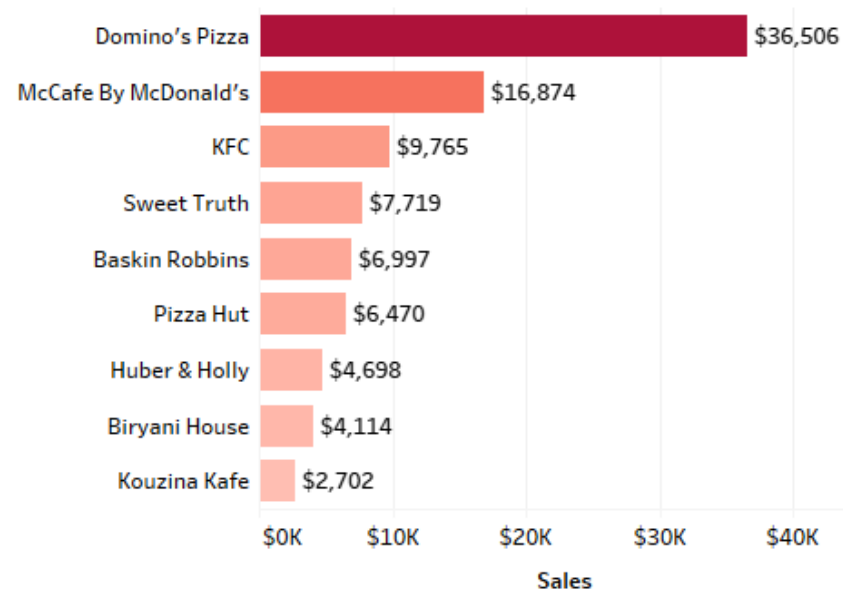


Couples vs Singles: Who Wins the Food Fight?

Top Restaurants for Singles



Top Restaurants for Married Customers



This dashboard displays the top 10 restaurants by marital status and the comparison between the two.

Hypothesis:

Singles will shop more fast food restaurants, while married customers will shop more causal restaurants.

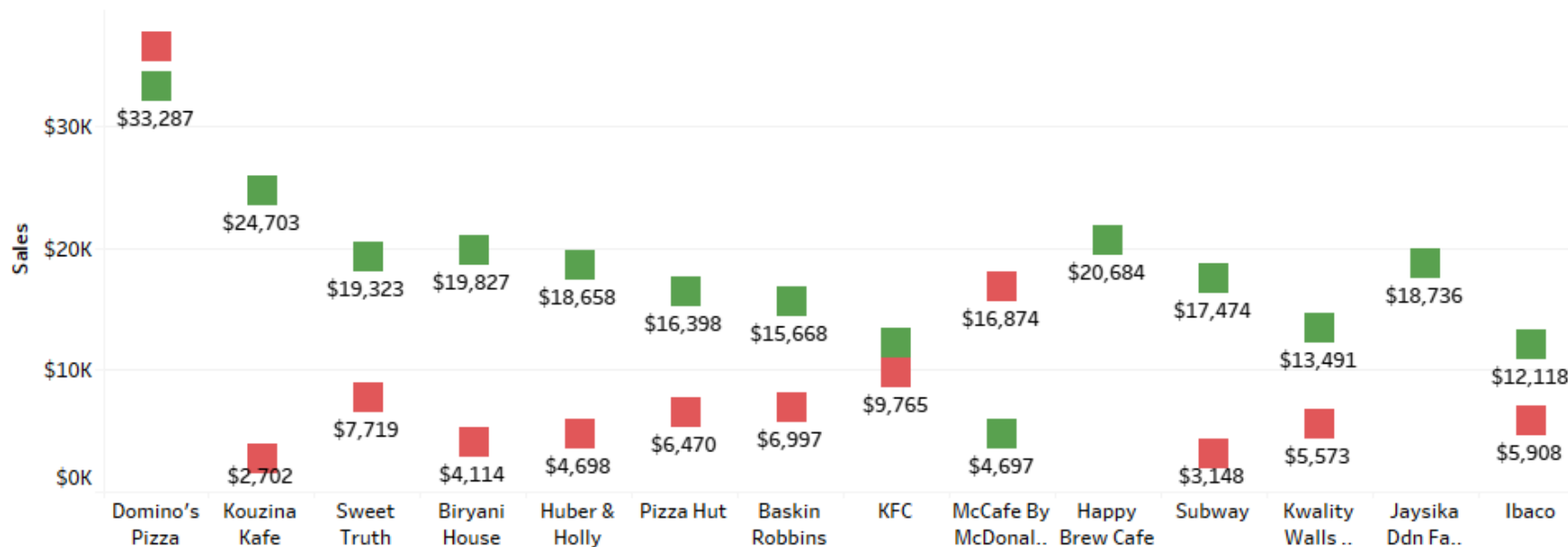
Observation:

Married customers dont frequent the same restaurants as much as their single counterparts

Recommendation:

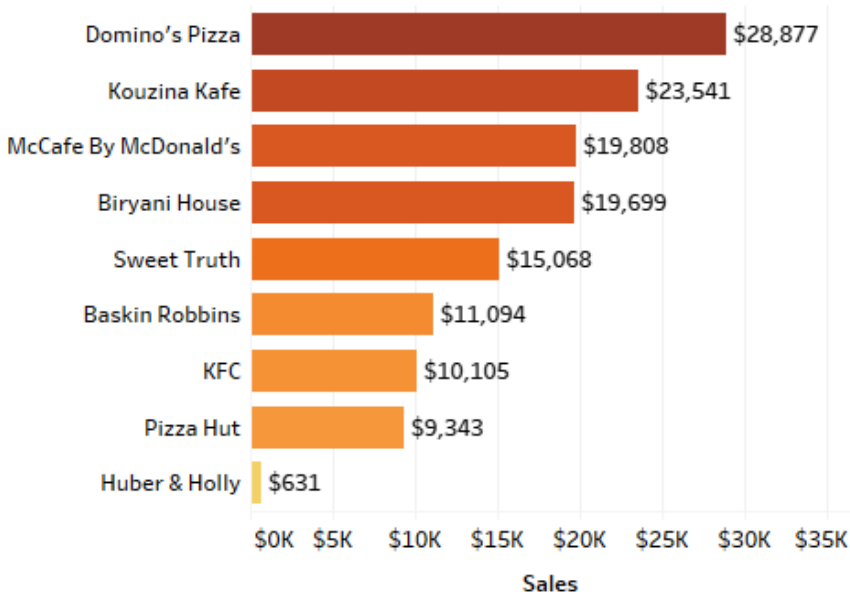
Partner with restaurants and create marital status targeted specials. (e.g. date night specials, singles discounts)

Top Restaurants for Both

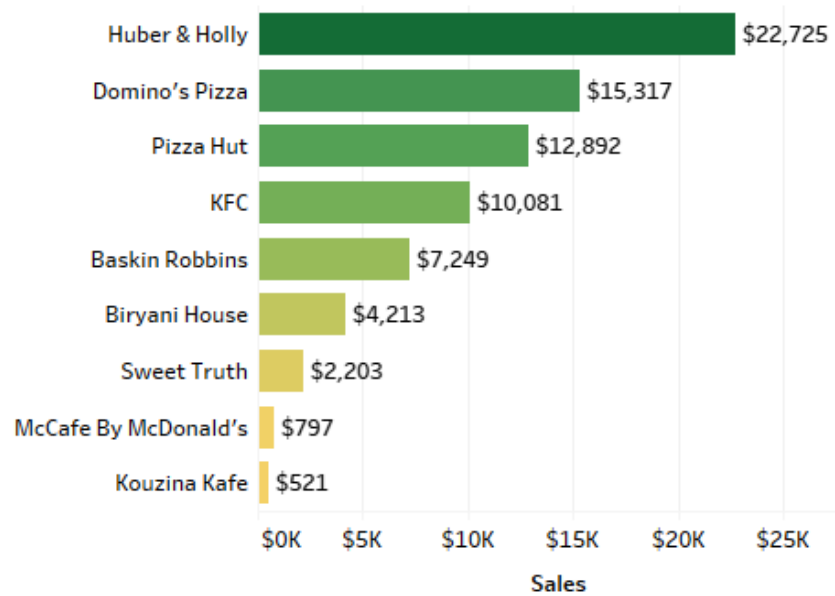


Meals on the Job: Where They Love to Eat

Top Restaurants for Students



Top Restaurants for the Employed



This dashboard displays the top 10 restaurants by occupational status (student vs employee).

Hypothesis:

Both demographics will frequent the same restaurants, but have different spending trends.

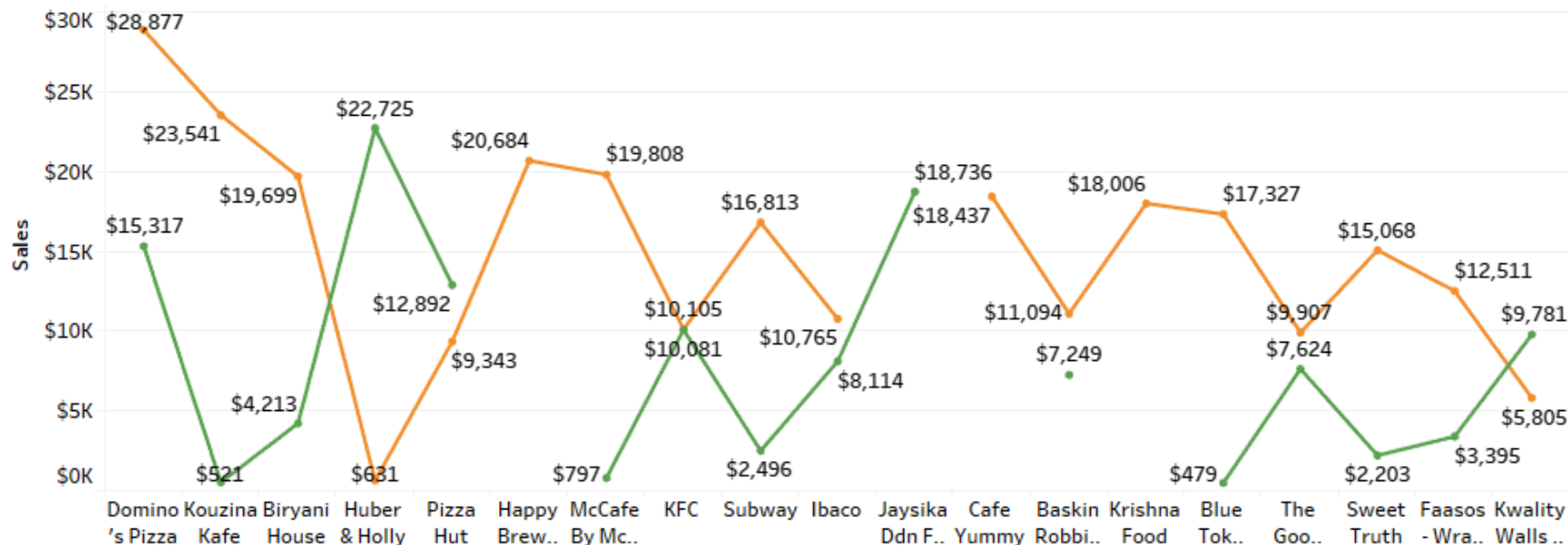
Observation:

Huber & Holly attracts more employee customers, while Kouzina Kafe attracts more students.

Recommendation:

Offer company or school associated discount or subscription plans to recruit more customers.

Top Restaurants for Both



Key Insights:

Although the demographics are comparables in nature, There are some significant differences in spending habits between students and the employed, regardless of marital status or gender.

Opportunities for Growth:

There are plenty of opportunities for growth, from both a sales aspect and a marketing aspect. We can target specific demographics with special promotions, while generating more sales from our current customer base.

"Turning insights into action: Together, let's shape the future of dining with Zomato!"