



# OVERVIEW

THIS PROJECT FOCUSES ON THE ANALYSIS OF ZOMATO'S CUSTOMER BASE AND THEIR USERS' PURCHASE BEHAVIOR PATTERNS.

THE GOAL WAS TO IDENTIFY WHO ARE ZOMATO'S CUSTOMERS IN TERMS OF GENDER, AGE, INCOME, OCCUPATION, AND EDUCATIONAL LEVEL TO APPLY TARGETED MARKETING.

WHO IS ZOMATO?

ZOMATO IS A MULTINATIONAL RESTAURANT AGGREGATOR AND FOOD DELIVERY COMPANY.

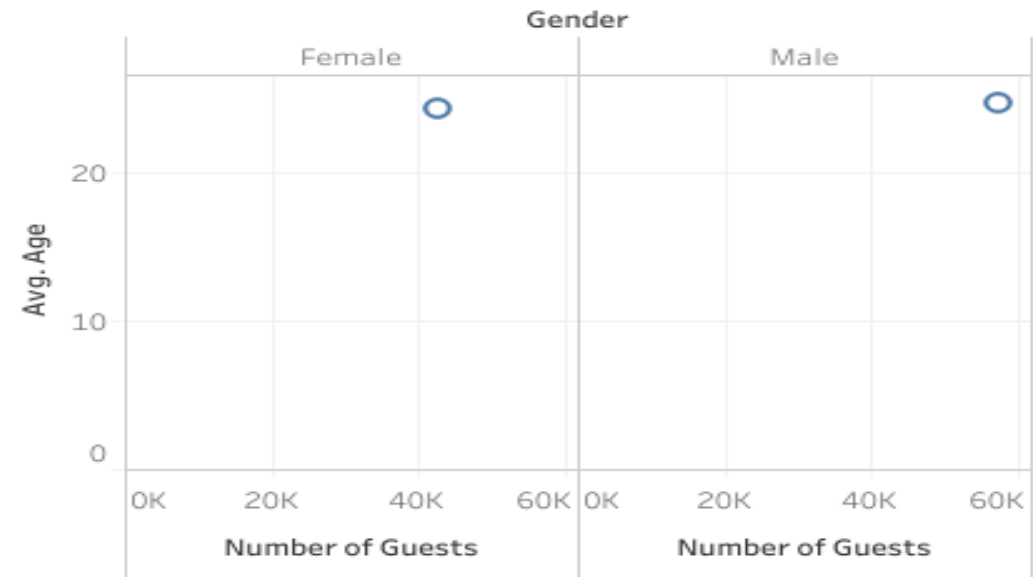
# DEMOGRAPHIC SEGMENTATION DASHBOARD

This dashboard provides information on distinct customer segments based on the following:

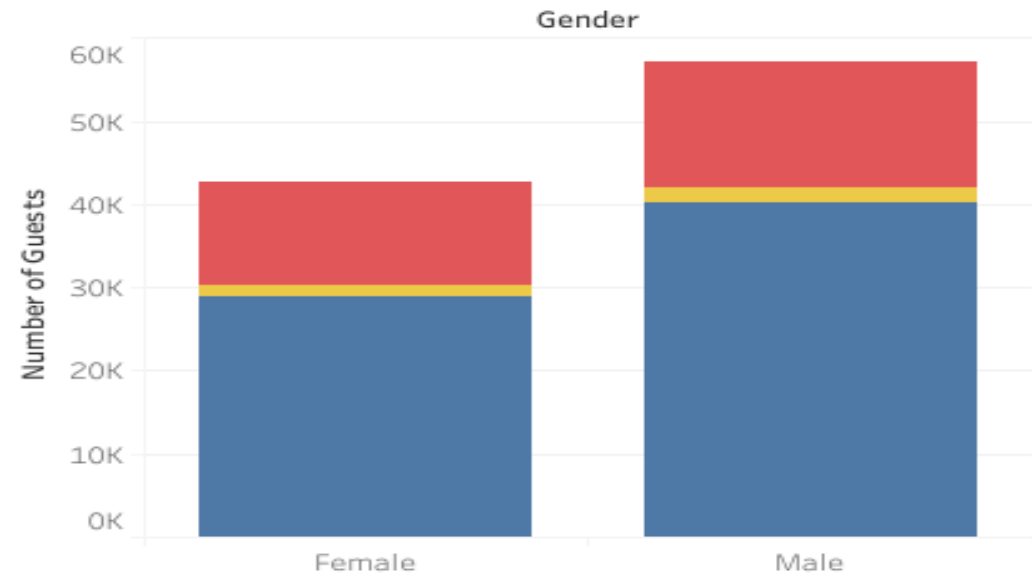
- Demographic factors, including age, gender, education level, occupation, and marital status.

# Better Understanding Guest Metrics

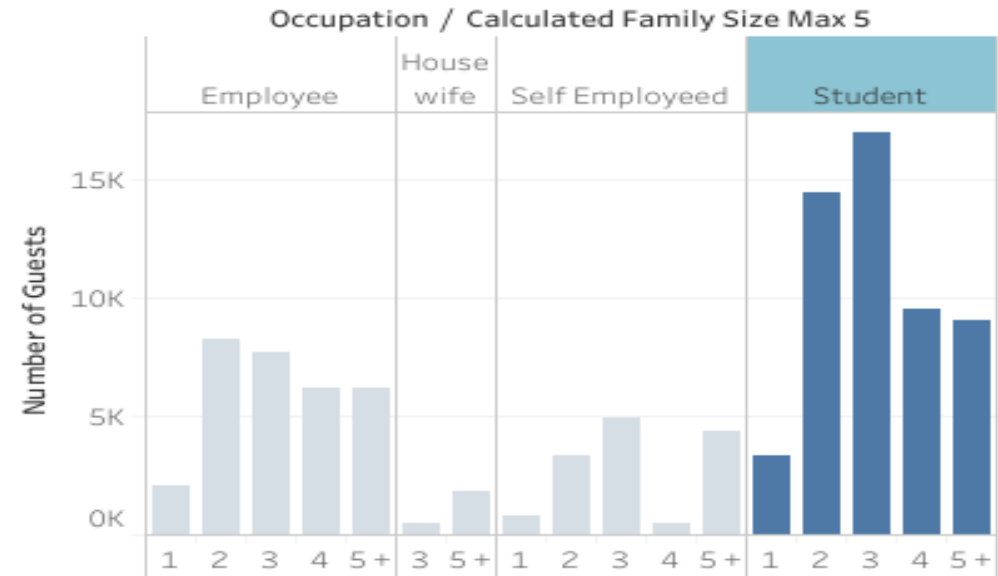
## Average Age by Gender



## Marital Status by Gender



## Family Size by Occupation Type



## FINDINGS:

According to the data provided by ZOMATO, out of the 100k guests 42,782 are women, 57,218 are men. There are 1 1/3 men per every woman frequenting these restaurants. The average age of each woman is 24.4159 and the average age of each man is 24.7876. The single female population is roughly 67%, while the married percentage is just shy of 30%. Conversely, the single male population is 70%, while the married percentage is just shy of 27%. Over half the population data, 53,357, are overwhelmingly students. The majority of the students polled have a family size of 3, (17,012 students).

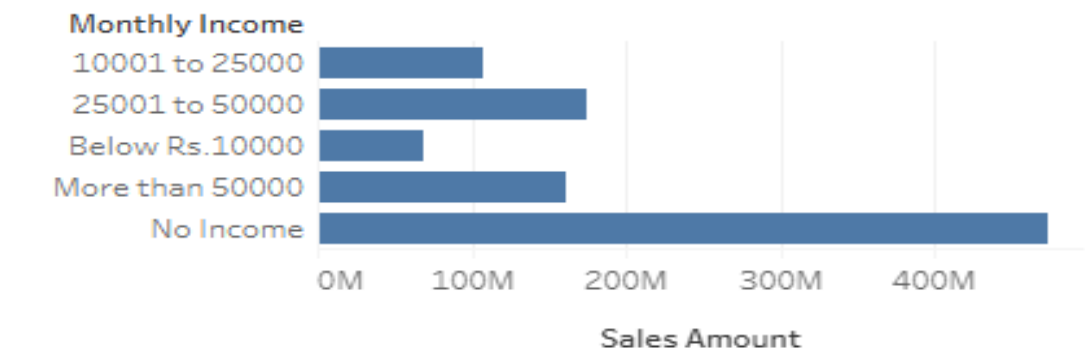
# INCOME SEGMENTATION DASHBOARD

This dashboard provides information on distinct customer segments based on the following:

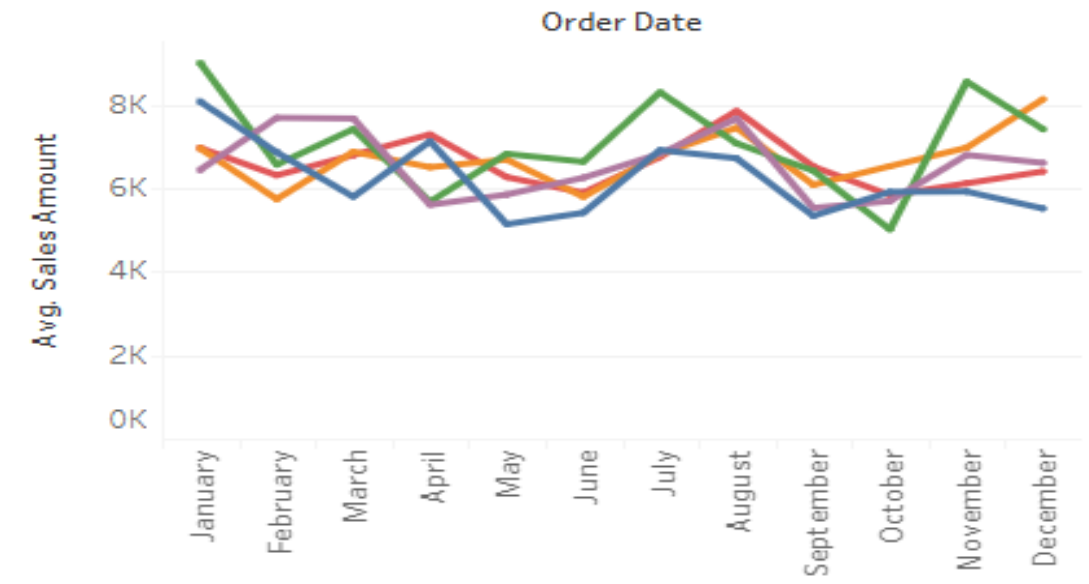
- Trend analysis of monthly purchase frequency to identify seasonality in purchase behavior by income base.

# Better Understanding Guest Income and Spending Habits

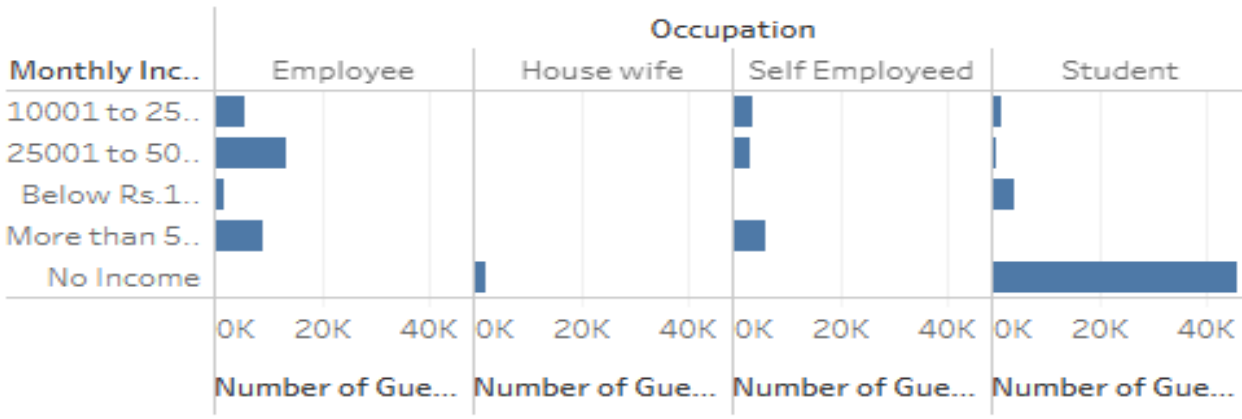
## Sum of Sales by Monthly Income



## Average Sales Amount by Month



## Income by Occupation Type



### FINDINGS:

According to the data provided by ZOMATO, out of the 100k guests, over half, 52,841 are students. 45,882 of the students earn no income. Somehow the no income base has accumulated 473,573,059 Rupees a month in sales. This is 271% more than the next closest income bracket of 25001 to 50000 (174,695,571 Rupees). Average annual sales trends seem to show seasonal growth in Summer.

# SUMMARY OF FINDINGS

- The majority of Zomato's customer base is comprised of students, the bulk of which earn no income.
- Customer's purchase behavior is based on seasonality, which peaks during the summer months.
- These insights suggest targeting more employed and self-employed guests.

# RECOMMENDATIONS

- Offer incentive-based programs to attract more employed and self-employed customers (i.e. business card drawings for company catering)
- Offer premium services with exclusive deals to higher income brackets to entice them to visit.
- Discuss what plans are already in place to retain customers.