Final Project Report

Introduction

This report summarizes the findings from the Zomato customer segmentation dashboard, built using the final_customer_data.csv dataset. The analysis explored key demographic and behavioral patterns among Zomato customers, using interactive filters and various visualizations in Tableau.

Key Insights

1. Customers aged 21–30 have the highest number of orders, showing strong engagement and frequency of use.
2. Customers aged 31–40 have the highest total spend, indicating a lucrative target segment for premium offers.
3. Repeat purchases are most common in working professionals, suggesting occupational stability supports customer loyalty.
4. Monthly spend peaked in 2018, followed by a slight decline in 2019–2020, reflecting possible market corrections or external influences.
5. Customers from lower income groups maintain high ordering frequency, highlighting the importance of inclusive pricing and offerings.

Conclusions

The analysis confirms that younger customers 21–30 drive the bulk of order activity, while slightly older customers 31–40 contribute more to revenue. Repeat rates suggest that working professionals are a key loyal segment, supporting the idea of targeted campaigns. Trends in monthly spend highlight the need to stay flexible in changing market conditions.

Recommendations

1. Target the 21–30 age group with student-friendly promotions and loyalty programs to boost repeat engagement.
2. Develop premium offerings tailored to the 31–40 age group, maximizing spend from this high-value segment.

3. Implement loyalty initiatives focusing on working professionals to reinforce repeat purchasing behavior.

4. Monitor yearly trends to adjust marketing and menu strategies proactively, ensuring revenue stability even after peaks.

5. Maintain accessible pricing and value meal options for low-income customers, sustaining order frequency and market share.

Final Tableau Dashboard showing customer segmentation and behavioral trends.