

# ZOMATO REPORT

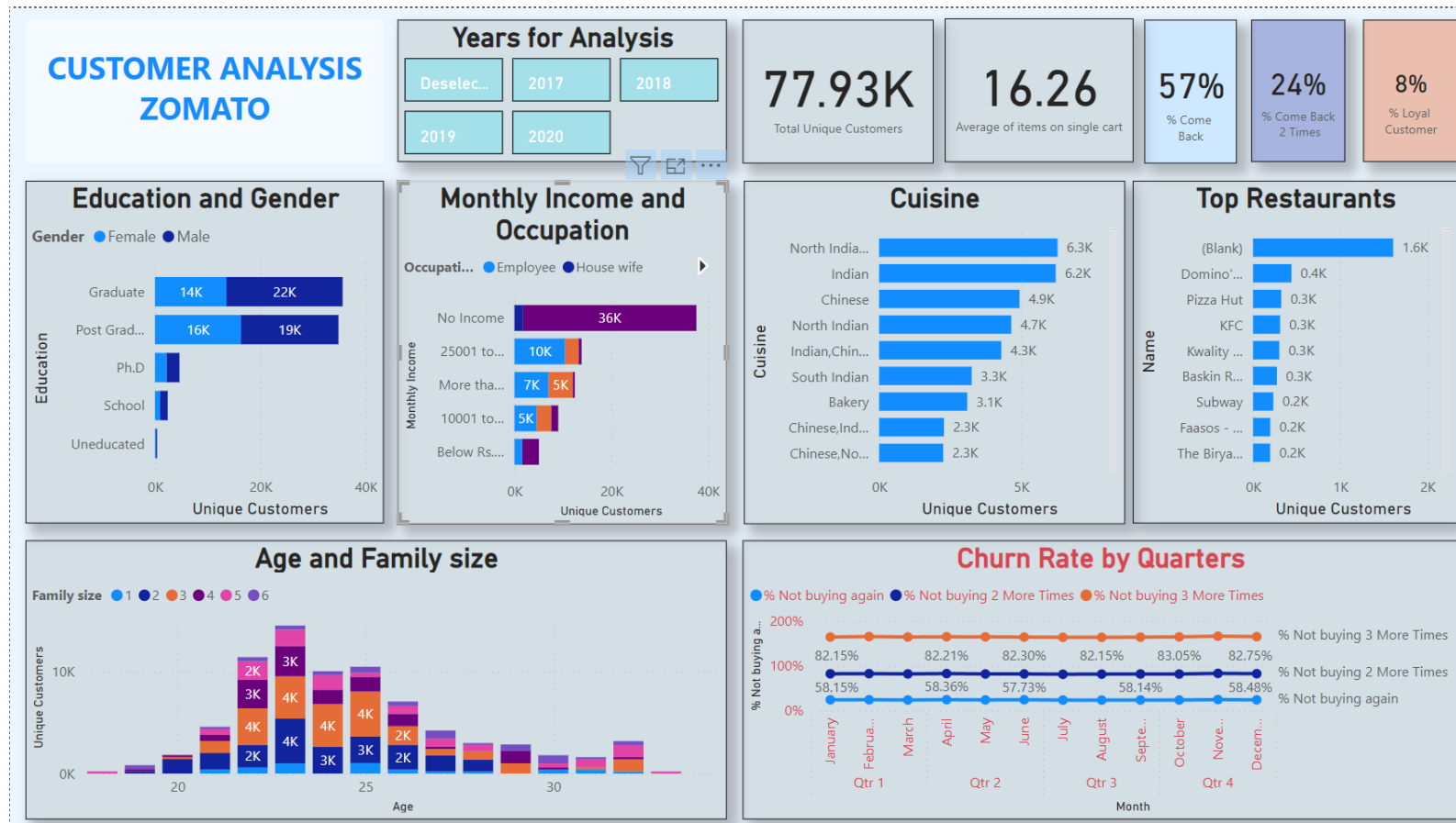
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Customer Analysis

By

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# Customer Analysis Dashboard

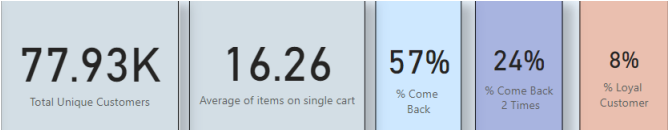
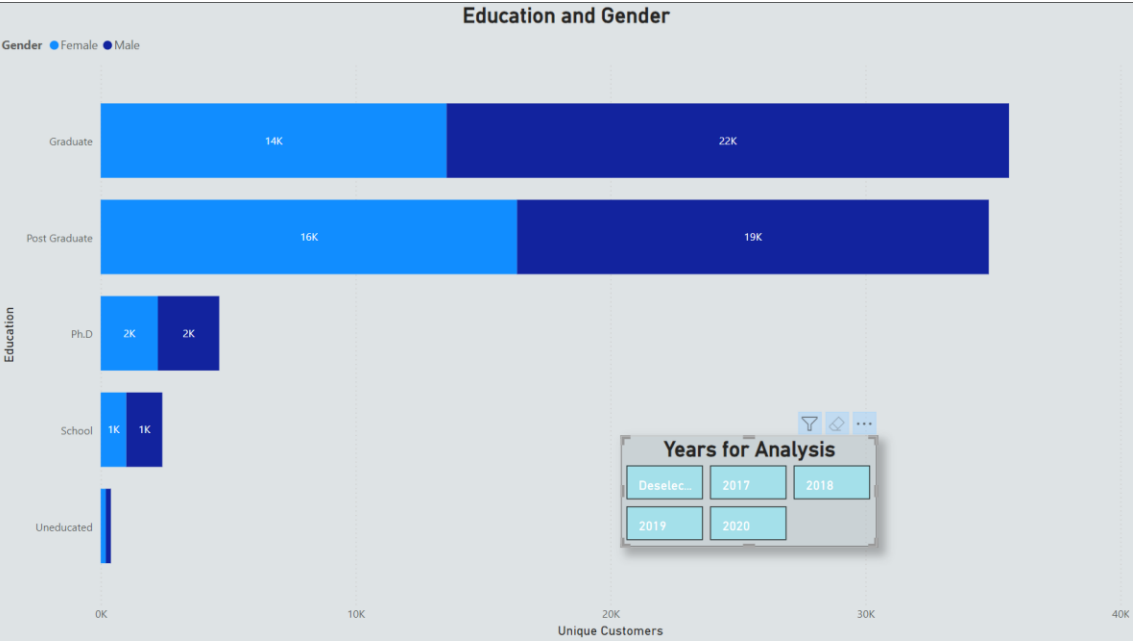


This dashboard has been created to serve as a tool for gathering information from Zomato customers. Each visualization is designed to answer a specific question, and the final visual highlights areas where we can improve customer return rates.

At the top, there is a slider that allows you to view the data on every year and statistics for each component or distribution visualization. Additionally, it provides an analytical visual to examine the Churn Rate by quarters or the period selected.

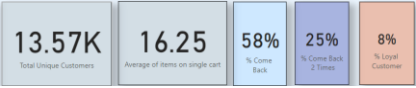
The cohorts consist of customers who made 2, 3, and 4 total purchases, including their first purchase, across all demographics and dates.

# Distribution by Education and Gender

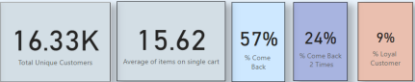


For a total Customer base

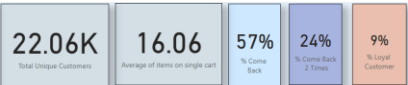
For all the data between October 4, 2017, and June 26, 2020, the distribution of education and gender shows that the customer base consists mostly of graduates and postgraduates, with a slight majority of male customers.



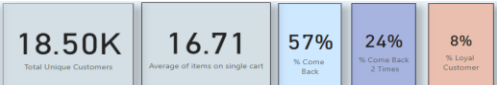
Female Graduate



Female Postgraduate



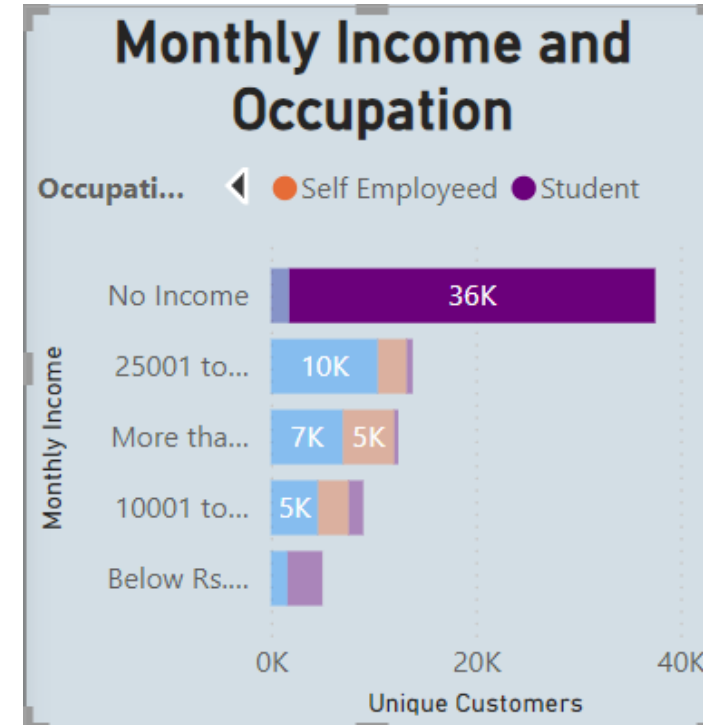
Male Graduate



Male Postgraduate

# Distribution by Monthly Income and Occupation

- Big surprise: Across all years, a significant majority of the customer base consists of students with no income. This finding helps resolve some hypotheses formulated earlier regarding this demographic.

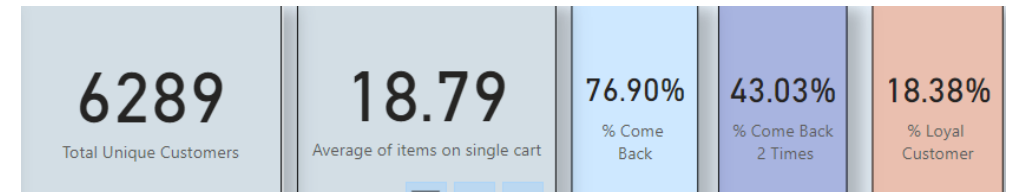


35.75K	16.19	57.13%	24.41%	8.25%
Total Unique Customers	Average of items on single cart	% Come Back	% Come Back 2 Times	% Loyal Customer

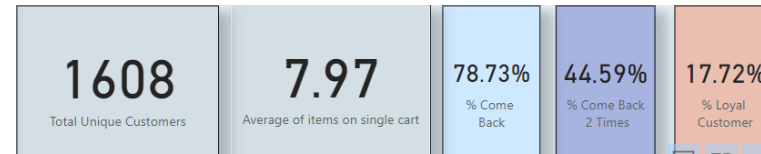
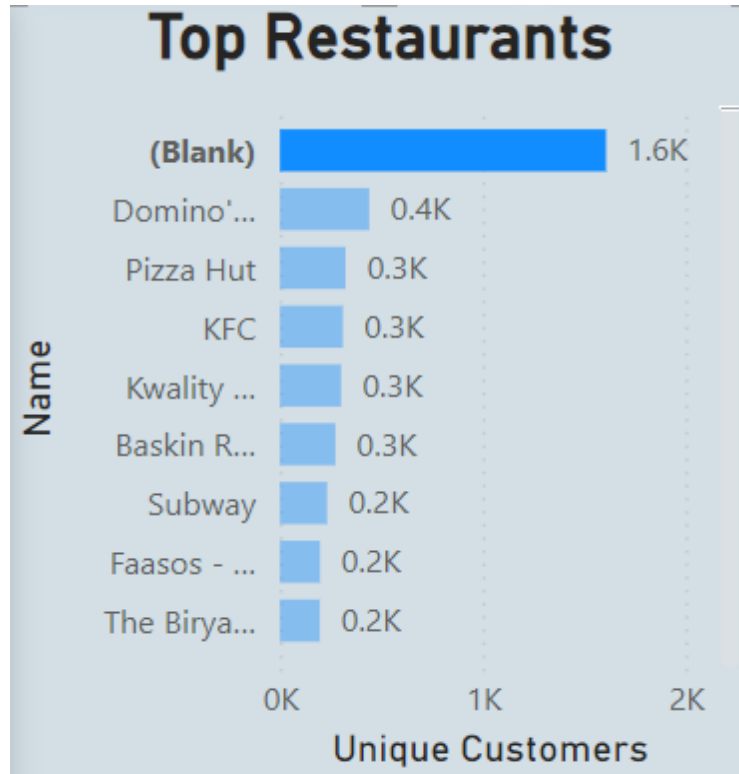
# Distribution by Cuisine



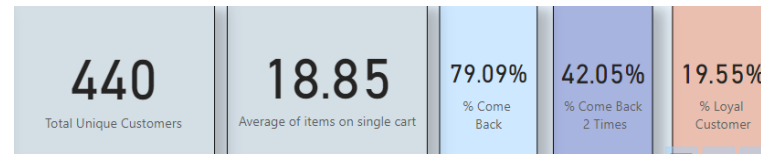
Indian and Chinese Cuisine  
are the most popular among  
customers



# Top Restaurants

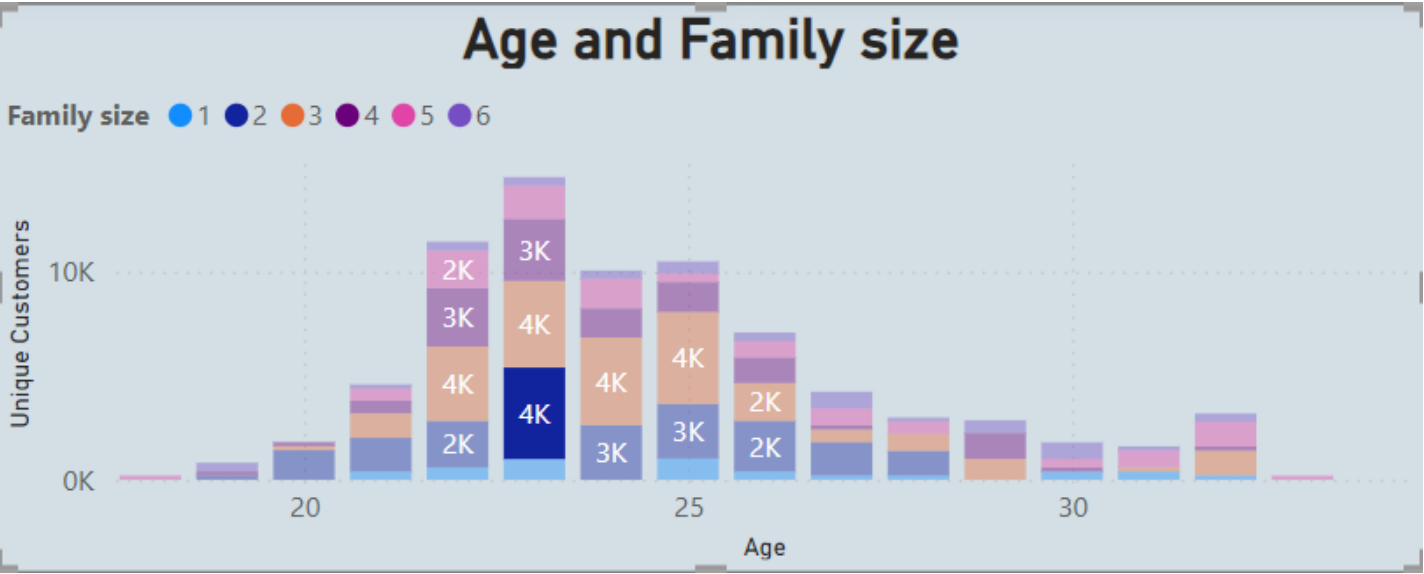


The top-performing restaurant in the dataset lacks a defined name, likely due to input errors when orders were placed. This issue requires investigation, as it impacts a significant segment of the customer base.



The stats of Domino's Pizza are our far second, followed by Pizza Hut and KFC.

# Customer Distribution by Age and Family Size



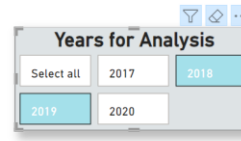
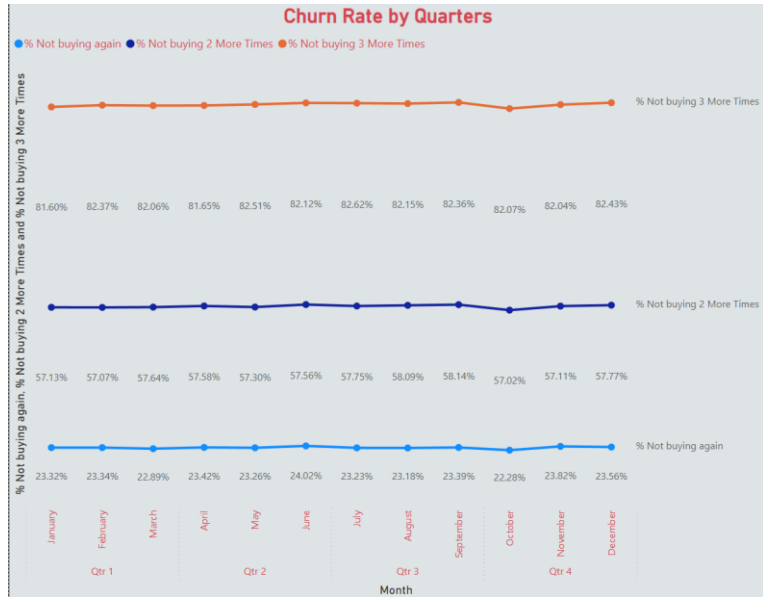
4403	15.35	56.92%	24.30%	8.49%
Total Unique Customers	Average of items on single cart	% Come Back	% Come Back 2 Times	% Loyal Customer

The best demographic in terms of Age and family size is customers of 23 years old families of 2 detailed on the stats below. Age 23 and family size 3 on third place. Customers per demographic varies from 4K to 4.3K.

4432	15.23	57.81%	24.64%	8.78%
Total Unique Customers	Average of items on single cart	% Come Back	% Come Back 2 Times	% Loyal Customer

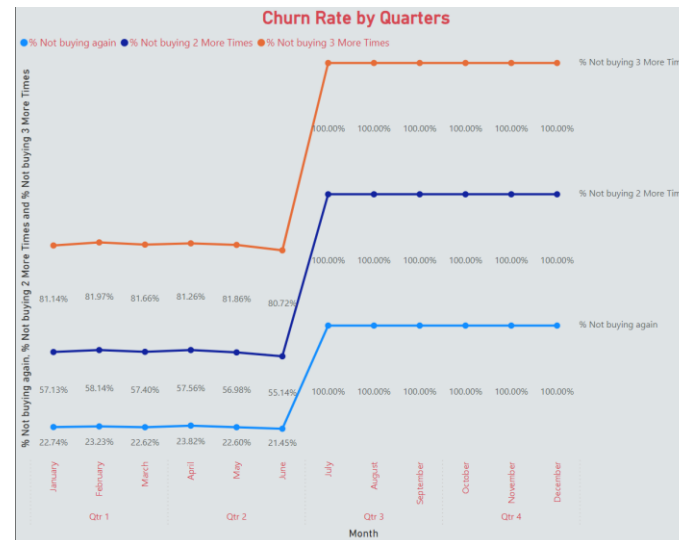
Age 25 and Family Size 3 is the second most representative segment with this stats.

# Churn Rate Distribution by Date



This analytical visual is designed to work with the slicer to granulate the data and observe the churn rate for 2, 3, and 4 purchases by unique customers over the years. Notice the seasonal trends across the quarters.

For 2018 and 2019, the churn rate for all cohorts has been increasing, as seen in the detailed percentage values. It is necessary to improve and offer incentives to reverse this trend. Additionally, Zomato should focus on the strong demographics previously described and investigate or make changes in the low recurring categories.



The general behavior of Zomato customers is positive in terms of average customer behavior. The trend of the churn rate shows a decrease up until the most recent date available in the dataset.



# Insights

- The analysis reveals a predominant customer base among graduates and postgraduates, comprising 90% of the total population of 78,000 unique customers. While there is a slight majority of male customers, gender difference does not significantly influence consumer behavior and preferences. Understanding the educational background of the clientele should remain a focal point for strategic considerations and tailored marketing efforts.
- A significant majority of the customer base consists of students with no income, totaling 36,000 unique customers, which accounts for approximately 40% of the clientele. Strategies aimed at attracting, retaining, and increasing the return rates of students and related demographics are crucial for sustained success.
- The optimal demographic in terms of age and family size are customers aged 23 with families of 2, closely followed by those aged 23 with families of 3. Each demographic segment ranges from 4,000 to 4,300 customers, highlighting their importance in the customer base.
- In terms of cuisine preference, Indian cuisine dominates, with a notable presence of Chinese dishes as well. Nine out of ten of the top-rated menu items belong to these categories, underscoring their popularity among the customers.
- Among the top restaurants on Zomato, multinational chains such as Domino's, Pizza Hut, and KFC lead the way, with traditional regional restaurants also capturing significant attention. The preference for home delivery and the manner in which customers interact with the service are crucial insights for the operational strategy.
- The target market should prioritize customers aged between 22 and 26, predominantly with families of 2-3 members, aligning closely with the most engaged demographics.
- While Zomato demonstrates healthy customer engagement over the years analyzed, there is an opportunity to foster greater customer loyalty, particularly among those who place three or more orders. Implementing these insights effectively can enhance customer retention and satisfaction across all demographic groups.



# Recommendations

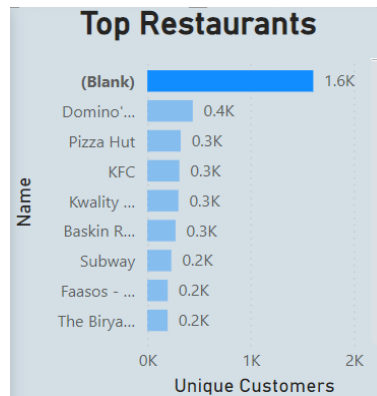
- **Tailored Marketing Strategies for Student Segment:** Given that students constitute a significant portion of the customer base, accounting for 40% of total clientele, Zomato should develop tailored marketing strategies to attract and retain this demographic. Initiatives could include student discounts, exclusive meal plans, and partnerships with student organizations or campuses to enhance brand visibility and engagement. By understanding their specific preferences and behaviors, Zomato can effectively cater to this segment's needs and increase their return rates.
- **Enhanced Focus on Indian and Chinese Cuisine:** With Indian and Chinese cuisines dominating the top-rated menu items, it is crucial for Zomato to further promote these categories. This can be achieved through curated promotions, highlighting popular dishes, collaborating with renowned local chefs or restaurants, and ensuring menu diversity within these cuisines. Investing in these culinary strengths can reinforce customer satisfaction and loyalty, leveraging Zomato's established market position in these segments.
- **Optimized Delivery Experience:** Recognizing the preference for doorstep delivery among the customers, Zomato should prioritize optimizing the delivery experience. This includes ensuring timely deliveries, enhancing packaging to maintain food quality, and investing in technology to track orders and provide real-time updates. Additionally, exploring environmentally friendly delivery options or partnerships could appeal to eco-conscious customers, further enhancing brand reputation and customer satisfaction.
- **Targeted Engagement with Key Demographics:** Focus on customers aged 22 to 26, particularly those with families of 2-3 members, should be a priority for Zomato's marketing and service strategies. This demographic shows strong engagement and potential for increased loyalty. Tailoring promotions, menu offerings, and loyalty programs specifically for this group can foster deeper connections and encourage repeat business. Leveraging data analytics to personalize marketing campaigns and communications will be essential in effectively reaching and resonating with these key demographic segments.
- Implementing these recommendations will not only capitalize on Zomato's strengths in cuisine preference and customer demographics but also position the brand for sustained growth and competitive advantage in the food delivery industry.



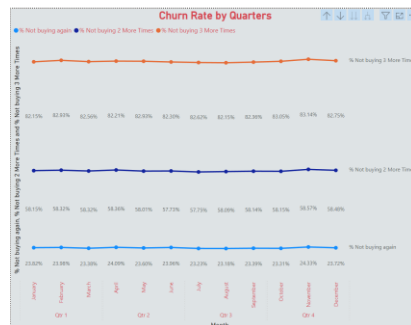
# Conclusions

## Strategic Focus on Demographic and Culinary Preferences

Zomato should strategically focus on leveraging its strong customer base of graduates and postgraduates, comprising 90% of its clientele, to tailor marketing strategies and service offerings effectively. While there is a slight majority of male customers, gender differences do not significantly impact consumer behavior. Understanding and catering to the educational background and preferences of this demographic, particularly their strong preference for Indian and Chinese cuisines, should guide Zomato's efforts in menu development, promotions, and delivery services. By aligning with these insights, Zomato can enhance customer satisfaction, loyalty, and overall market competitiveness.



It is crucial to analyze whether this sector represents a significant portion of our data or if it stems from potential input issues with our app. The significance of these purchases is evident and addressing them has the potential to significantly enhance customer satisfaction. This analysis will be instrumental in refining our strategies and improving overall service delivery.



For 2018 and 2019, the churn rate for all cohorts across the quarters has been increasing. We need to improve and offer incentives to reverse this trend. This two years are important since we have a complete dataset with a clear trend to work on.

