

## **Zomato: Segmented User Analysis**

The goal of this analysis was to really drill down into our customer data to see who our customers are and their preferences. Below is the method/logic used to determine our conclusion/recommendations.

- **What segments can they be split into?**

- Do males prefer our food more than females or vice versa?
- Do families visit our restaurants more than singles?
- Do we cater to lower income people or higher?
  - What does each income category tend to order?
- Does education level influence who visits our restaurants or what they order?

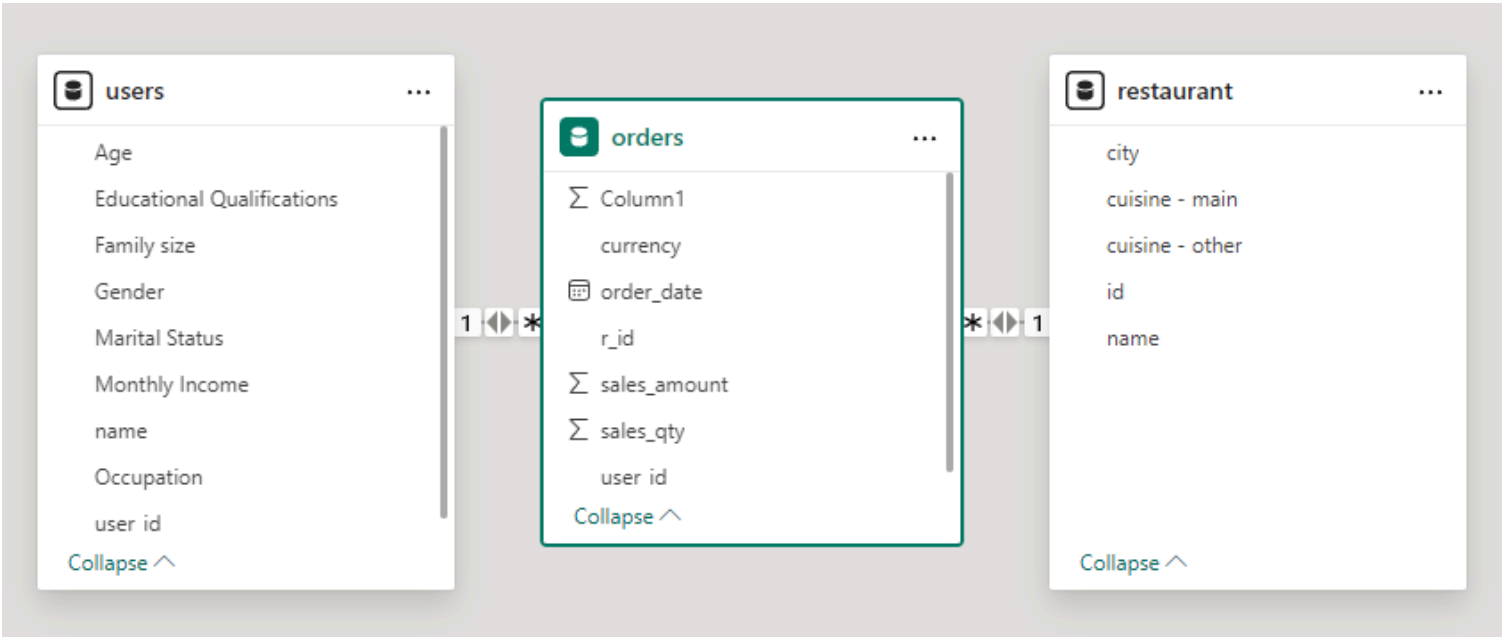
- **Data Needed / Assumptions**

- **Users**
  - Removed row # (already have user id), email, password and occupation (assuming income is more important than occupation).
- **Orders**
  - Filtered out two US transactions. Clearly, we're focusing on the Indian market.
- **Restaurants**
  - In order to sort by cuisine, I had to split the given cuisine column as the majority of cells had multiple types of cuisine. For this analysis, we are assuming the cuisine first listed is the main focus.
  - Removed Row # (already have id), Rating, Rating Count, Cost (since we already have order data), Menu, Address, Link and Lic\_No

As we go through the report, you'll see conclusions about the data on each page, with each visual.

To start, you'll see below how the data was joined.

Users (User\_ID) -> Orders (User\_ID) is a Many to One relationship and Orders (r\_id) to Restaurant (id) is Many to One as well.



Here was my estimation going into it, prior to deeply analyzing the data.

## Customer Analysis Segmentation

by

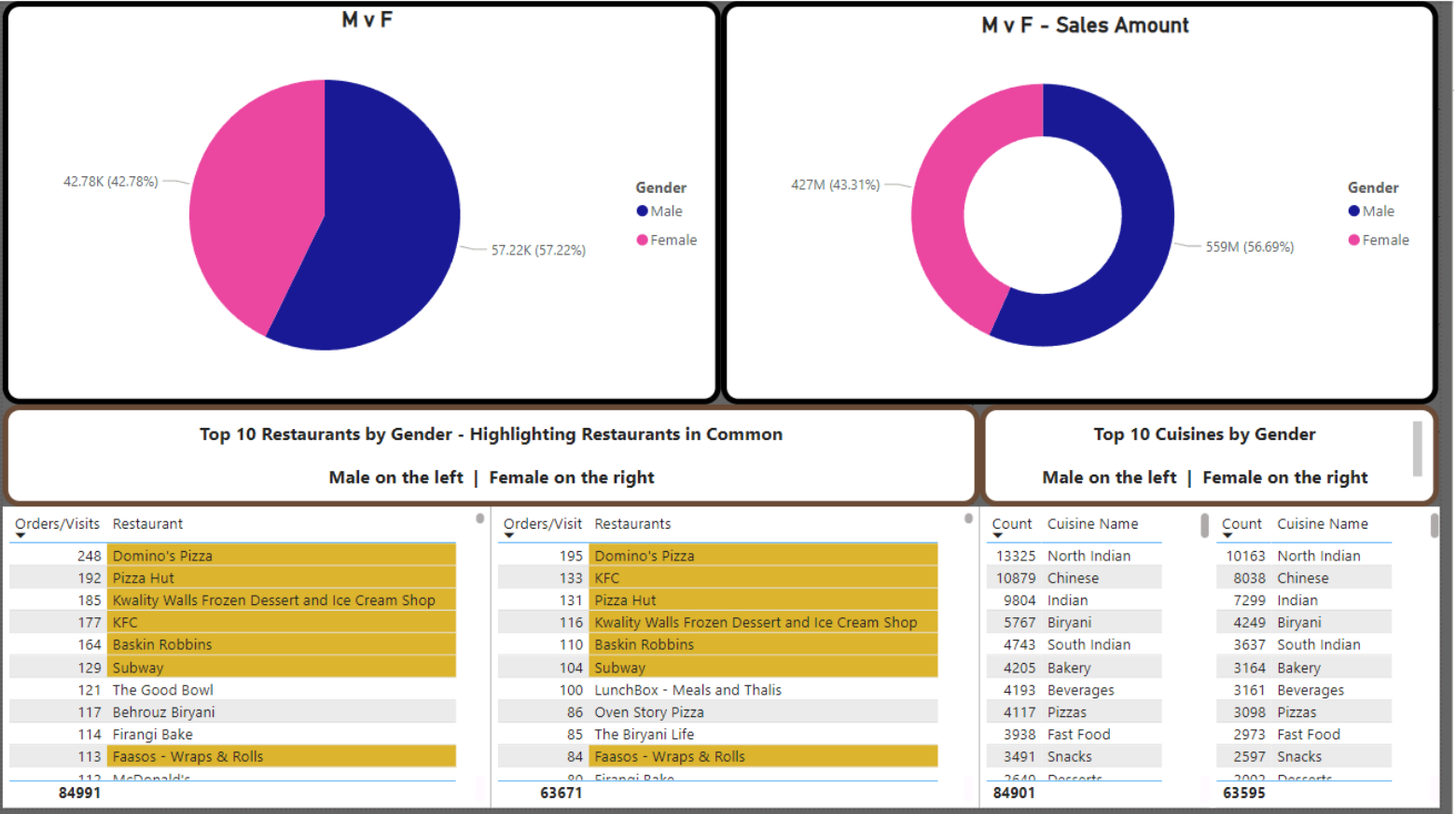
Christopher Albritton

As we proceed to look through the data, I estimate the following:

1. **Gender** - I don't think there will be major gender differences in food preference.
2. **Singles vs Families** - Families will likely spend more than singles. I do think there will be a difference in restaurant preference where families are more likely to get more bang for their buck.
3. **Income** - Higher incomes = higher bills. Similar to the difference noted above, I expect a single person making over 50k to favor different restaurants than a family making between 10k-25k.
4. **Education** - I expect more educated people to earn more which should translate into similar relationships as noted above.

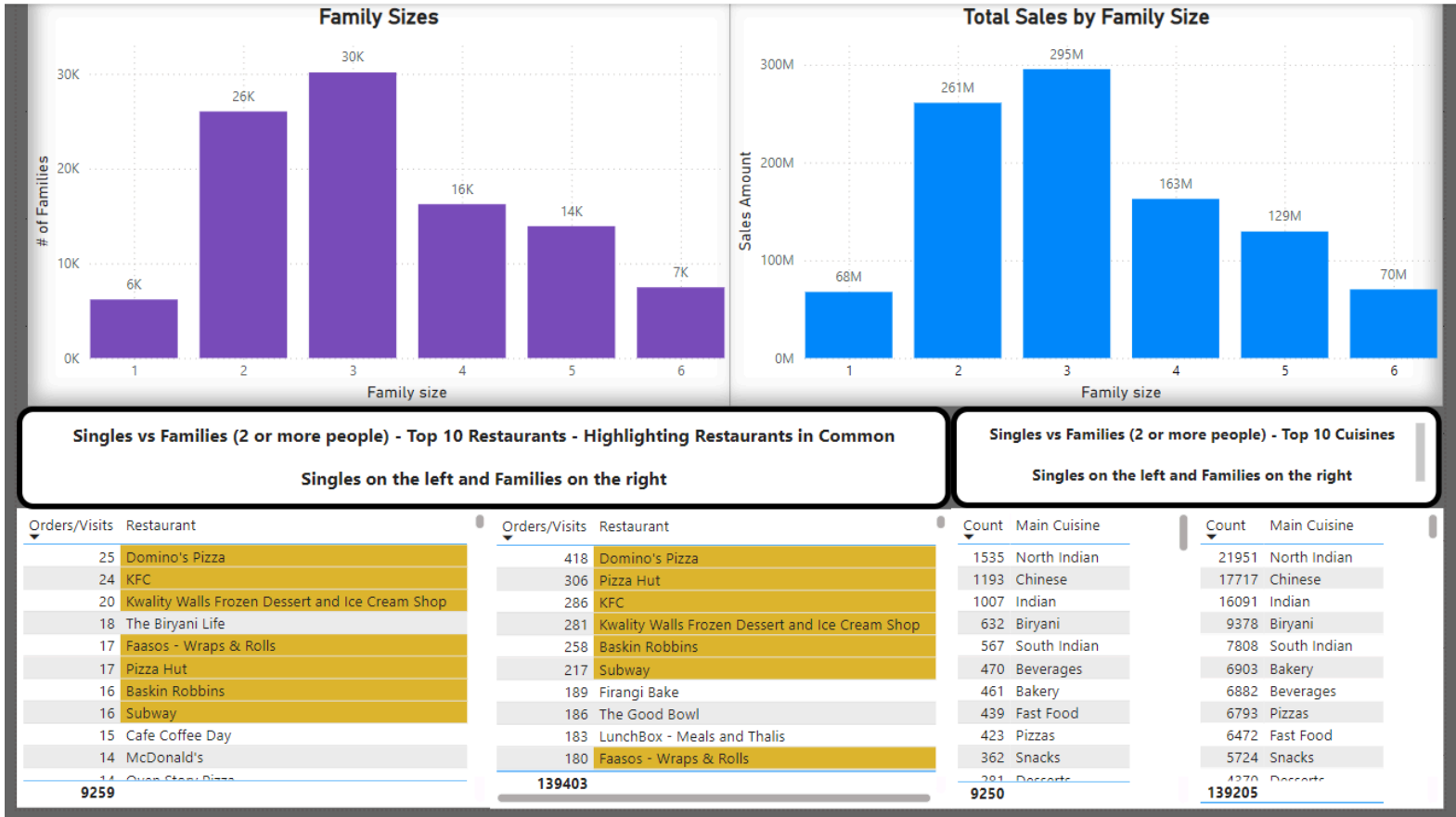
Gender - In short, no significant difference between gender preferences.

- We have a ratio of 57% male and 43% female. Going forward, we'll keep in mind this difference of 14% indicating a "baseline" of the difference.
- Sales amount was nearly the same ratio as above so it looks both genders have very similar spending habits.
- The Top 10 Restaurant preference was mostly the same, with only 3 restaurants being different.
- Cuisine was exactly the same across the board.



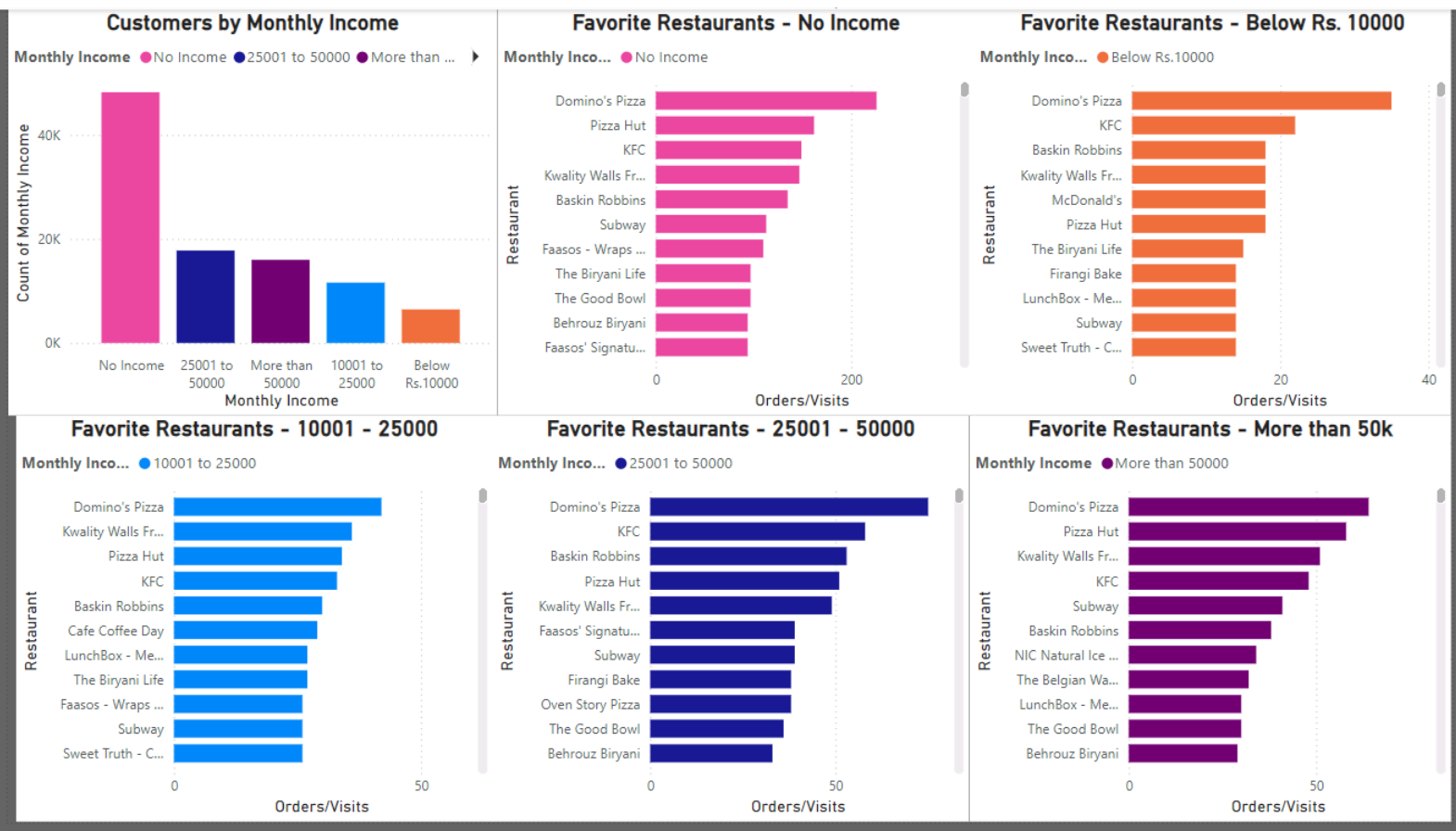
Family Size:

- Family sizes of 2 and 3 seem to spend the most money, so we'll want to focus efforts on catering to that group more if possible.
- In regard to Restaurant and Cuisine preferences, there are some differences of course but nothing major.



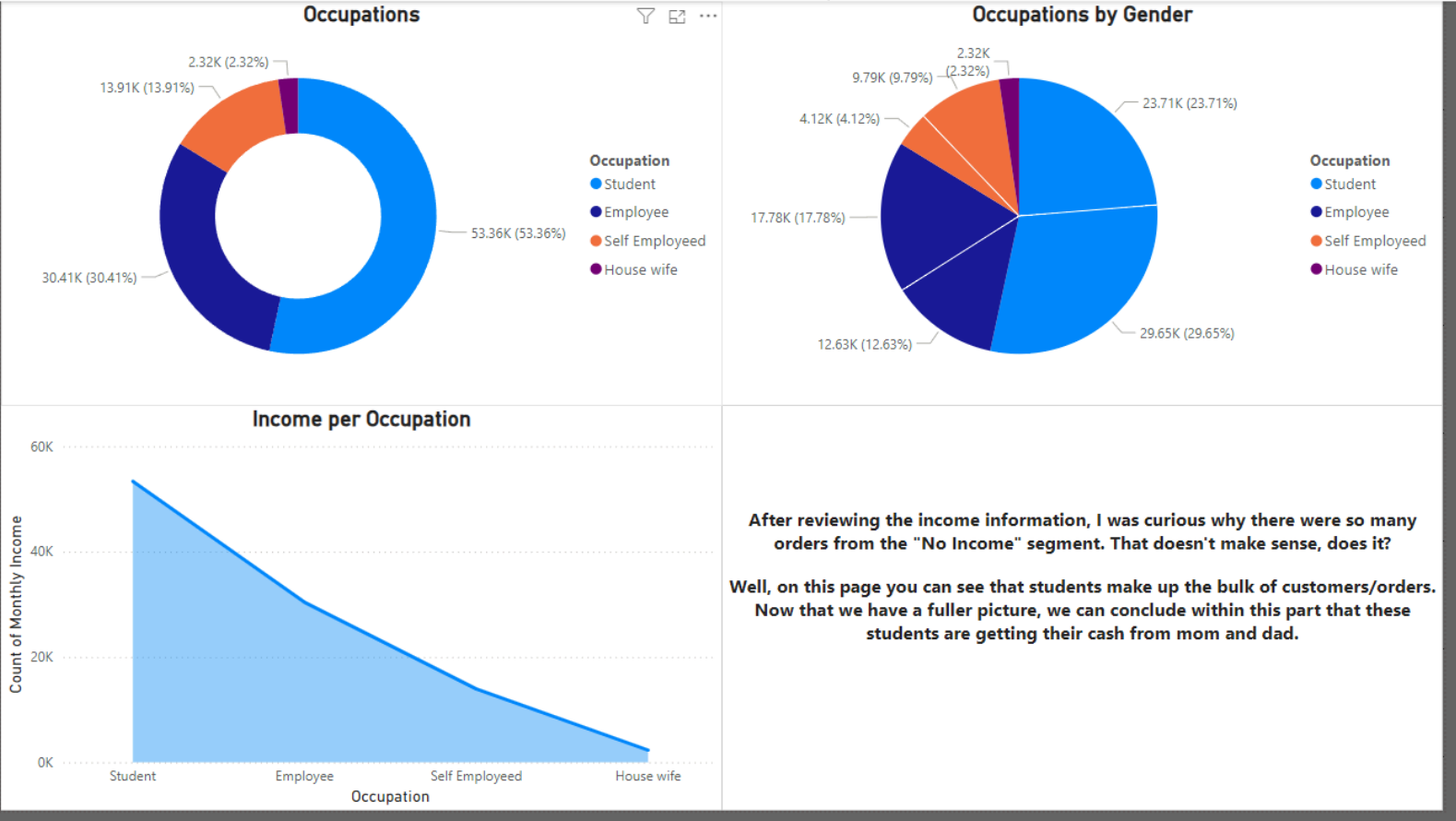
## Income:

- The same 7 restaurants in common we've seen so far are also seen here. It seems that regardless of income level people with "No income", "More than 50k" and everyone in between like their pizza and KFC just the same.
- Something that's interesting though is that there are far more people with "No income" than any other segment. You'd think that wouldn't be the case but we'll see why in the next section.



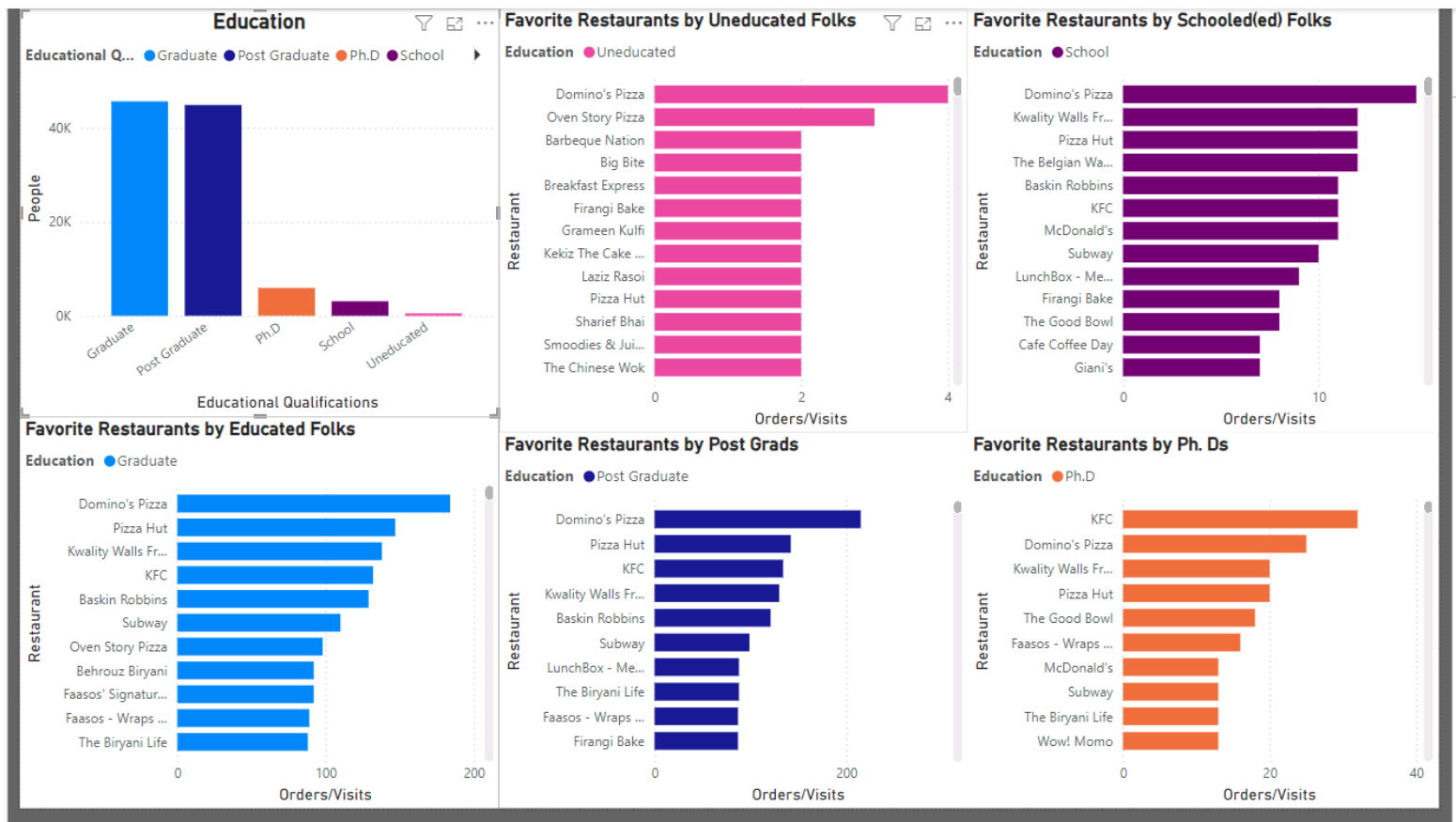
Occupation:

- This section was entirely inspired by the previous statement. Turns out the majority of people in the "No income" section are students! Since they're not making any income, it seems their parents are funding their budget.
- Possibly something we could do is integrate our franchises into campus foot courts to expand our presence further and of course increase revenue.



## Education:

- Here we actually start to find some interesting variation. To the point where each scenario is fairly decent. We do still have some staples in there like Domino's, Pizza Hut, KFC and Subway though.
- All in all, over 90% of our customers are Grads and Post Grads so I would recommend focusing on expanding the footprints of restaurants like the ones they already frequent and/or similar alternatives to give some variety.





## Conclusion/Recommendations:

- I would recommend focusing expansion efforts towards catering to students since they are 53% of our customer base and also had the highest amount of variation compared to all other scenarios.
- Also, when comparing against all levels of education, Grads and Post Grads made up 90% of our customers

### Conclusion

#### • Gender - In short, no significant difference between gender preferences.

- We have a ratio of 57% male and 43% female. Going forward, we'll keep in mind this difference of 14% indicating a "baseline" of the difference.
- Sales amount was nearly the same ratio as above so it doesn't look like both gender spend about the same on food.
- The Top 10 Restaurant preference was mostly the same, with only 3 restaurants being different.
- Cuisine was exactly the same across the board.

#### • Singles/Families

- Family sizes of 2 and 3 seem to spend the most money, so we'll want to focus efforts on catering to that group more if possible.
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**In conclusion, I would recommend focusing expansion efforts towards catering to students since they are 53% of our customer base and also had the highest amount of variation compared to all other scenarios. Also, when comparing against all levels of education, Grads and Post Grads ordered the most from our locations.**