Customer Analysis Segmentation

Questions:

- **Who are Zomato's customers?** (Gender, Marital Status, Income, Education, Family Size)

- **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

- **Visuals done in Power BI**
  - **Gender**
    - M vs F
    - M vs F - Sales Amount - Total M vs Total F
    - M vs F - Restaurant ID - Top 10
    - M vs F - Cuisine - Top 10
  - **Singles vs Families (> 1)**
    - S vs F
    - S vs F - Sales Amount - Total S vs Total F
    - S vs F - Restaurant ID - Top 10
    - S vs F - Cuisine - Top 10
  - **Income**
    - Favorite Restaurants - No Income
    - Favorite Restaurants - Below Rs.10000

- - ■ Favorite Restaurants - 10001 to 25000
    - ■ Favorite Restaurants - 25001 to 50000
    - ■ Favorite Restaurants - More than 50000
  - ○ **Education**
    - ■ Favorite Restaurants - Uneducated
    - ■ Favorite Restaurants - School
    - ■ Favorite Restaurants - Graduate
    - ■ Favorite Restaurants - Post Graduate
    - ■ Favorite Restaurants - Ph. D

| Intro/Hypothesis | Gender | Singles/Families | Income | Education | Conclusion |

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by

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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.
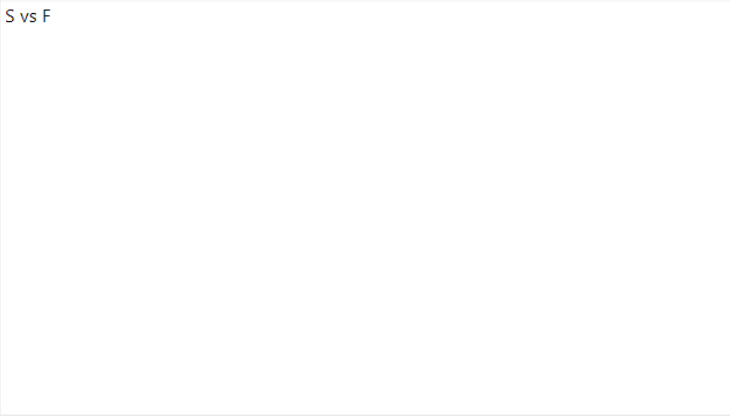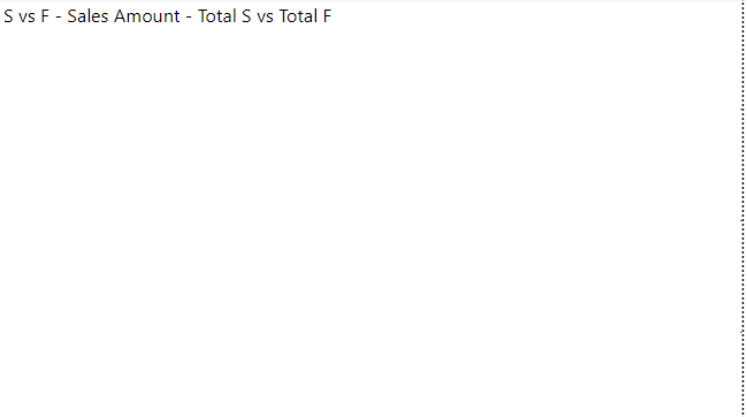
M vs F

M vs F - Sales Amount - Total M vs Total F

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S vs F - Sales Amount - Total S vs Total F

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