**Zomato Customer Analysis**

Objective

To analyze and understand Zomato customer segments and their spending behaviors. See how spending behaviors may differ from each segment.

Data

To complete this task the data spreadsheets used were: Users Table, Orders Table and Restaurants Table.

In the Restaurants Table rows were omitted with blanks in the cuisine column.

In the Orders Table rows were omitted with blanks in the r\_id column. Rows were omitted with over 1,000 in the Sales Quantity column. As these numbers are large and appear to be outliers in the data. Added order\_day\_of\_week column. Filtered out restaurants with less than 1,000 orders in the Sales Quantity Column.

Analysis

Customers were groupeda into 6 segments to understand just exactly who the majority of Zomato’s customers are, what are there spending habits and how do they change amongst different segments.

The six segments are:

1. Age
2. Occupation
3. Gender
4. Monthly Income
5. Marital Status
6. Family Size

Age:

The age segment is broken down into four different categories: 18-20, 21-24, 25-29, and 30-33. Age was broken down into these categories based on age ranges and how people in these are ranges and generally in the same stages of life.

Looking at the data the most popular age range of users is between the ages of 21 to 24.

Occupation:

The occupation segment is divided by Student, Employee, Self-Employed and Housewife. These categories are taken from the Users Table where users entered this information themselves on their Zomato profile.

Most of Zomato’s users are Students.

Gender:

Again this information was taken from the Users Table where users input this data into their profile.

58% of users are male and 42% of users are female.

Monthly Income:

Monthly Income segment is divided into the following categories: No Income, Below 10,000 Rs, 10,0001-25,000 Rs, 25,001-50,000 Rs, and more than 50,000 Rs.

This information was taken from the Users Table where the income categories were already in place.

No Monthly Income is the highest user category.

Marital Status:

This information was taken from the Users Table and has three categories: Single, Married and Prefer Not to Say. The users are:

Single: 69%, Married: 28%, Prefer Not to Say: 3%

Family Size:

Family Size information was again taken from the Users Table. Family Size categories range from sizes 1 to 6. The majority of users have a family size of 3, with a family size of 2 right behind.

This was information again entered by the individual users. The assumption is that this is taking into account how many people live in one particular unit, not if they are related. This assumption is based on the previous segment analysis that tells us that the majority of customers are aged 21-24 students with no income.

Customer Spending Habits

Day of Week:

The users spend the most money on weekdays, Monday through Friday. Friday taking the top spot followed by Wednesday and Tuesday. There is a drastic difference in spending on weekdays compared to weekends. Friday, the top weekday, had $250 million in sales. While Saturday, the top weekend day, had $1.3 million in sales.

Cuisine:

The top 3 cuisines amongst Zomato customers are: North Indian, Chinese and Indian.

Rating Count:

On the Zomato app customers are allowed to see how many ratings/quality of the ratings a restaurant has before placing an order. The categories for the ratings are: too few ratings, 20+ ratings, 50+ ratings, 100+ ratings, 500+ ratings, 1k+ ratings, 5k+ ratings and 10k+ ratings.

The rating category that has the most amount of orders is Too Few Ratings with $526M, followed by 20+ ratings with $150M.

Overall Analysis

The majority of Zomato’s customers are college students aged 21-24 who have no income. The college age segment also places order Monday through Friday, with very minimal orders on weekends. It can be assumed that the students are ordering food on weekdays when they have class, have homework and are generally very busy and declines on weekends when they may have more free time to go out and spend with friends or go home and visit family.

The next most popular segment is young professionals. This group is aged 25-29 and the man profession is an employee. The young professional segment represents young people who recently graduated from college and have just entered the workforce. This segment also places the majority of orders and weekdays, Friday being number one, and again drops off on weekends. Again, it can be assumed that this segment is busy with work during the week, and particularly tired on Friday. And has more free time to spend with friends, family or cooking at home on weekends.

North Indian cuisine is the number one cuisine amongst all different segments. This being the most popular cuisine could be why there is no correlation between the amount of orders placed and the amount of reviews that a restaurant has. It was hypothesized that in the analysis the more reviews that a restaurant has the more likely it was have a higher number of orders. This can be attributed to the fact North Indian Cuisine is the staple cuisine for where Zomato customers live. Customers are looking for food that they enjoy, and are familiar with and a restaurant rating on the app does not factor into their ordering decisions.

It would be beneficial for Zomato to also give us access to data on when the users accounts were created so how long users stay active could be tracked. It is reasonable to assume that, since the majority of users are college students or recent working graduates, users stop using the app as they get older and start their own families. As maintaining customers is easier than attracting customers, it would benefit Zomato to continue to attract younger customers and maintain them as the become older.

The house-wife and self-employed segments are very small, due to the fact that these segments may have more time at home to cook during the week than students and employed segments. It is also likely that these segments spend more time in the house and when they are not cooking they are eating out at restaurants and not ordering meals online. Trying to appeal to these segments likely does not have a high return on investment. Instead, appealing to the employed young professionals will. Some possibilities are to offer promotions during lunchtime so these users order lunch instead of bringing it with them. Also, offering promotion during the weekends to both the 21-24 and 25-29 segments will help increase revenue. Alongside promotions from the company, user can also receive notifications from the app during non high-peak times to order food, or an alert about their favorite restaurant or a place they might like to try.