

Zomato Customer Segmentation & Behavior Analysis

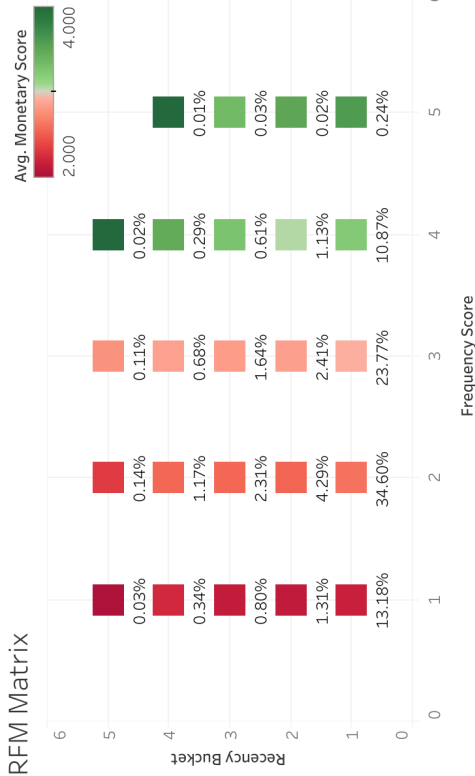
A visual analysis of Zomato customers: who they are, how they order, and what drives value.

Filters: Gender, Marital Status, Education and Occupation (click any visual to filter too)

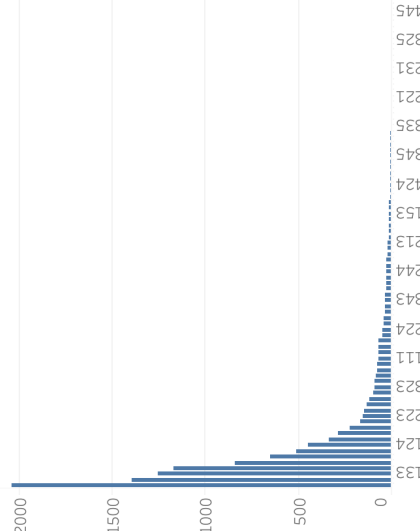
Gender: All
Marital Status: All
Educational Qualifications: All
Occupation: All

Customer Segmentation Overview: Identify distinct user groups based on recency, frequency, and monetary behavior.

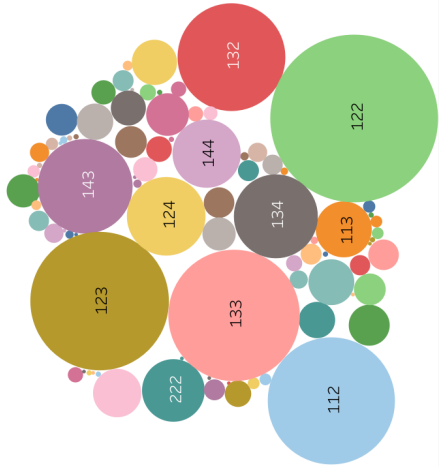
RFM Matrix



RFM Segment Code vs Count of Users

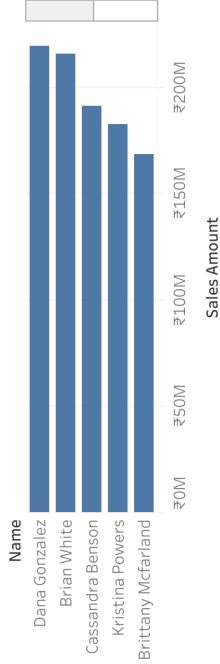


Visualizing Customer Segments by RFM Code

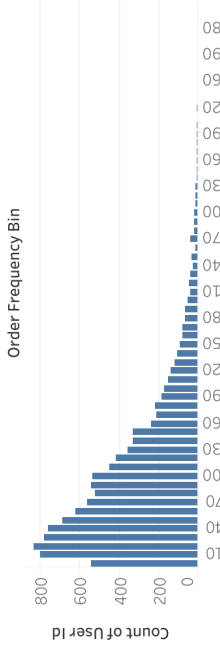


Customer Behavior Insights: Explore trends in user order frequency, spending habits, and purchase seasonality.

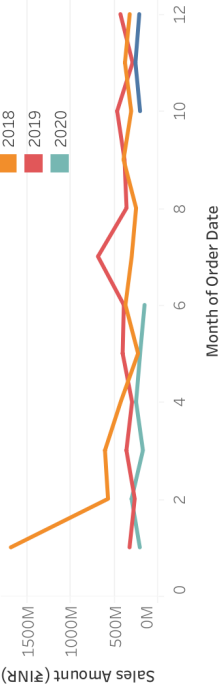
Highest Spending Customers



Order Frequency: How Often Do Users Buy?



Monthly Sales Trends (by Year)



Demographic Analysis: Breakdown of customer performance by occupation, age, gender, and marital status.

Sales by Occupation (INR)



Total Orders by Marital Status



Customer Age Distribution

