

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

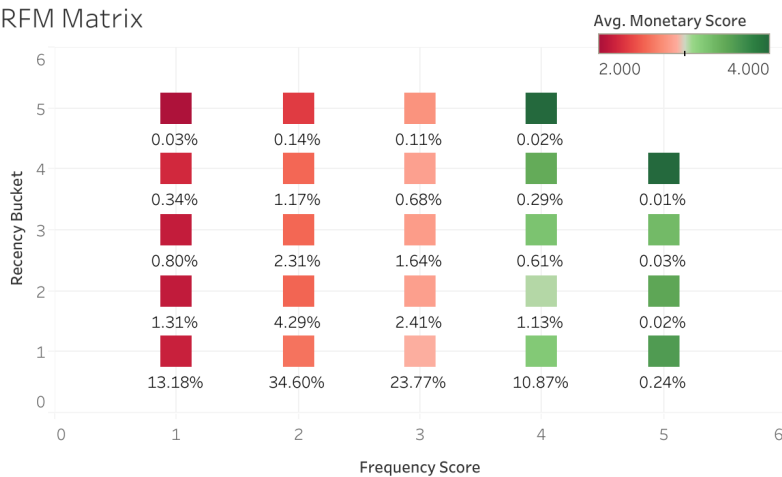
Marital Status
All

Educational Qualifications
All

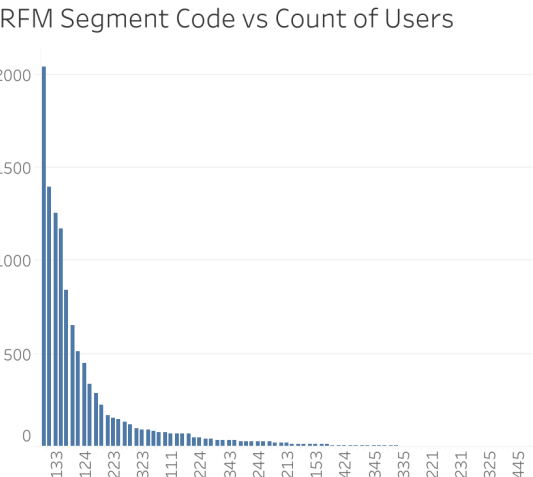
Occupation
All

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

