



# zomato



Title: Zomato Customer Analysis

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# Introduction

## Purpose.

The purpose of this analysis is to provide a detailed examination of Zomato's customer demographics and purchasing behavior. By understanding who Zomato's customers are and how they interact with the platform, we aim to identify key trends and patterns that can inform strategic decisions. The ultimate goal is to provide actionable insights and recommendations to enhance customer engagement and drive business growth.

## Key Points Covered.

### Customer Demographics.

- **Age Distribution:** Analyzing the age distribution to determine the age groups that predominantly use Zomato.
- **Gender Distribution:** Examining the gender distribution to understand the male-to-female ratio among customers.
- **Income Levels:** Assessing the income levels to see how financial status influences purchasing behavior.
- **Marital Status:** Understanding the marital status of customers to identify any significant patterns.

### Purchasing Behavior.

- **Order Frequency:** Investigating how often different customer segments place orders.
- **Average Order Value:** Calculating the average amount spent per order across different segments.
- **Order Trends Over Time:** Analyzing order data to identify peak times and seasonal trends in purchasing behavior.

### Segment Analysis.

- **Young Professionals:** Identifying this segment's purchasing patterns and preferences.
- **High-Income Families:** Examining the buying behavior of high-income families to understand their impact on sales.

### Conclusions.

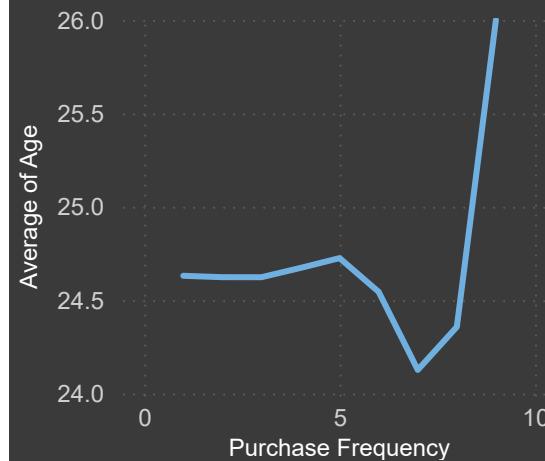
- Summarizing key insights about customer demographics and purchasing behavior.
- Highlighting how these insights can influence Zomato's strategic decisions.

### Recommendations.

# Customer Demographics

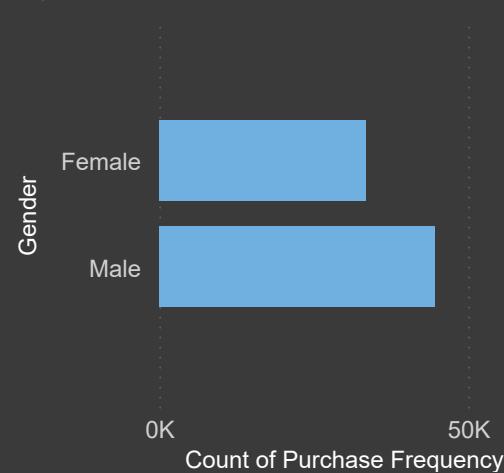
## Age Distribution

Average of Age by Purchase Frequency



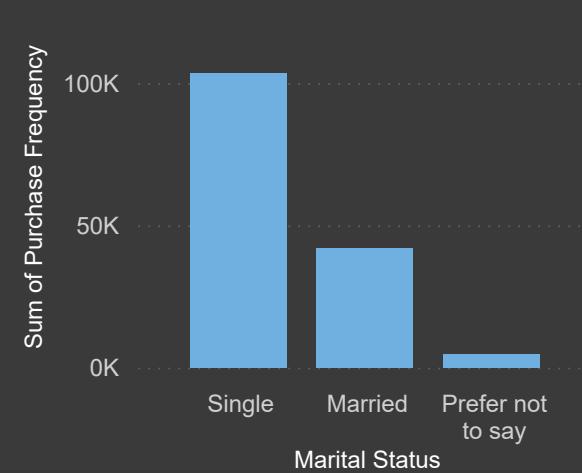
## Gender Distribution

Count of Purchase Frequency by Gender



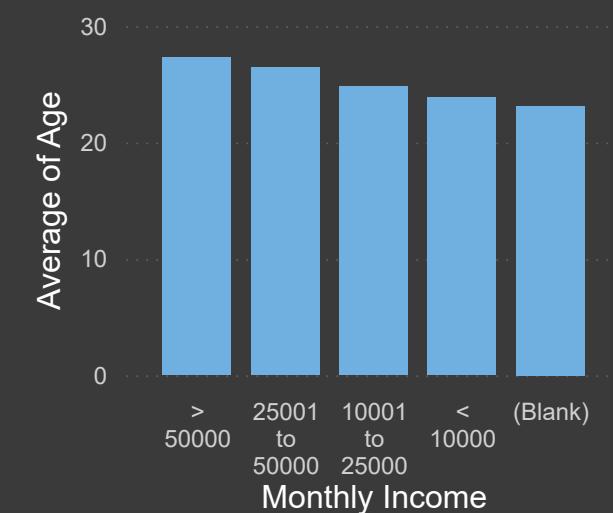
## Marital Status

Sum of Purchase Frequency by Marital Status

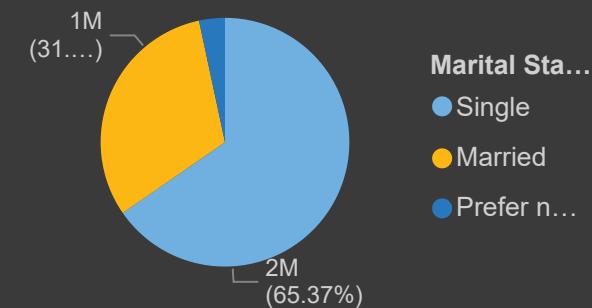


## Income Levels

Average of Age by Monthly Income



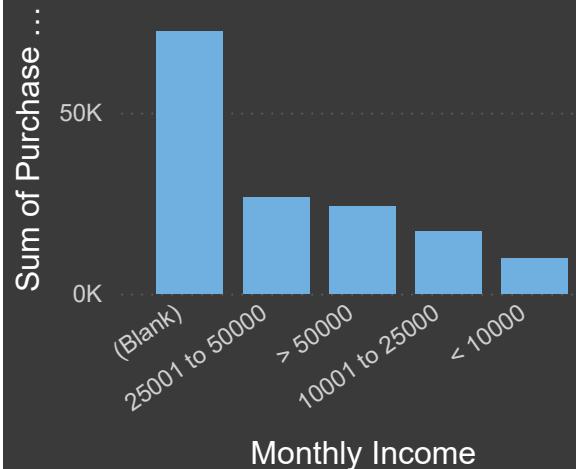
Sum of Age by Marital Status



# Purchasing Behavior

## Order Frequency

Sum of Purchase Frequency by Monthly Income



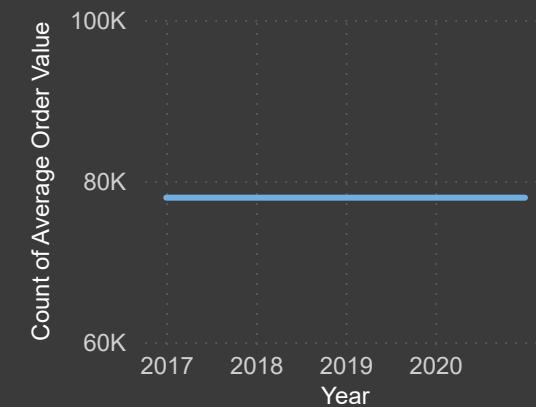
## Average Order Value

Count of orders. Total Sales Amount by Average Order Value

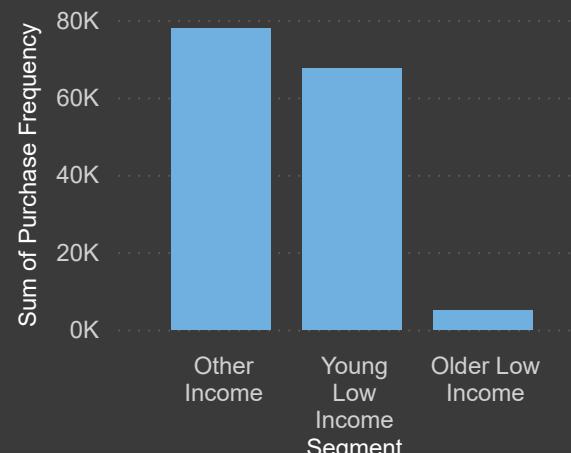


## Order Trends Over Time

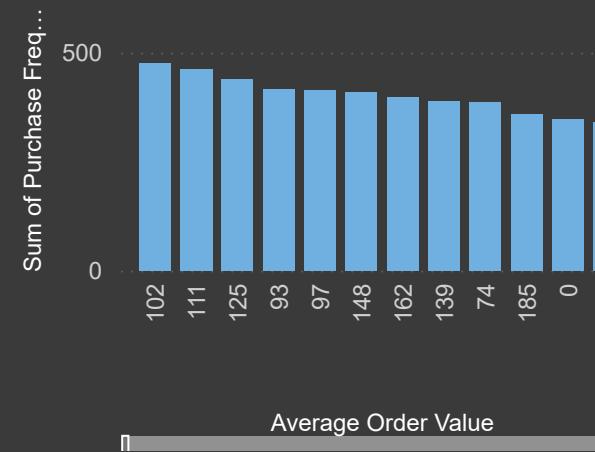
Count of Average Order Value by Year, Quarter, Month and Day



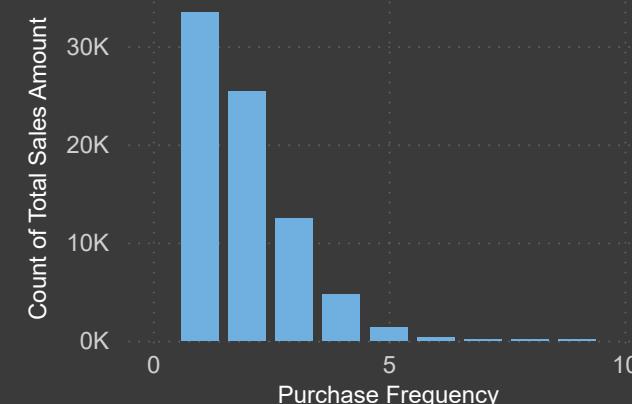
## Sum of Purchase Frequency by Segment



## Sum of Purchase Frequency by Average Order Value



## Count of Total Sales Amount by Purchase Frequency



# Findings

## Customer Demographics

- **Age Distribution:** The majority of Zomato's customers fall within the 18-35 age range, indicating a younger customer base.
- **Gender Distribution:** Male customers purchased more frequently unlike female customers .
- **Income Levels:** Higher-income groups tend to place more orders, but significant activity is also observed in middle-income segments.
- **Marital Status:** Single individuals constitute a larger portion of the customer base compared to married individuals.

## Purchasing Behavior

- **Order Frequency:** Younger customers (18-25) tend to order more frequently compared to older age groups.
- **Average Order Value:** Higher-income customers have a higher average order value compared to lower-income customers.
- **Segment Analysis:** High-value segments include young professionals and high-income families, who consistently show higher purchase frequencies and order values.

# Conclusion & Recommendations

## Conclusions

1. **Demographic Influence:** Age and income significantly influence purchasing behavior. Younger customers and higher-income groups are key drivers of frequent and high-value orders.
2. **Customer Segmentation:** Effective segmentation reveals that targeting young professionals and high-income families can maximize revenue due to their distinct ordering patterns and higher spending.

## Recommendations

1. Implement loyalty programs that reward frequent orders and high spending. For example, offer a discount or a free item after a certain number of orders or when a spending threshold is reached.
2. **Personalized Recommendations:** Use data analytics to provide personalized food recommendations based on past orders and preferences.
3. Continuously analyze customer data to identify emerging trends and shifts in behavior. Use these insights to adapt marketing strategies and improve customer satisfaction.