**Customer Demographics of Zomato Food Delivery (2017-2020) – John Ahern**

1. **Executive Summary**
   1. Purpose of Report – Overview of Customer Analysis of Zomato customer demographics from 2017-2020. We are looking to discover the most common demographics of these customers so we can determine advertising/promotion strategies.
   2. Hypothesis – Primary customers are students and young business professionals that do not have free time to cook, good customer ratings lead to repeat business, and business tends to decrease around the holiday season.
2. **Introduction**
   1. Background – Zomato is a food delivery service established in 2017 with a primary focus on fast delivery to its clients.
   2. Objectives – Determine the demographics of customers most frequently use the food delivery service to determine the target audience moving forward.
3. **Methods**
   1. Data Source – Spreadsheets were submitted directly from Zomato in reference to their user, order, and restaurant information. These tables were joined on the “user id” and “restaurant id” columns respectively.
   2. Data Cleaning – Data was cleaned by removing any duplicates of order information, removing blank lines and any outliers on all sheets.
4. **Demographic Analysis**
   1. Age Distribution – It has been found that roughly 83% of Zomato customers are between the ages of 20-27.
   2. Gender Breakdown – roughly three out of every five Zomato customers are male.
   3. Income Level – It has been found that roughly 53% of customers are students with no income, 30% are employees, with the remaining 17% as self-employed and housewives.
   4. Marital Status – It has been found that 69% of customers are single which indicates it is harder to find time to make meals for themselves.
5. **Sales Trends and Changes (2017-2020)**
   1. Growth Patterns – we did see an immediate boost when the business first opened, due to promotions and advertising in the first six months.
   2. Expected Regression – overall revenue did drop drastically following a peak in March 2018.
   3. Stabilization – 2019 appeared less drastic as a whole and appeared to stabilize in consistent business for the year.
   4. External Factors – A big decline seen for 2020, with June being the lowest revenue month since inception.
      1. Because of COVID-19 pandemic.
   5. We have found that the biggest business spikes occur around the summer months (June and July namely) and that business tends to drop around the holiday season.
6. **Average Rating Implications**
   1. Segmentation/Filtering – We first removed any orders that weren’t rated. I then removed any outliers on ratings under 1.5 as they accounted for less than 1% of the overall revenue.
   2. Once Filtered – It was found that 80% of revenue gained from orders had ratings between 3.5 and 4.5 – anything higher was rare.
   3. Bad Rating Effect - Any rating of 3 or less accounted for 5% of total revenue.
7. **Conclusion/Recommendations**
   1. Conclusive Results
      1. Primary demographic is a single male, aged 20-27, who is a student/young business professional.
      2. Customer overall revenue has been struggling since fall off from business inception of peak March 2018.
      3. Customers who give a rating of 3 or less are rarely repeat customers and do not spend more with Zomato.
   2. Recommendations
      1. Develop discounted student plan to grow immediate student business.
         1. Partner with local college restaurants.
      2. Look to develop a big advertising/promotional season towards the end of the year to drive business around the holidays.
      3. Look to “make it right” with customers who give a rating of 3 or less.
         1. Either discount, free meal, or credit for original meal.
8. **Appendices**
   1. Data taken directly from the Zomato User Datasheet.
   2. Dashboard with Associated Visuals - <https://public.tableau.com/views/finalproject072824/CUSTOMERDEMOANALYSIS?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link>