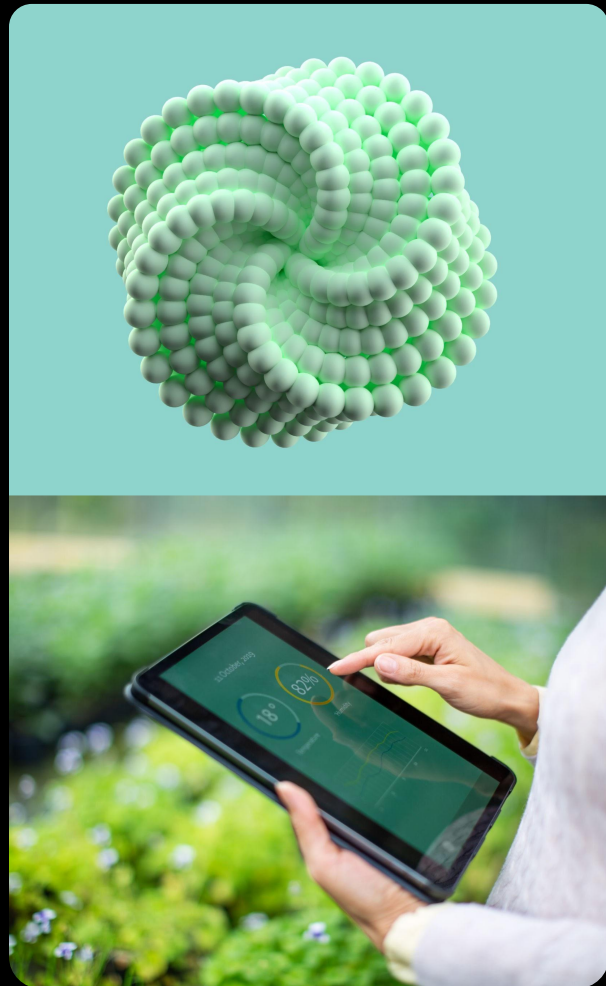




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# Zomato BI Presentation

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# Overview

This project focuses on the analysis of Zomato's customer base, their occupation and purchase behavior.

The goal is to identify who are Zomato's customers in terms of gender, occupation, and purchase history to apply targeted marketing . The visual analysis would provide insights on which customer segments the marketing team should focus their attention in order to improve the business performance.

Who is Zomato?

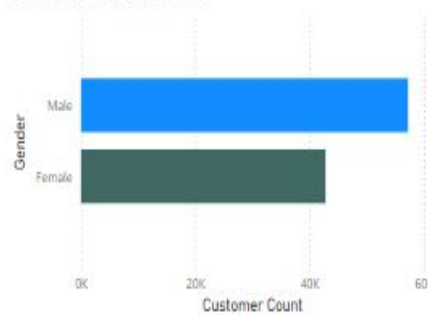
Zomato is a multinational restaurant aggregator and food delivery company.

# Segmentation Dashboard

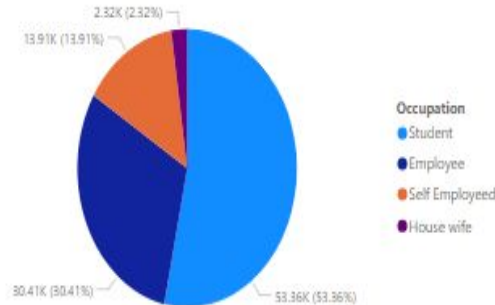


## Zomato's Customer Analysis

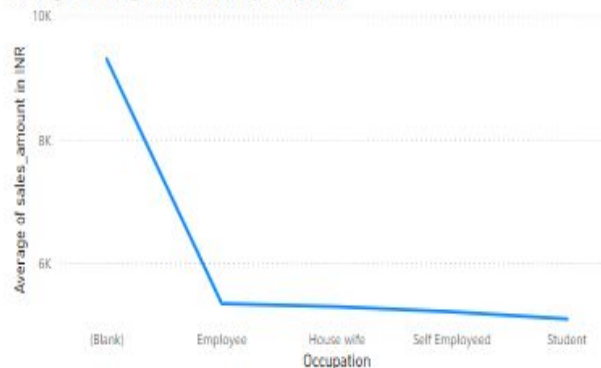
Customer Count by Gender



Count of Customer by Occupation



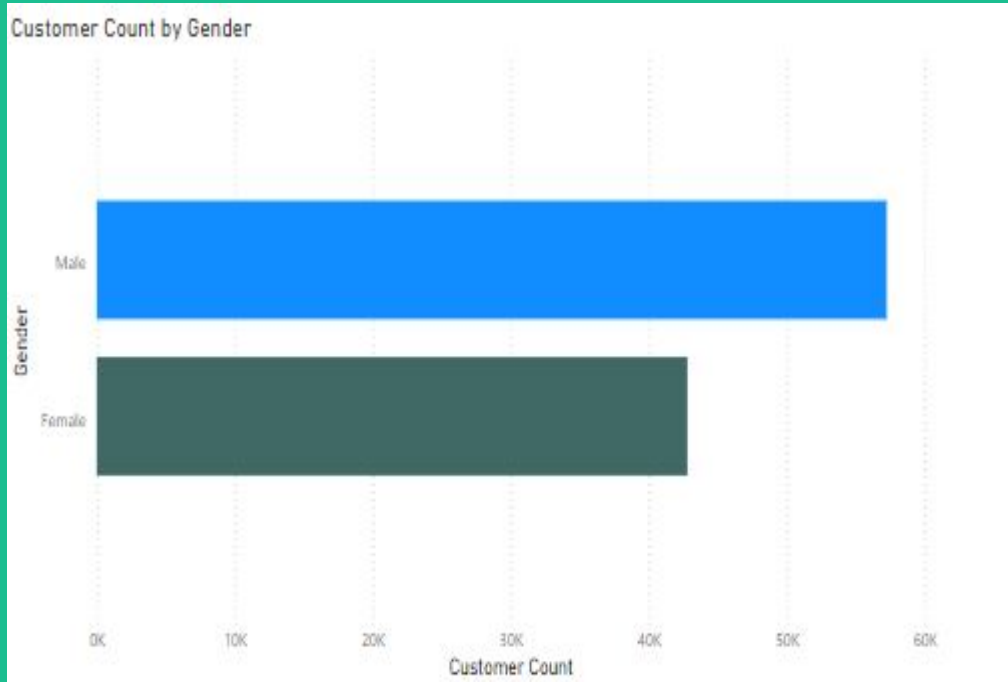
Average of sales amount in INR by Occupation



This Dashboard provides information on distinct segmentation of Zamoto's customers based off the following:

- Occupation, and gender.
- A look into the correlation between customer purchase history and their occupation.

# Customer Segmentation

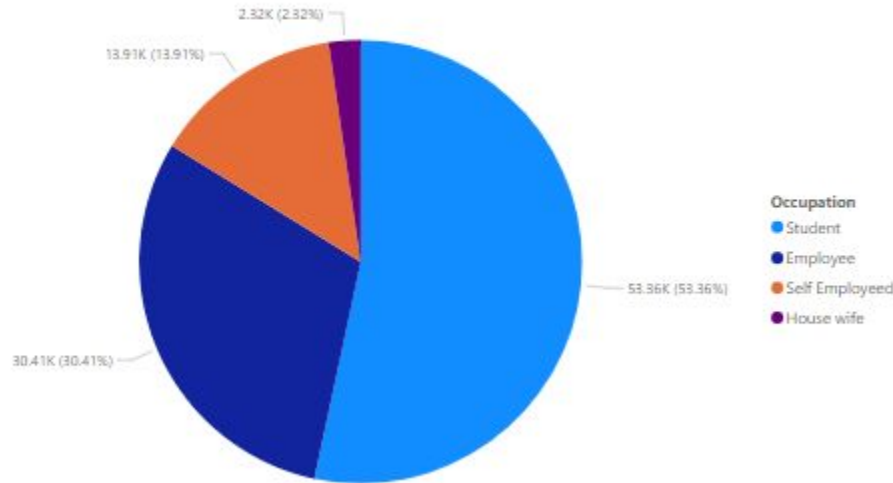


- Zomato has a higher number of male customers(57,218). While female customers(42,782) are a bit behind
- The gap between the two is (14,436), which is a significant difference

# Occupation



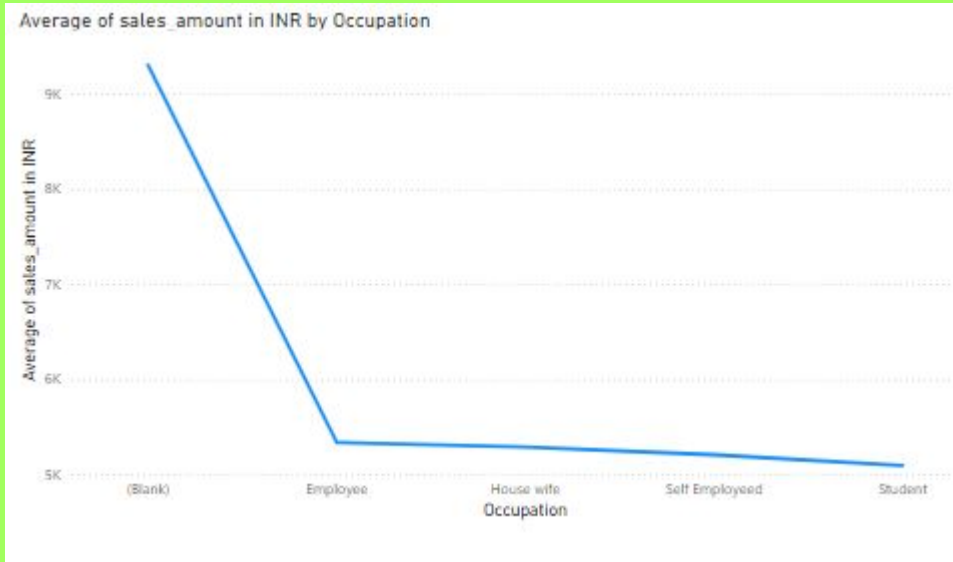
Count of Customer by Occupation



- Student account for (53.36%) of customers
- Next would be Employee's accounting for (30.41%)
- Next are self employed customers at (13.91%)
- Lastly are housewives with the least at (2.32%)

The reason why students make up the majority of customers, is because of the select lower price menu options that allows them to eat while on a budget.

# Purchase History



- Customer who are employed through a company lead in average sale (5,338.31).
- In 2nd are housewives with (5,289.75). Which is interesting because they make up the lowest in customers attending.
- Self employed customers are next with (5,208.10).
- Last are students with (5,095.18) in average. While having the biggest percentage in customers. They make up lowest in average sales

# Recommendations



- Zomato's should market towards housewives.
- Loyalty points, happy hour or specific promotions could help increase their customer count
- Offer gender and age group personalized experiences, and promotions. The analysis suggests it will help increase the female customer gap
- As far as increasing student spending, try using a bundle deal or give a discount for students.