Zomato Insights and Recommendations

Summary:

This Zomato analysis examines customer behavior, sales trends, and purchasing patterns to uncover areas for growth. While all customer segments were considered, Families stood out as the most valuable group, making them a central focus of the study. Despite their strong contribution to sales, a consistent challenge emerges: weekend performance declines across every customer segment, including Families.

Key Findings:

Building on these insights, the following key findings highlight where Zomato's customer base creates value, and where opportunities remain underdeveloped.

Key Findings

1. Families as the Core Driver – Families contribute the highest revenue overall, with high-frequency families proving to be the most loyal and consistent customers.

2. The 'No Income' Segment – Most customers are recorded as having "No Income," yet this group shows the highest Average Order Value. This unusual pattern suggests the need for closer examination of how customer income is reported and interpreted.

3. Untapped Weekend Potential – The majority of orders occur Monday through Friday, while weekends remain underutilized. On weekends, Families see a 32% drop in sales, Individuals decline by 22%, and Students show the steepest decrease at 39%. These gaps highlight a significant opportunity for targeted weekend engagement.

4. Quarterly Performance Variations – Sales trends also dip in Q2 and Q4, periods that align with the end of the school year and the holiday season. These seasonal

patterns suggest that additional promotions or tailored campaigns during these quarters could help stabilize revenue.

Business Recommendations:

These findings reveal both strengths to build on and gaps to address. The following recommendations outline actionable strategies to enhance customer engagement, capture untapped demand, and smooth seasonal fluctuations

1. **Strengthen Family Engagement on Weekends** – Families are a loyal and high-value segment, yet their sales drop by 32% on weekends. A campaign such as a *"Weekend Family Feast"* could reposition food delivery as a relaxing, affordable alternative to weekend meal prep, while also creating fun, family-centered experiences. Similar weekend-focused incentives should also be extended to Individuals and Students, who see 22% and 39% drops respectively.

2. **Refine Income Reporting for Better Insights** – The dominance of the "No Income" segment, paired with its unexpectedly high Average Order Value, suggests the need for more nuanced data collection. Offering options such as income ranges or differentiating household versus individual income would allow for clearer insights. This segment may represent customers with shared financial access, savings-driven spending, or other overlooked patterns that could guide tailored offerings.

3. **Leverage Seasonal Promotions in Q2 and Q4** – Sales soften during the second and fourth quarters, aligning with school breaks and the holiday season. Tailored promotions—such as end-of-school celebratory bundles or holiday-themed campaigns—could help counteract these dips. Positioning Zomato as the go-to solution for convenient group meals during these busy times would directly address seasonal slowdowns.

4. **Expand Incentives Beyond Peak Demand** – In addition to weekends and seasonal dips, targeted discounts and loyalty rewards during traditionally slower days or

times can help balance demand. This approach ensures steadier sales volume across the week and throughout the year.

Expected Impact:

"This analysis of Zomato's customer base highlights both the strengths that drive sales and the opportunities to capture untapped demand. Families remain the most valuable and loyal segment, yet their weekend sales decline significantly, mirroring similar patterns across other groups. The predominance of the 'No Income' segment calls for better data clarity, while quarterly slowdowns in Q2 and Q4 emphasize the need for seasonal strategies.

By implementing targeted recommendations—such as family-focused weekend campaigns, refined income reporting, and promotions tailored to seasonal and off-peak periods, Zomato can expect measurable improvements. These actions are projected to increase weekend and seasonal sales, stabilize revenue fluctuations across the year, and strengthen customer loyalty. Together, these strategies not only address current performance gaps but also position Zomato for sustained, long-term growth.