Zomato Case Study

Home Delivery

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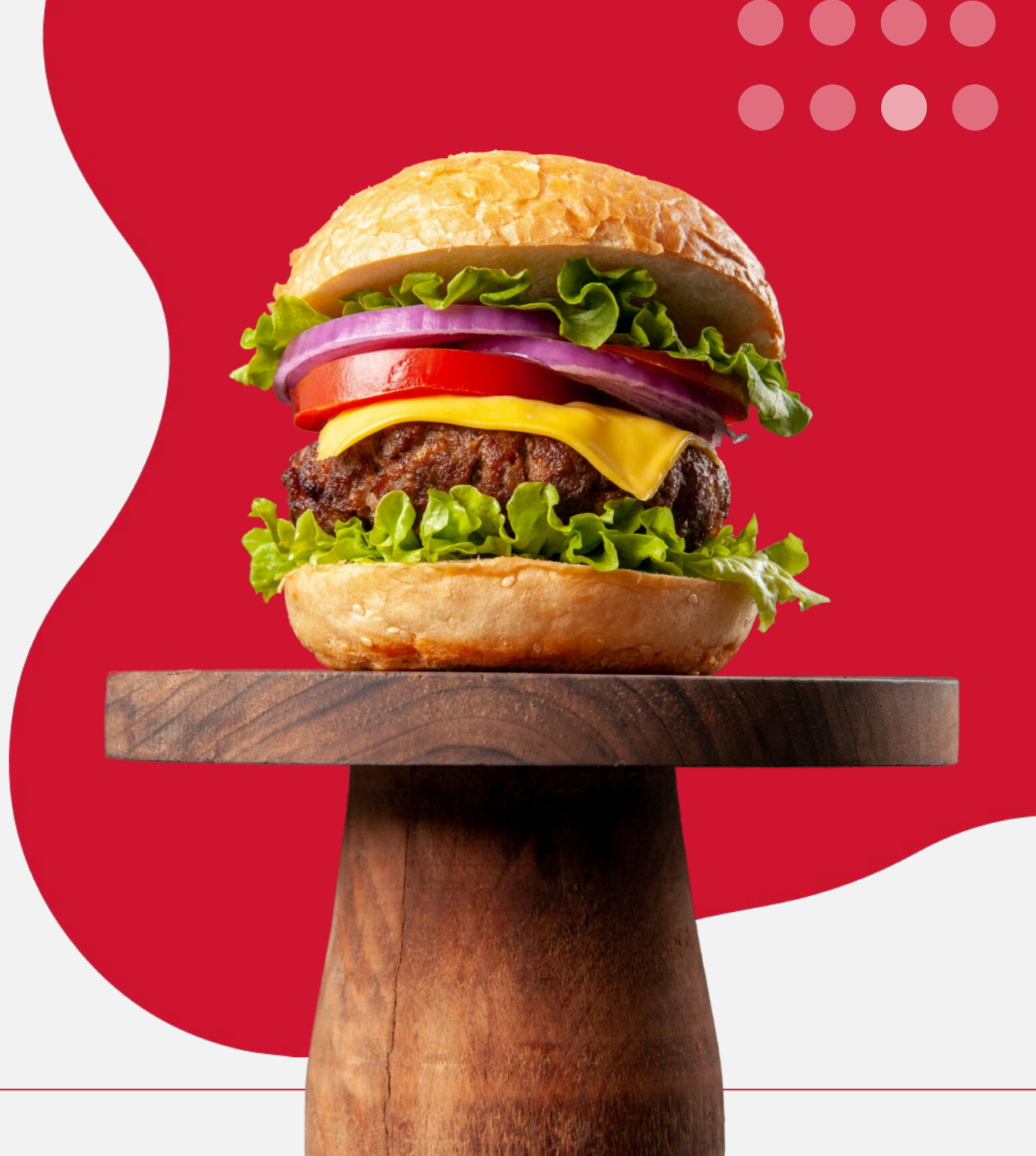

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Order_Type | Cuisine_Type | Order_Status | City | Customer_Rating

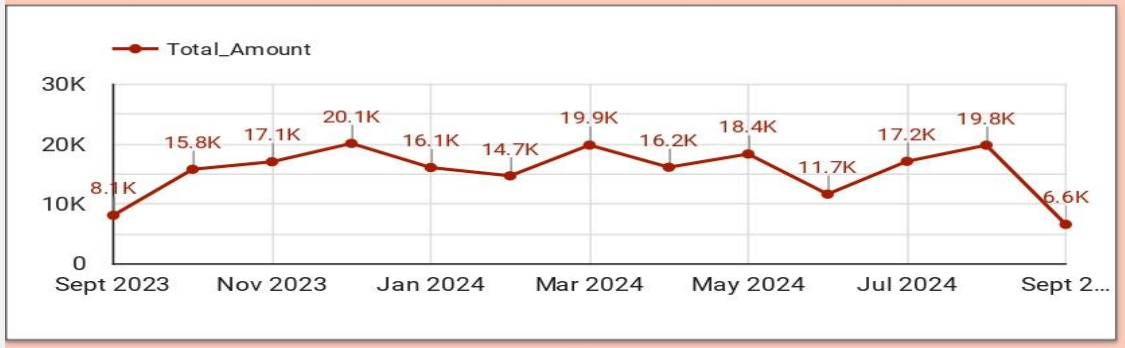
Avg Customer Rating
Customer_Rating
3

Avg Discount
Discount_Amount
49

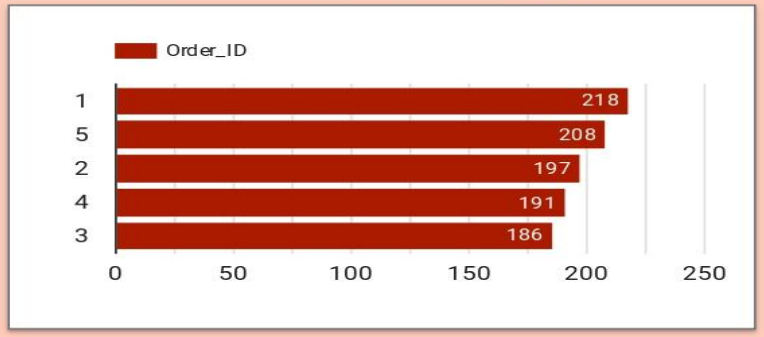
Average Delivery Time
Delivery_Time
54

Total Completed
Order_Status
344

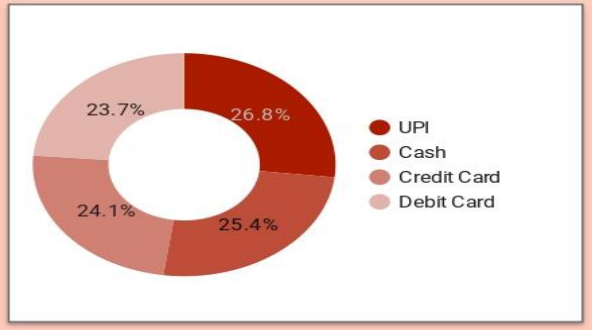
Total Revenue Over TIme



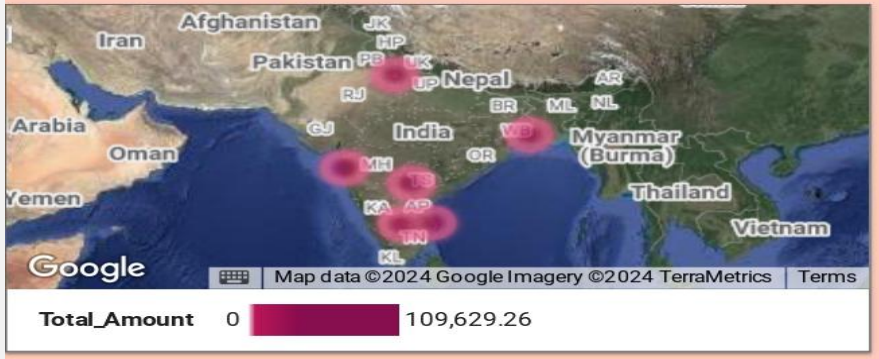
Distribution of Customer Rating By Order



Total Amount

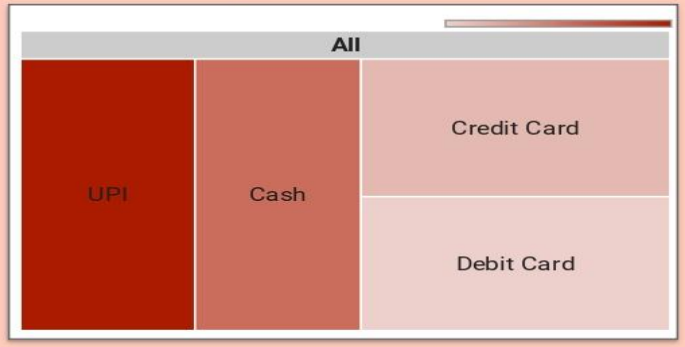


Total Amount by City

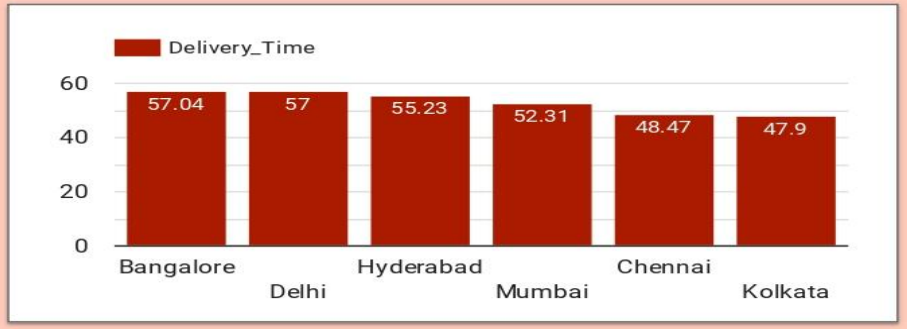


Total_Amount 0 109,629.26

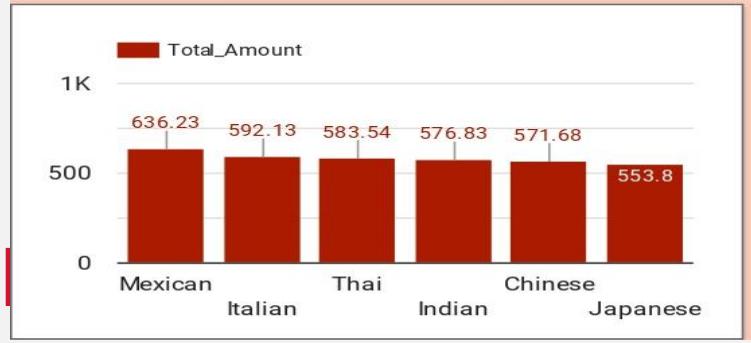
Average Items Per Order



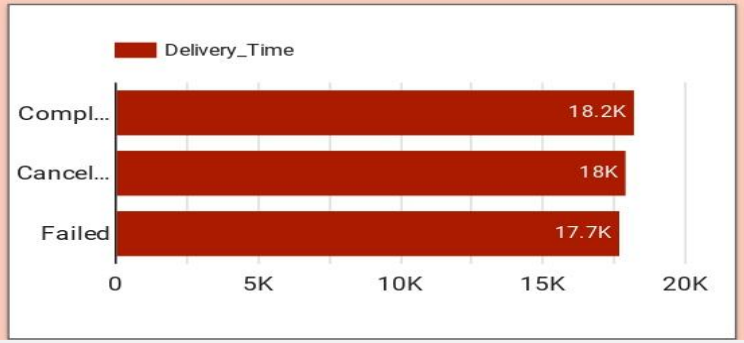
Average Delivery Time for Completed Order



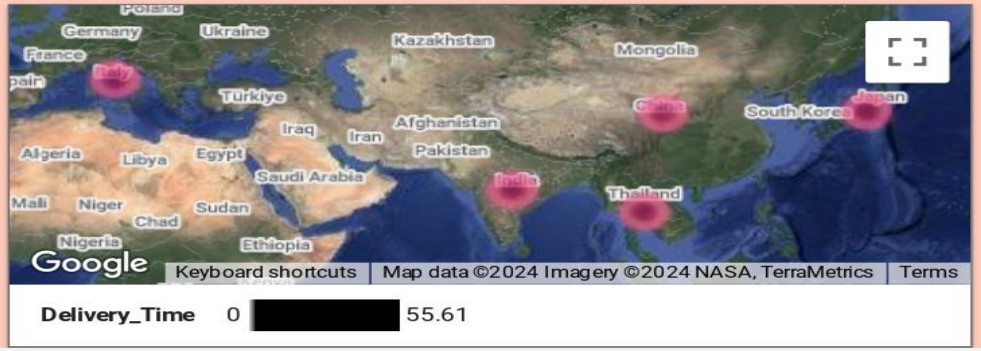
Average Order Value By Cuisine



Delivey Time Across Order Status



Delivery Time by Cuisine



Delivery_Time 0 55.61

Problem & Background Statement

Zomato is experiencing a decline in customer engagement, marked by increased order cancellations and a reduction in repeat customers. These challenges are impacting the company's customer lifetime value, market share, and reputation. The key issue is identifying the factors contributing to customer dissatisfaction, such as delivery delays and operational inefficiencies. Through a detailed analysis of customer order history, restaurant performance, delivery times, and payment methods, important metrics—such as average delivery time, order cancellation rates, and customer ratings—will be developed to identify pain points and provide actionable insights for improving the customer experience and operational performance.

Stakeholder Involvement

In this case study, various internal and external stakeholders play crucial roles. The **Marketing Team** focuses on customer retention strategies, while the **Operations Team** manages the delivery fleet, aiming to reduce delivery times. **Customer Support** handles customer complaints, including refunds and cancellations, and **Executive Leadership** requires a summary of findings to guide strategic decisions. Externally, **Customers** are central to Zomato's success, as their satisfaction impacts revenue and loyalty. Additionally, **Restaurant Partners** influence customer satisfaction through their performance and the efficiency of order preparation.

Vision

To create an exceptional and seamless food delivery experience by addressing customer pain points, enhancing operational efficiency, and ensuring that Zomato becomes the most trusted platform for both customers and restaurant partners, driving long-term engagement and satisfaction.

Mission

To identify and resolve factors contributing to customer dissatisfaction by leveraging data-driven insights. This includes improving delivery times, reducing order cancellations, and optimizing restaurant performance to elevate the overall customer experience and reinforce Zomato's commitment to excellence.

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Methodology Used

- **Data sources**

1. SQL
2. AWS
3. Data Scraping
4. Local data sources

- **Data wrangling**

1. Data understanding
2. Data cleaning
3. Data merging and joining
4. Data manipulation

- **Data analysis**

1. Finding the trends and patterns

Key Performance Indicator(KPI)

3/5

Avg Customer Rating

49

Avg Discount

344

Total Complete Order

54 Min

Avg Delivery Time

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Recommended Analysis

Q1: What is the average delivery time for completed orders across all cities?

1. **Bangalore: 57.04 min**
2. Delhi: 57.00 min
3. Hyderabad: 55.23 min
4. Mumbai: 52.31 min

Q2: Which payment method is the most used?

1. **UPI: 27.8%**
2. Cash: 25.4%
3. Credit Card: 24.1%
4. Debit Card: 23.7%

Recommended Analysis

Q3: What is the distribution of customer ratings across all orders?

- 1 star (★): 218 orders
- 2 stars (★★): 197 orders
- 3 stars (★★★): 186 orders
- 4 stars (★★★★): 191 orders
- **5 stars (★★★★★): 208 orders**

Recommended Analysis

Q4: Which cuisine type has the highest average order value?

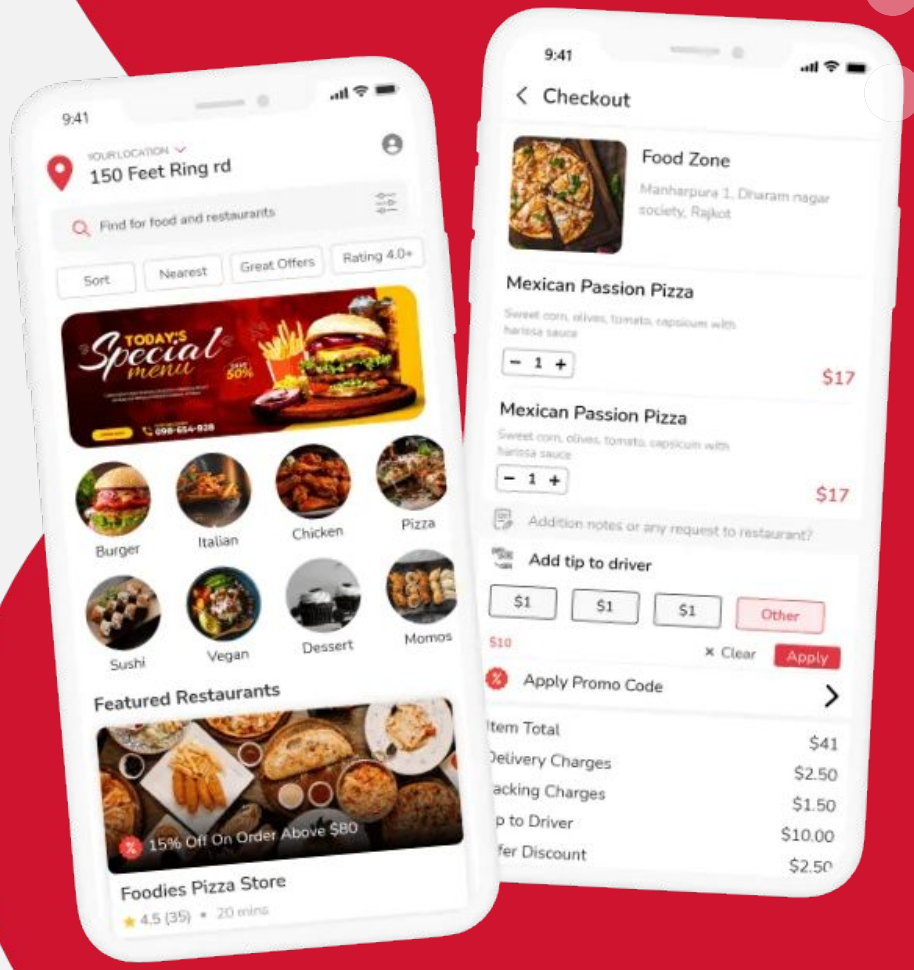
- **Mexican: $636.23**
- Thai: $581.54
- Indian: $576.83
- Chinese: $571.83
- Japanese: $553.80
- Italian: $529.13

Conclusion

The analysis of Zomato reveals key factors contributing to customer dissatisfaction, including increased order cancellations and delivery inefficiencies. Mexican cuisine shows the highest average order value, while UPI is the most preferred payment method. The distribution of customer ratings highlights areas needing improvement, particularly in lower star ratings.

By addressing these pain points and enhancing operational processes, Zomato can improve customer satisfaction, retain customers, and drive revenue growth, ultimately strengthening its market position and brand loyalty.

Thank You


9:41
150 Feet Ring rd
Find for food and restaurants
Sort
Nearest
Great Offers
Rating 4.0+
TODAY'S Special menu
Burger
Italian
Chicken
Pizza
Sushi
Vegan
Dessert
Momos
Featured Restaurants
15% Off On Order Above $80
Foodies Pizza Store
4.5 (35) • 20 mins
9:41
Checkout
Food Zone
Manharpura 1, Dharam nagar society, Rajkot
Mexican Passion Pizza
$17
Mexican Passion Pizza
$17
Addition notes or any request to restaurant?
Add tip to driver
$1
$1
$1
Other
$10
Clear
Apply
Apply Promo Code
Item Total
$41
Delivery Charges
$2.50
Packing Charges
$1.50
Tip to Driver
$10.00
Offer Discount
$2.50