Zomato Customer Analysis Report

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Customer Overview

The data shows that the Zomato platform has approximately **100,000 registered customers** and the **total number of orders placed is 978M**, which reflects healthy growth in signups. However, **different categories show struggle in healthy order behavior**, revealing a noticeable gap between relationships and actual purchases. This suggests that many users may register without completing an order or become inactive shortly after joining. From a business standpoint, this is a signal that while marketing is effective in attracting users, there may be a need to improve onboarding, engagement strategies, or incentive programs to increase conversion and retention.

Sales by Categories

Analyzing customer categories reveals several key patterns in purchasing behavior:

- **Age Group:** The majority of purchases come from users aged **18–24**, followed by those aged **25–30**. There is a significant drop in sales from users aged 32 and older. This

suggests that younger users, possibly college students and early-career professionals, are more inclined to use food delivery services. This could be due to lifestyle convenience, tech-savviness, or disposable income in that age group.

- **Marital Status: Single users** are the highest contributors to sales. Married individuals generate about half the sales of singles, and users who prefer not to disclose their status spend very little. This indicates that lifestyle differences impact ordering habits—singles may dine out or order more frequently due to convenience or lack of time for cooking.

- **Occupation: Students** are the top spenders, followed by **employed users**. **Self-employed individuals** and **housewives** showed the lowest sales engagement. This points to an opportunity to focus campaigns on student communities and working professionals who likely value fast, easy meal options.

- **Family Size:** Users from families with **2–3 members** are the most active purchasers. One-person households and larger families (4–6 people) had significantly lower sales. This trend suggests that mid-sized families are most likely to share meals and use delivery services regularly, making them ideal for bundle deals or combo offers.

Top Sales Trends
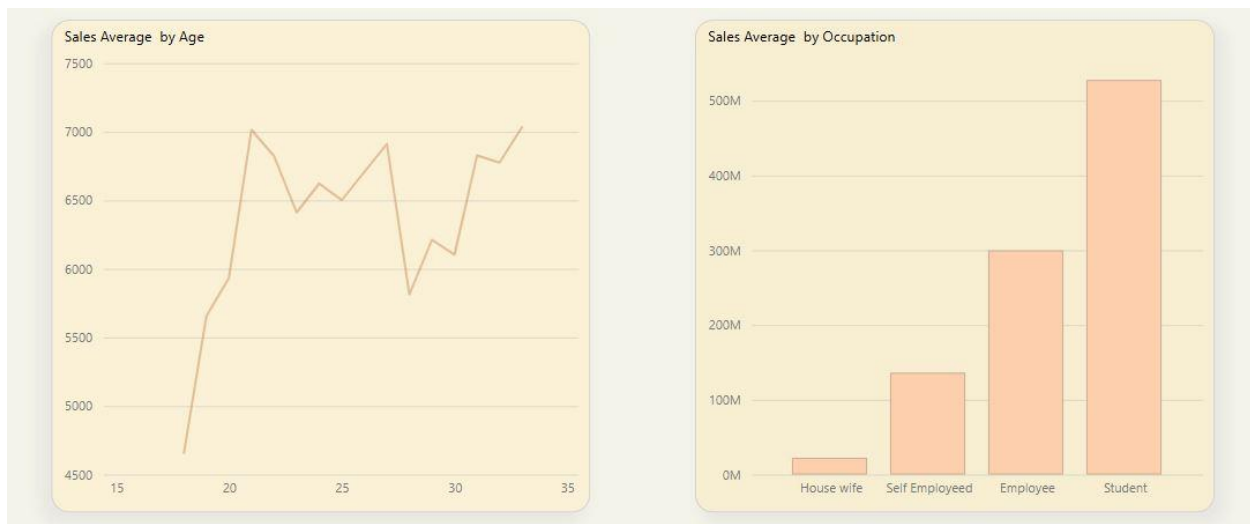
Customer spending rises steadily from the mid-teens through the late twenties, peaking in the early thirties when income and buying habits are most established. Within occupational groups, students show the highest average spending driven by campus promotions and peer influence, followed by employees who benefit from stable paychecks. Self-employed customers spend more cautiously due to income variability, and housewives record the lowest engagement, indicating a need for offerings that better match their priorities. Together, these patterns reveal clear targets for marketing and product strategies across both age and professional segments.

Conclusion/ Recommendations:

Insights reveal that while Zomato has been successful in attracting new users, there is considerable potential to increase user engagement and repeat purchases. The most valuable customer groups include young adults (18–24 years old), students, single users, and 2–3 member families. These demographics show the highest purchase activity and can be further nurtured through targeted marketing and tailored product offerings.

Additionally, Customer spending grows from the mid-teens through the late twenties, peaking in the early thirties as incomes stabilize. Students and employees drive the highest sales, while self-employed buyers are more cautious and housewives engage least. These patterns show we must align our products, messaging, and promotions with customers' life stages and work situations to boost trial, support transitional years, and deepen loyalty among established spenders.

To turn these insights into action, the following recommendations are proposed:

Target 25–35 Year Olds

- Run online ads and emails highlighting premium bundles and loyalty rewards.
- Offer points or discounts for repeat purchases.

Engage Students

- Create "Back-to-School" deals with student discounts and referral bonuses.
- Team up with colleges and campus influencers.

Support Employees

- Partner with companies for exclusive deals or subscription plans.
- Promote convenience and cost savings.

Reach Housewives

- Hold focus groups to learn what products they need.
- Offer family-size bundles and advertise in community groups.

Assist Self-Employed

- Introduce payment plans or buy-now-pay-later options.
- Show how products save time or money for small business owners.

By following these steps, Zomato can improve customer retention, boost order frequency, and better align its business operations with user behavior and seasonal trends.