

To: Project Lead  
From: Maxwell Afram  
Date: 09/19/2024

Subject: Zomato Customer Insights Dashboard Report

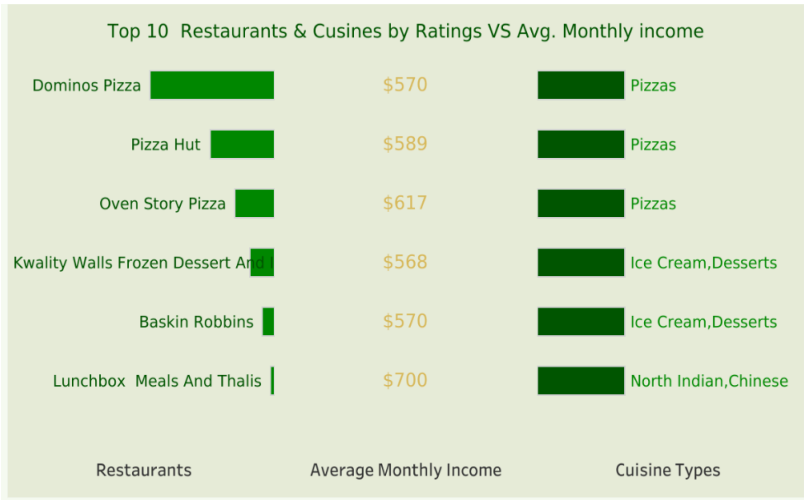
Executive Summary:

This report provides an in-depth analysis of customer insights for Zomato, based on data visualization from the dashboard. The analysis covers key metrics such as the number of cities, cuisine types, customers, and restaurants, alongside the **Top 10 Restaurants** by customer ratings and average monthly income. We also explored the **Trend of Quantity Ordered by Age and Gender** and analyzed demographic factors like **marital status**, **education**, and **occupation** to inform marketing strategies and sales optimization.

Key Observations:

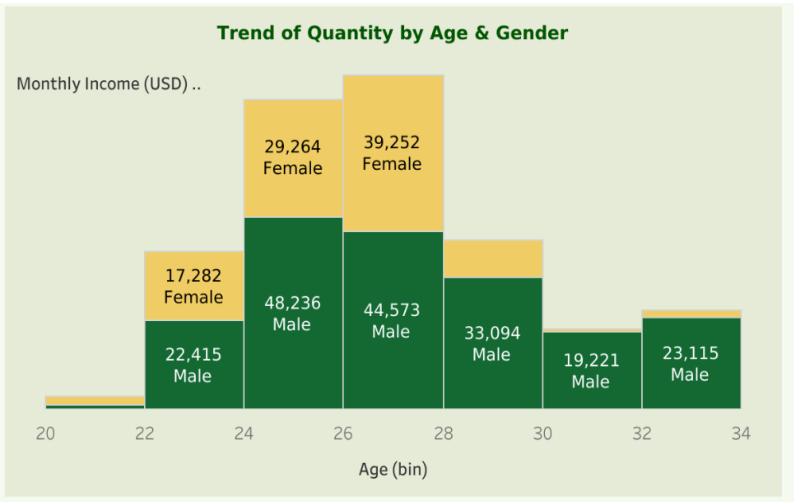
1. Top Restaurants & Cuisines:

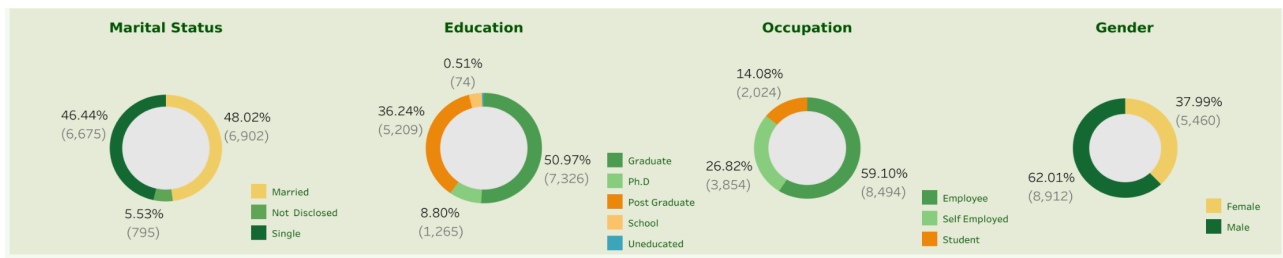
- **Insight:** Pizza restaurants dominate the top-rated spots, with chains like **Domino’s**, **Pizza Hut**, and **Oven Story Pizza** leading in ratings and income.
- **Insight:** Frozen desserts and ice cream also perform well, with **Baskin Robbins** and **Kwality Walls** appearing prominently.
- **Insight:** **Lunchbox Meals and Thalís** show a high average monthly income (\$780), suggesting a premium product offering.



2. Demographic Trends:

- **Quantity Ordered by Age & Gender:**
  - **Insight:** Males aged 22-24 have the highest order quantities, followed by females of the same age group. The age group **22-28** represents the most active segment, with males leading slightly.





- **Marital Status:**
  - **Insight:** A nearly even split between married (48.02%) and single (46.44%) customers, with a small percentage not disclosing their status.
- **Education:**
  - **Insight:** Graduates dominate the customer base (50.97%), followed by postgraduates (36.24%), indicating a well-educated customer demographic.
- **Occupation:**
  - **Insight:** A majority of the customers (59.10%) are employed, while 14.08% identify as self-employed.

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## Recommendations:

1. **Focus on Pizza and Dessert Markets:**
  - **Action:** Given the popularity of pizza and dessert restaurants, expand partnerships or promotions with chains like **Domino's** and **Baskin Robbins** to boost sales further.
2. **Target Younger, Male Customers:**
  - **Action:** With males aged 22-28 contributing significantly to order volumes, targeted marketing campaigns focusing on their preferences can help sustain engagement. Social media platforms popular with this demographic would be a good avenue.
3. **Leverage High-Earning Customers:**
  - **Action:** Encourage restaurants to adopt strategies similar to **Lunchbox Meals** and **Thalis**, which attract higher-income customers. Offering premium meal bundles or subscription services could appeal to high-income segments.
4. **Promote to Graduate-Level Customers:**
  - **Action:** Since over 50% of the customer base are graduates, focusing on marketing that appeals to educated, working professionals—such as high-end meals or curated subscription plans—could drive sales.

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## Challenges Faced:

1. **Data Cleansing:**
  - Handling missing or inconsistent demographic data required extensive cleaning, ensuring uniformity for accurate insights. The dashboard effectively reflects these clean datasets for visualization.
2. **Currency Conversion:**
  - Converting the sales data from INR to USD (using the rate 1 INR = 0.012 USD) required additional standardization steps to ensure the figures were globally relevant.
3. **Combining Multiple Metrics:**

- Integrating demographic factors like age, gender, and income while maintaining simplicity in the dashboard was challenging. Visuals were carefully curated to avoid overwhelming the user while retaining depth.
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### Way Forward:

#### 1. Automating Workflows:

- Scheduling data refreshes via **Alteryx** and maintaining live connections with **MS SQL Server** will streamline the reporting process and enhance the dashboard's real-time relevance.

#### 2. Real-Time Data Integration:

- Incorporating real-time sales data will allow Zomato to react swiftly to market trends and customer behavior, leading to more agile business decisions.
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### Conclusion:

The **Zomato Customer Insights Dashboard** offers actionable insights into customer behavior, segmented by age, gender, income, and restaurant ratings. These insights will empower Zomato to refine its marketing and operational strategies, driving increased customer engagement and sales growth. By implementing the recommended next steps, Zomato can further optimize its approach to target key customer segments and capitalize on market opportunities.