

Tableau User Visualization link: [Zomato Data Analysis | Tableau Public](#)

User Data Analysis Report User Analysis Report: Zomato Data

1. Introduction

This report provides a comprehensive analysis of Zomato's user data, focusing on demographics, income distribution, and engagement patterns. The aim is to offer actionable insights to optimize user engagement, tailor marketing strategies, and enhance overall user experience.

2. Data Overview

- **User Data:**
 - Age
 - Education
 - Monthly Income
 - Occupation
 - Gender
 - Marital Status
- **Metrics of Interest:**
 - Total Orders
 - Order Frequency
 - Average Sales Amount
 - Income Distribution by Age Group

3. Key Findings

1. Age Distribution:

- **18-24 Age Group:**
 - **Total Orders:** 55,934
 - **Characteristics:**
 - Dominated by students and younger individuals.
 - High volume of "No Income" orders (39,695).
- **25-34 Age Group:**
 - **Total Orders:** 44,066
 - **Characteristics:**
 - Significant presence of higher income brackets.
 - Higher engagement with premium offerings compared to the 18-24 age group.

2. Income Bracket Distribution:

- **18-24 Age Group:**
 - **No Income:** 39,695 orders
 - **Below Rs. 10,000:** 4,380 orders
 - **Rs. 10,001 to 25,000:** 5,673 orders
 - **Rs. 25,001 to 50,000:** 4,123 orders
 - **More Than Rs. 50,000:** 2,063 orders
- **25-34 Age Group:**
 - **No Income:** 8,509 orders
 - **Below Rs. 10,000:** 2,062 orders
 - **Rs. 10,001 to 25,000:** 5,926 orders
 - **Rs. 25,001 to 50,000:** 13,656 orders
 - **More Than Rs. 50,000:** 13,913 orders

3. Education and Income Correlation:

- **Students:**
 - Predominantly in the **18-24 age group**.
 - High representation in the "No Income" bracket.
- **Housewives:**
 - Significant presence in the **25-34 age group**.
 - Notable in the "No Income" bracket, reflecting non-earning status.

4. Engagement Patterns:

- **Frequent Orders:**
 - The **18-24 age group** shows high order frequency, driven by student engagement.
 - The **25-34 age group** displays significant engagement with premium options.
- **Sales Trends:**
 - Higher sales volumes and amounts in the **25-34 age group**.
 - Varied spending patterns with increased engagement in higher income brackets.

4. Recommendations

5. Targeted Marketing Strategies:

- **For 18-24 Age Group:**
 - Develop promotions specifically for students and young adults, such as discounts and meal bundles.
 - Implement loyalty programs to retain this high-engagement demographic.
- **For 25-34 Age Group:**

- Focus on premium offerings and exclusive deals to cater to higher-income users.
- Utilize personalized marketing to target users based on their spending behavior.

6. Enhanced User Engagement:

- **For Students:**
 - Offer special discounts and promotions tailored to students' budget constraints.
 - Create student-centric campaigns to boost engagement.
- **For Higher-Income Users:**
 - Promote premium restaurants and exclusive menu items.
 - Introduce loyalty rewards and personalized recommendations.

7. Data Accuracy and Collection:

- **Improve Data Collection Methods:**
 - Refine techniques for capturing income and educational data to ensure accuracy.
 - Address data gaps and enhance data quality for better analysis.
- **Monitor Engagement Patterns:**
 - Continuously track user behavior to adjust marketing strategies accordingly.
 - Analyze changes in user preferences and adapt promotions in real time.

5. Conclusion

The analysis reveals that the **18-24 age group** is highly engaged but primarily in the "No Income" bracket, indicating a strong potential for student-focused promotions. The **25-34 age group** shows a balanced distribution across income brackets, with significant engagement in higher spending categories. By implementing targeted marketing strategies and improving data collection, Zomato can optimize user engagement and drive business growth.

6. Next Steps

- **Implement Targeted Promotions:** Develop and execute marketing campaigns tailored to specific user segments.
- **Refine Data Collection:** Enhance data accuracy and completeness to support better decision-making.
- **Monitor and Adjust:** Continuously analyze user behavior and adjust strategies based on real-time data insights.