This presentation shows the results from a customer analysis of Zomato, an Indian multinational restaurant aggregator and food delivery company. The analysis was constructed using data from the years 2017-2020. Each slide contains a more in depth insight to the research of population characteristics and customer behavior.

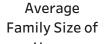
Users By Segmentation Age Groups of Users

Occupation/ Monthly Income of Users

Marital Status/Occupation of ..

Average Sales Amou..

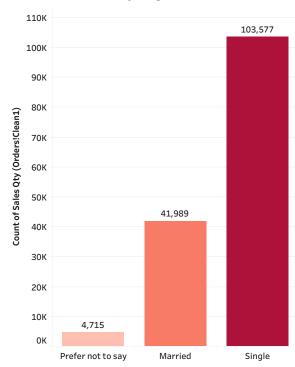
This dashboard shows the diversity of the users, orders made and total sales amount spent. Use the single value lists on the left to filter each graph by segmentation.

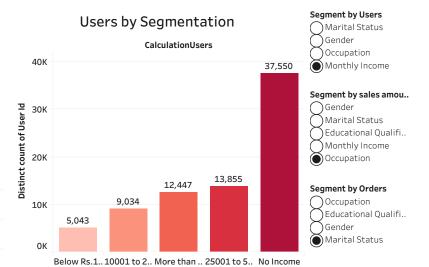


Average Age of Users

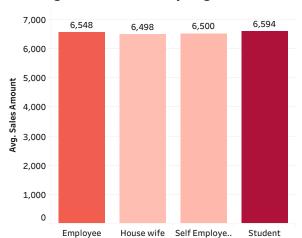
Users Avg. Age 25

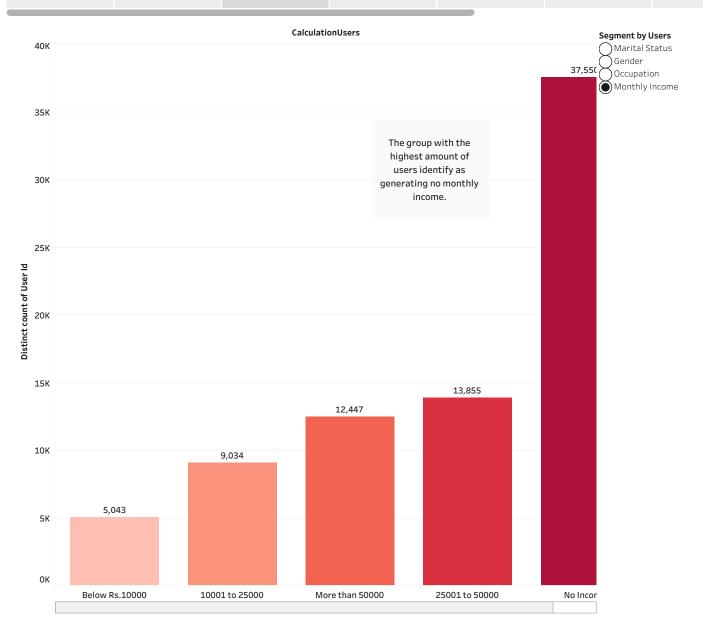
Orders by Segmentation

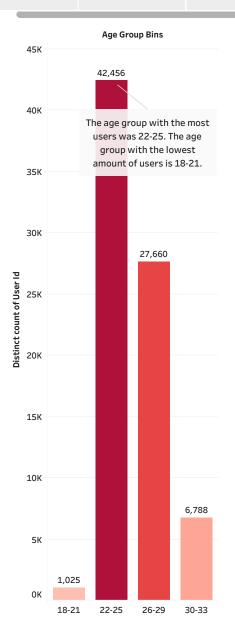




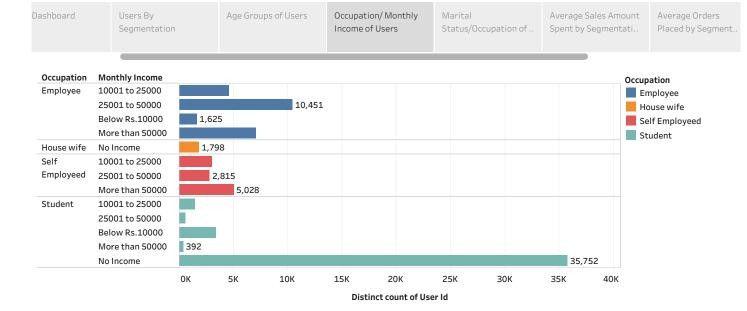
Average Sales Amount by Segmentation











Here is a depiction of Zomato users grouped by occupation and monthly income. The majority of users are students with no monthly income.

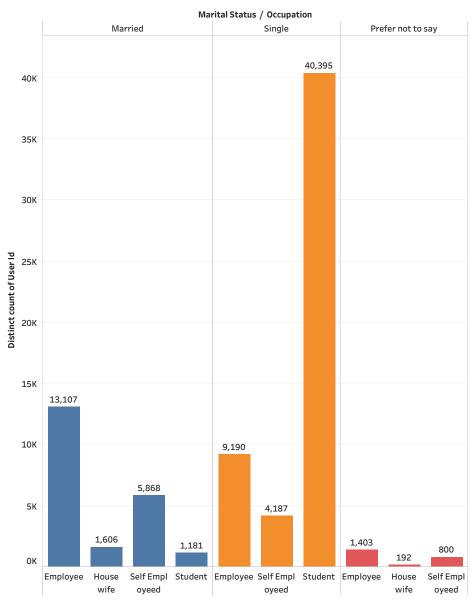
Occupation/ Monthly Income of Users

Marital Status/Occupation of ..

Average Sales Amount Spent by Segmentati..

Average Orders Placed by Segmentation

Order % by Date



Marital Status

Married

Single

Prefer not to say

There are a higher amount of married users that are an employee. The highest amount of single users are students.

This can be useful for marketing to tailor to employed, married couples and single sudents.

Age Groups of Users Occupation/ Monthly Income of Users

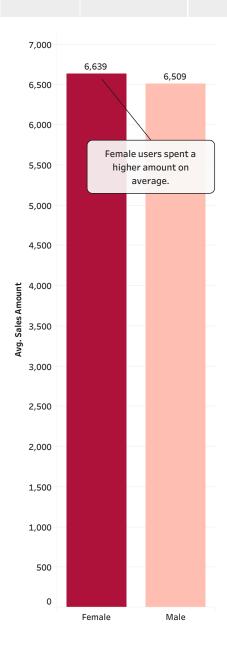
Marital Status/Occupation of ..

Average Sales Amount Spent by Segmentati..

Average Orders Placed by Segmentation

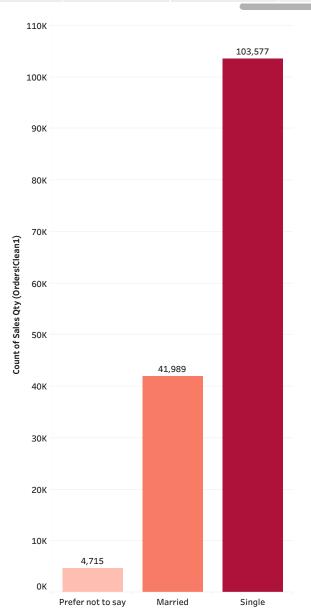
Order % by Date

Conclusion

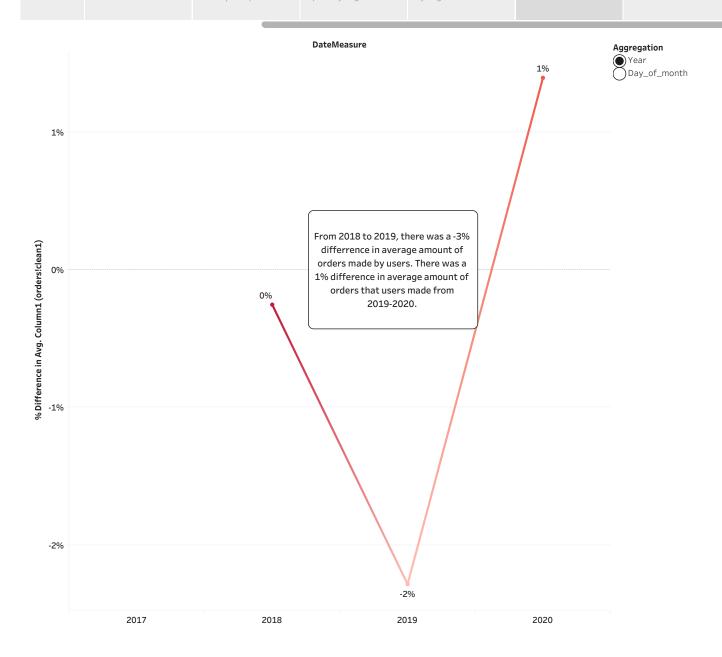




Age Groups of Occupation/ Monthly Users Occupation of Users Occupation of .. Status/Occupation of .. Average Sales Amount Spent by Segmentati.. Average Orders Placed by Segmentation Order % by Date Conclusion



Sales Qty (Orders!Clean1) 106,616 1,654,732 Segment by Orders Occupation Educational Qualifica.. Gender Marital Status



Age Groups of Users Occupation/ Monthly Income of Users

Marital Status/Occupation of ...

Average Sales Amount Spent by Segmentati..

Average Orders Placed by Segmentation

Order % by Date

Conclusion

Report Conclusions

Key identifiers of users:

Single Male

Student No monthly income

Users who spent the most on Zomato on average:

Female
Post graduate degree
Employees
10001-25000 monthly income

Business Recommendations:

Results show the age groups with the most users as 22-25. Marketing towards this group as the most popular, should continue to use social media platforms for advertising. Advertising to this age group should be creative and visually appealing. The two age groups that were significantly lower in numbers were 18-21 and 30-33. Ages 18-21 may be low in numbers because these are college age years. Advertising for cheap and fast options or offering discounts may appeal more to these ages. Marketing towards the millenial age group (30-33) should consist of highlighting experiences around what the company is selling vs possessions. Incorporating nostaligia or humor based ads would apply to this age group to gain more users.

The occupation with the lowest amount of users is housewives. Advertising should revolve around convienence and family friendly options. To gain more users in this group, there should also be a strong community engagement aspect, encouraging housewives to share their favorite meal experiences. Partnering with mom bloggers or influencers should also be a part of campaigns to gain users in this group.

In summary, the recommendations outlined in this report offer a path to enhanced efficiency, profitability, and sustainable growth for Zomato. With careful planning and execution, we are confident that these strategies will create benefits in the near future.

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Users by Segmentation Marital Status Gender This dashboard shows the diversity of the users of Zomato, average orders and total sales amount spent. Use the single value lists on the left CalculationUsers to filter each graph by segmentation. Occupation 40K Monthly Income 37,550 Average Average Age Segment by sales amount Gender Distinct count of User Id Family Size of 30K of Users) Marital Status Users Educational Qualifica.. Avg. Age Monthly Income 20K Occupation Orders by Segmentation 13,855 12,447 Segment by Orders 110K Occupation 103,577 9,034 10K Educational Qualifica.. 100K 5,043 Gender Marital Status 0K 90K Below Rs.1..10001 to 2.. More than .. 25001 to 5.. No Income 80K Count of Sales Qty (Orders!Clean1) Average Sales Amount by Segmentation 70K 7,000 6,548 6,594 6,498 6,500 60K 6,000 50K 5,000 Avg. Sales Amount 41,989 40K 4,000 30K 3,000 20K 2,000 10K 1,000 4,715 0K 0 Prefer not to say Married Single Employee House wife Self Employe..

Segment by Users