

Intro	Dashboard	Users By Segmentation	Age Groups of Users	Occupation/ Monthly Income of Users	Marital Status/Occupation of ..	Average Sales Amou..
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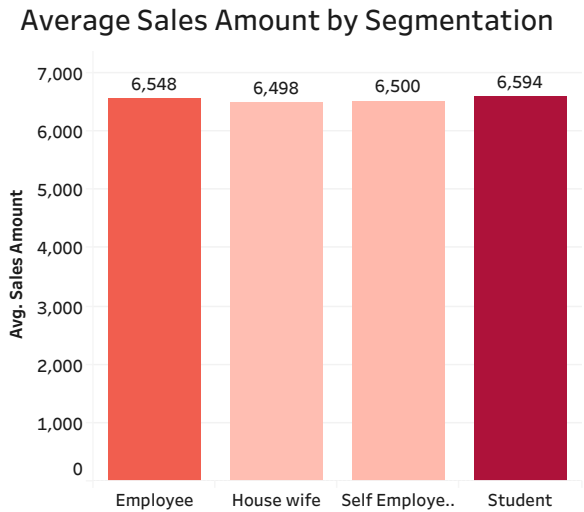
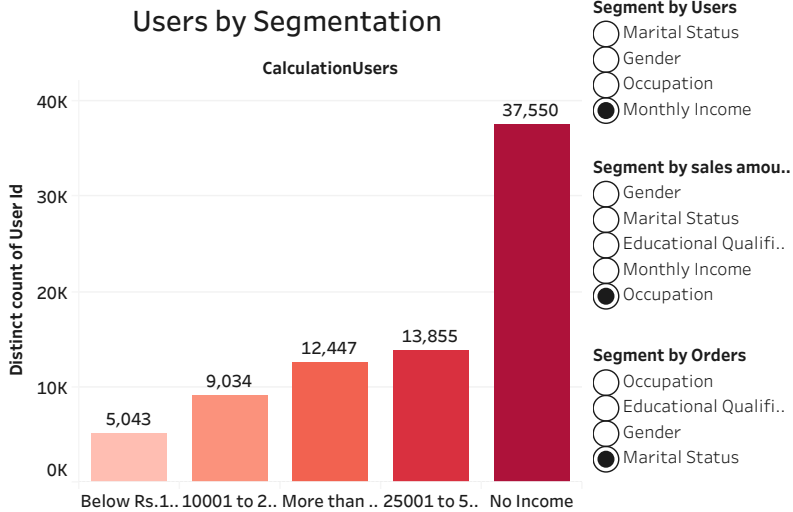
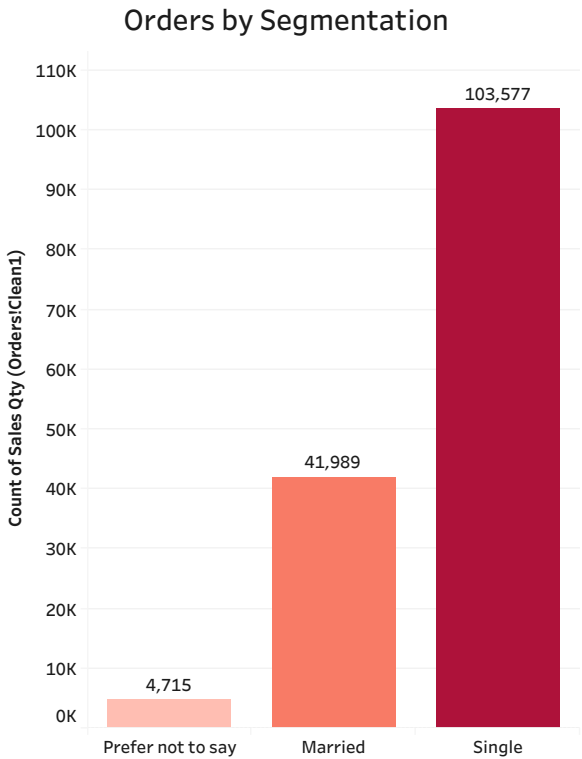
This presentation shows the results from a customer analysis of Zomato, an Indian multinational restaurant aggregator and food delivery company. The analysis was constructed using data from the years 2017-2020. Each slide contains a more in depth insight to the research of population characteristics and customer behavior.

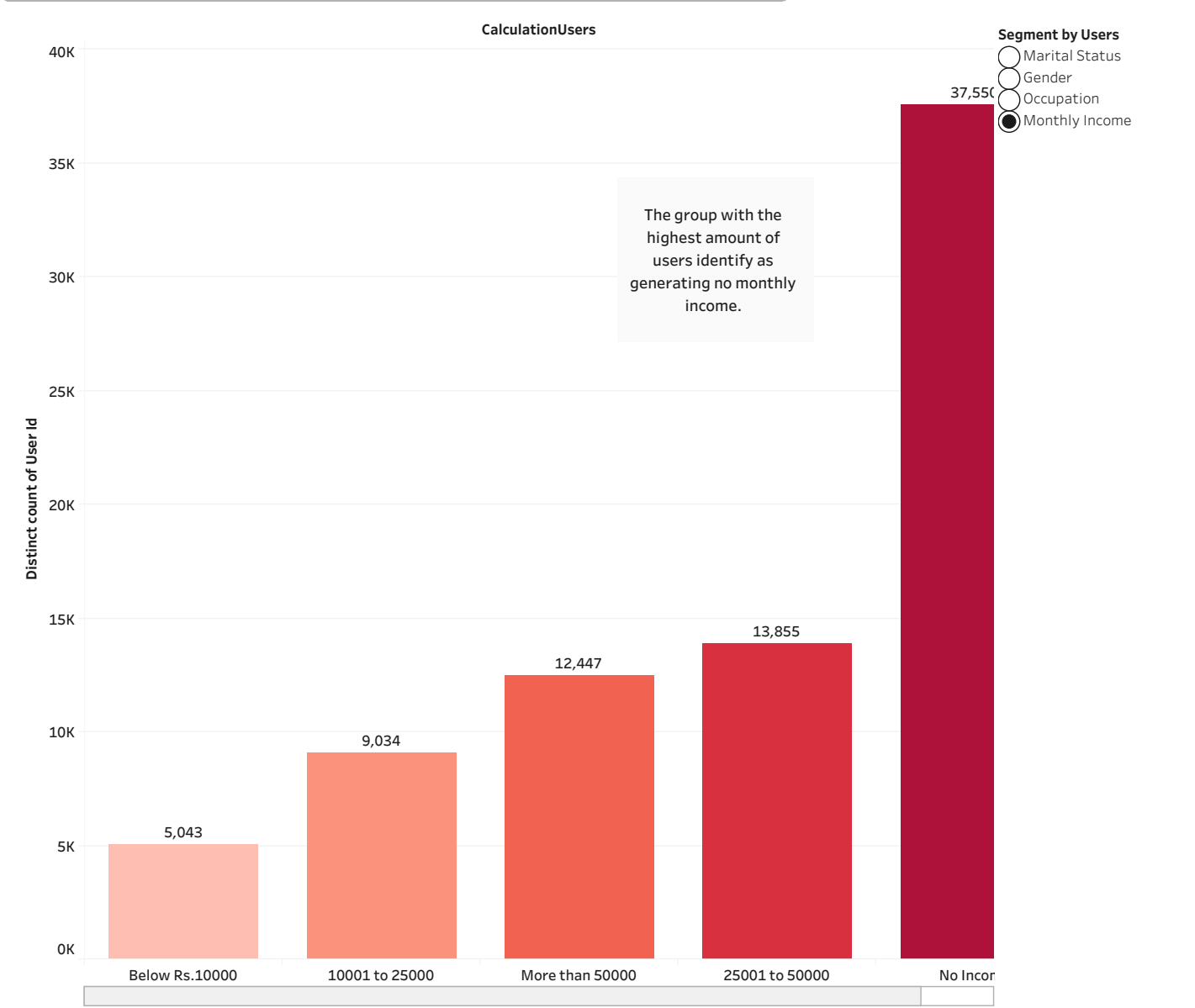
This dashboard shows the diversity of the users, orders made and total sales amount spent. Use the single value lists on the left to filter each graph by segmentation.

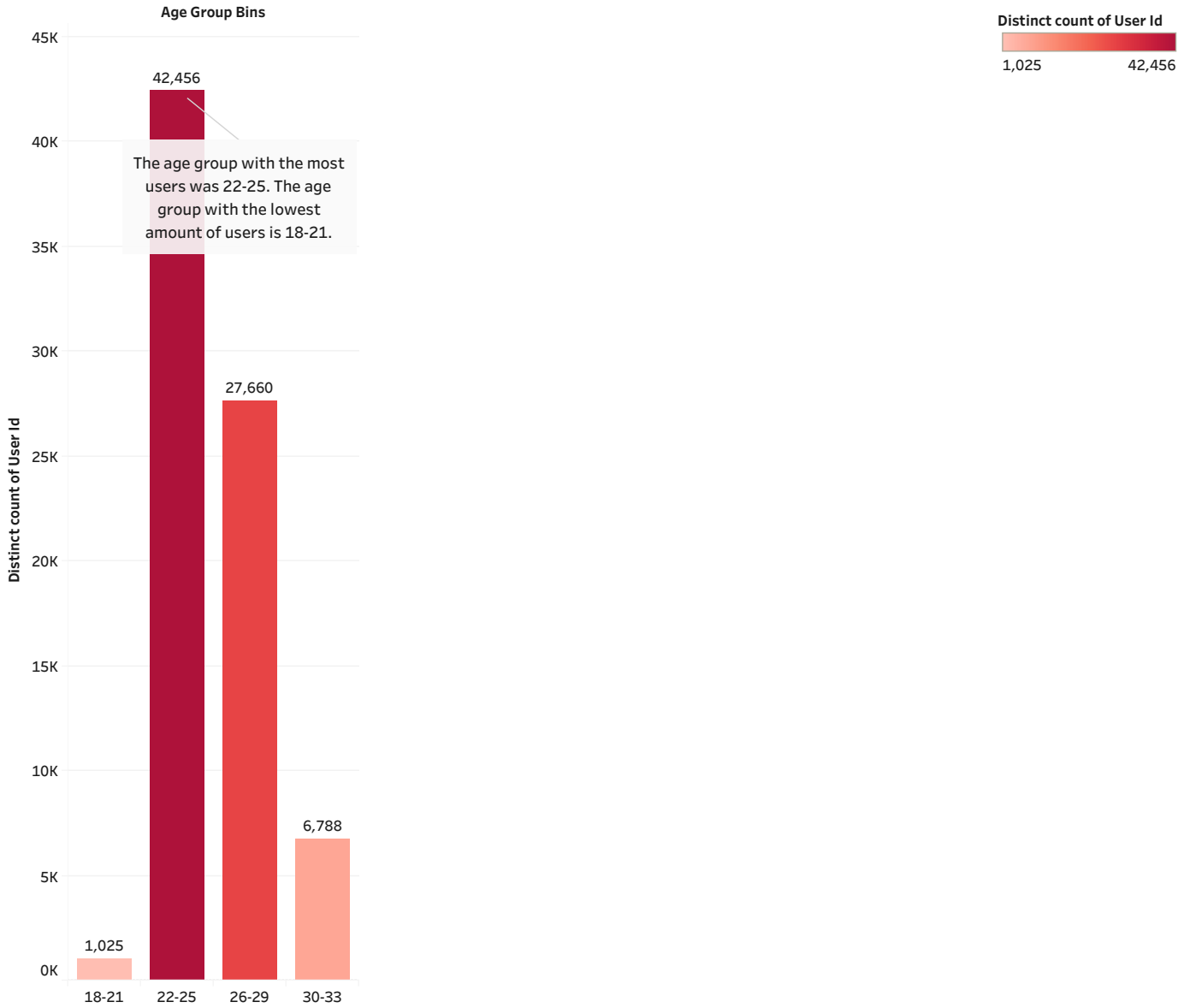
Average Family Size of Users

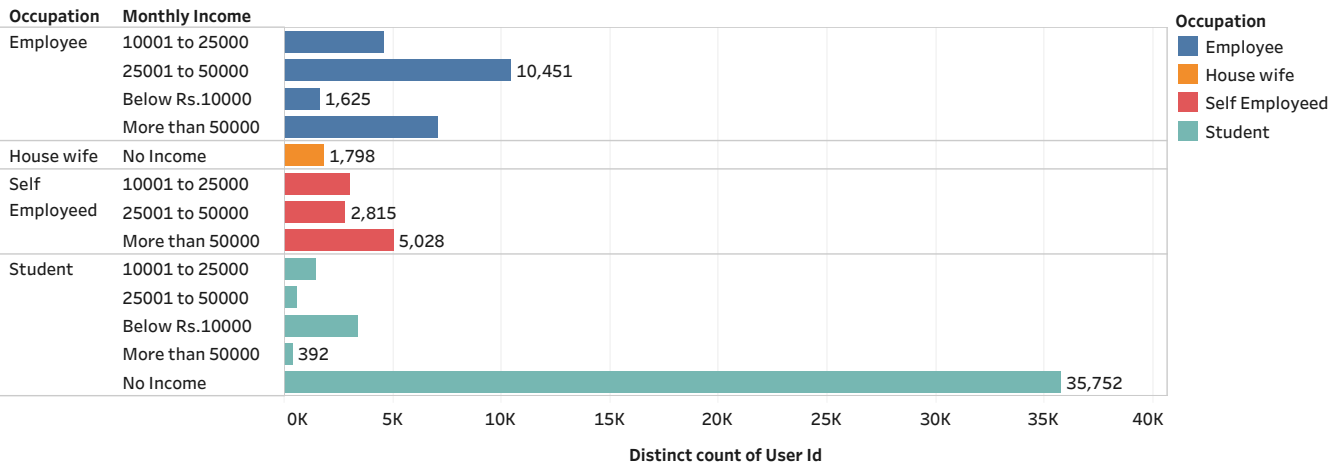
Average Age of Users

Avg. Age25



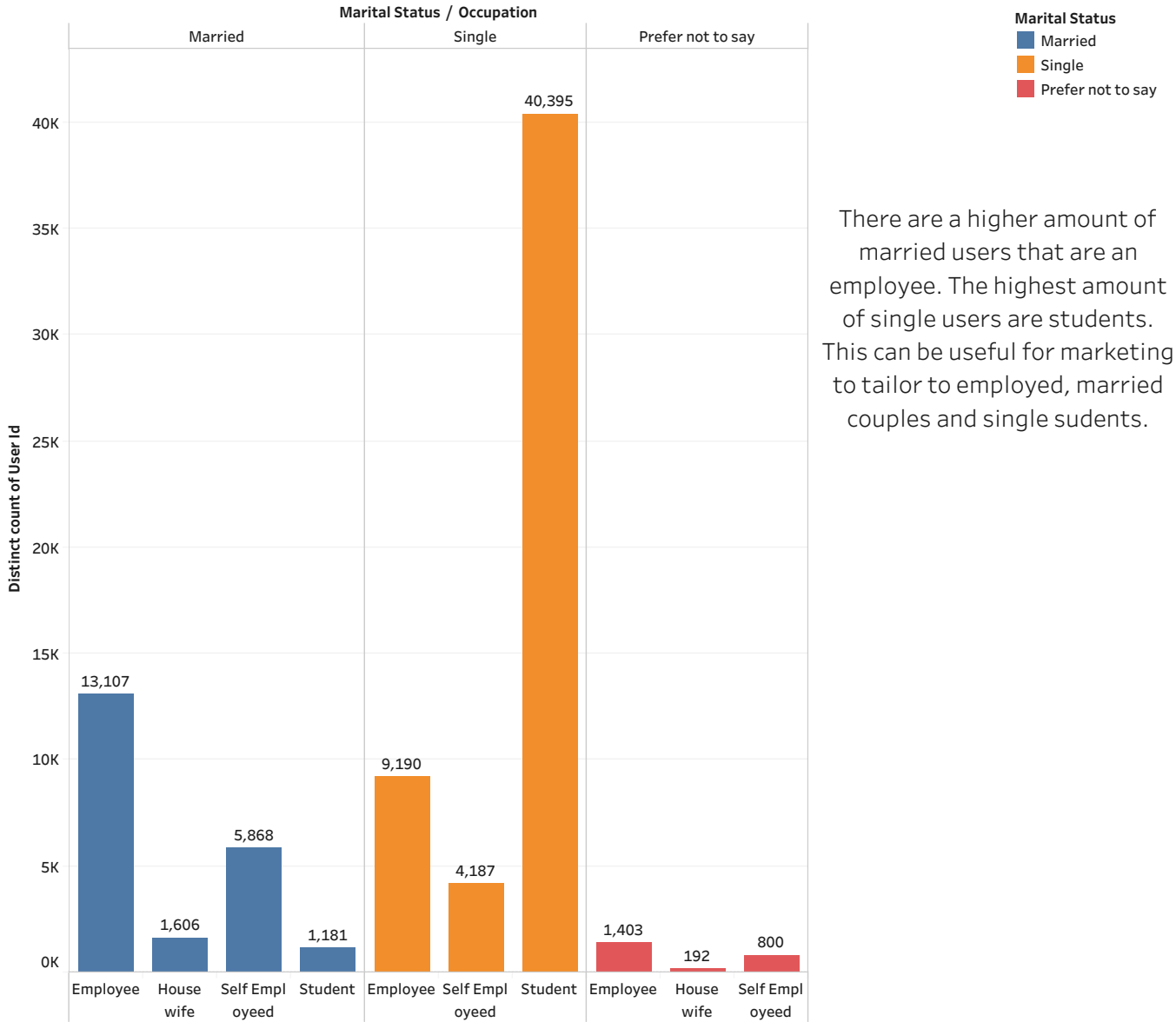




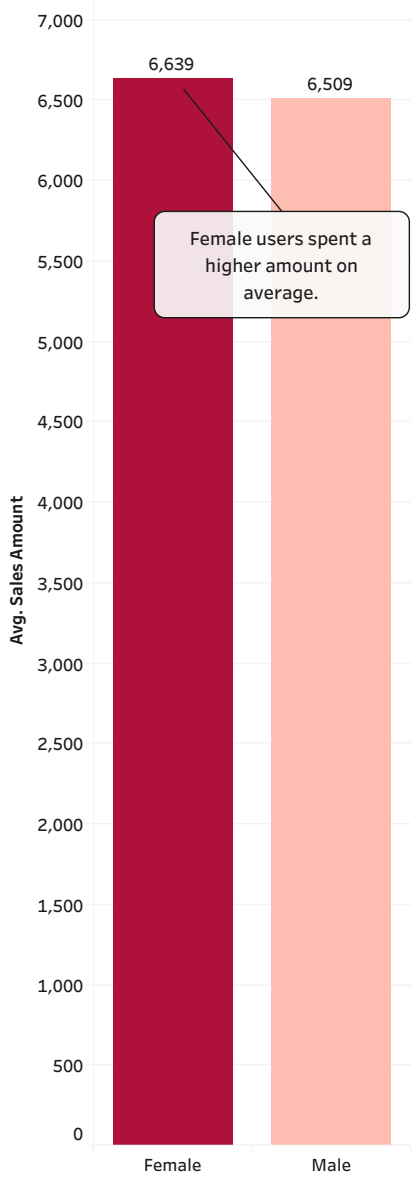


Here is a depiction of Zomato users grouped by occupation and monthly income. The majority of users are students with no monthly income.

Users By Segmentation	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
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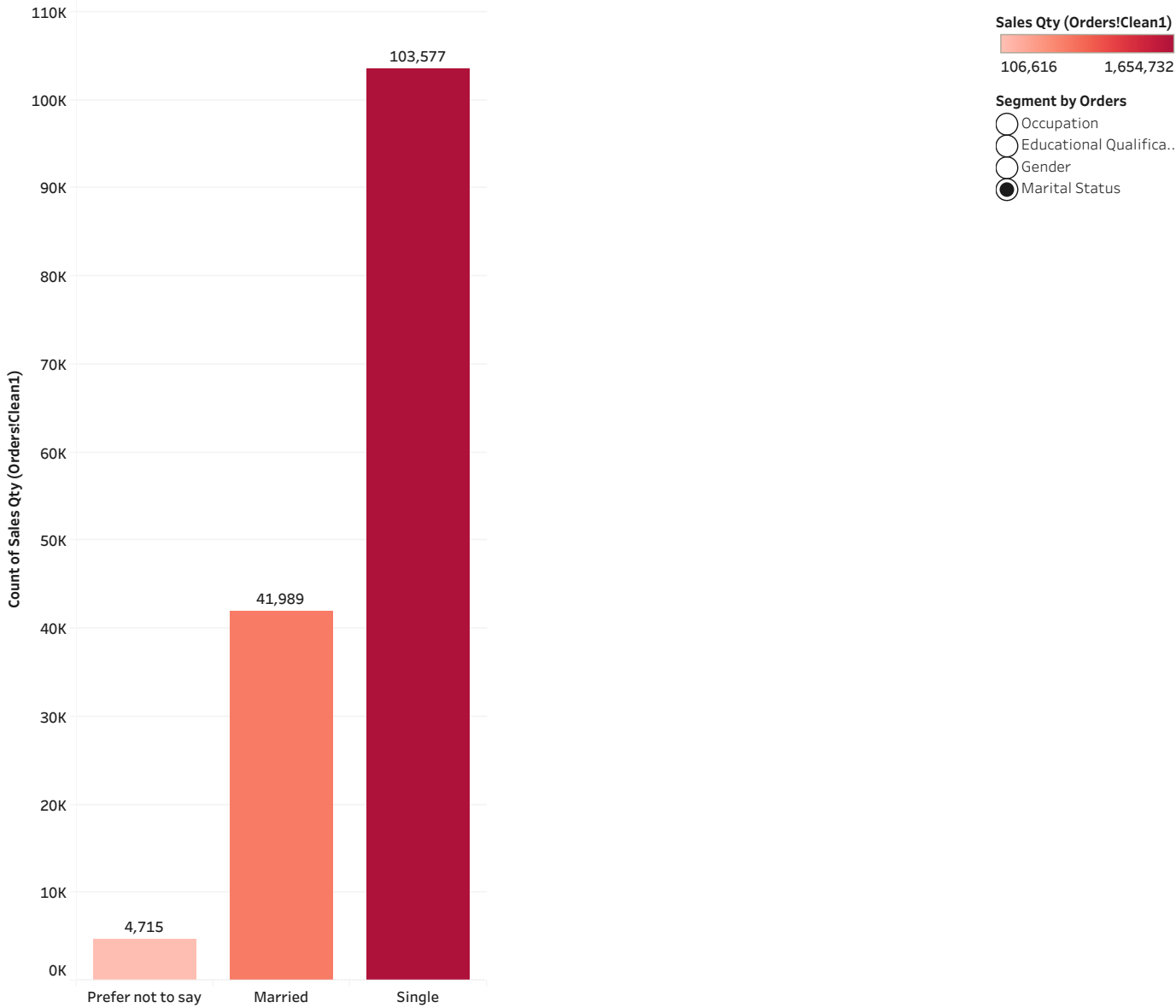


Age Groups of Users	Occupation/ Monthly Income of Users	Marital Status/Occupation of ..	Average Sales Amount Spent by Segmentati..	Average Orders Placed by Segmentation	Order % by Date	Conclusion
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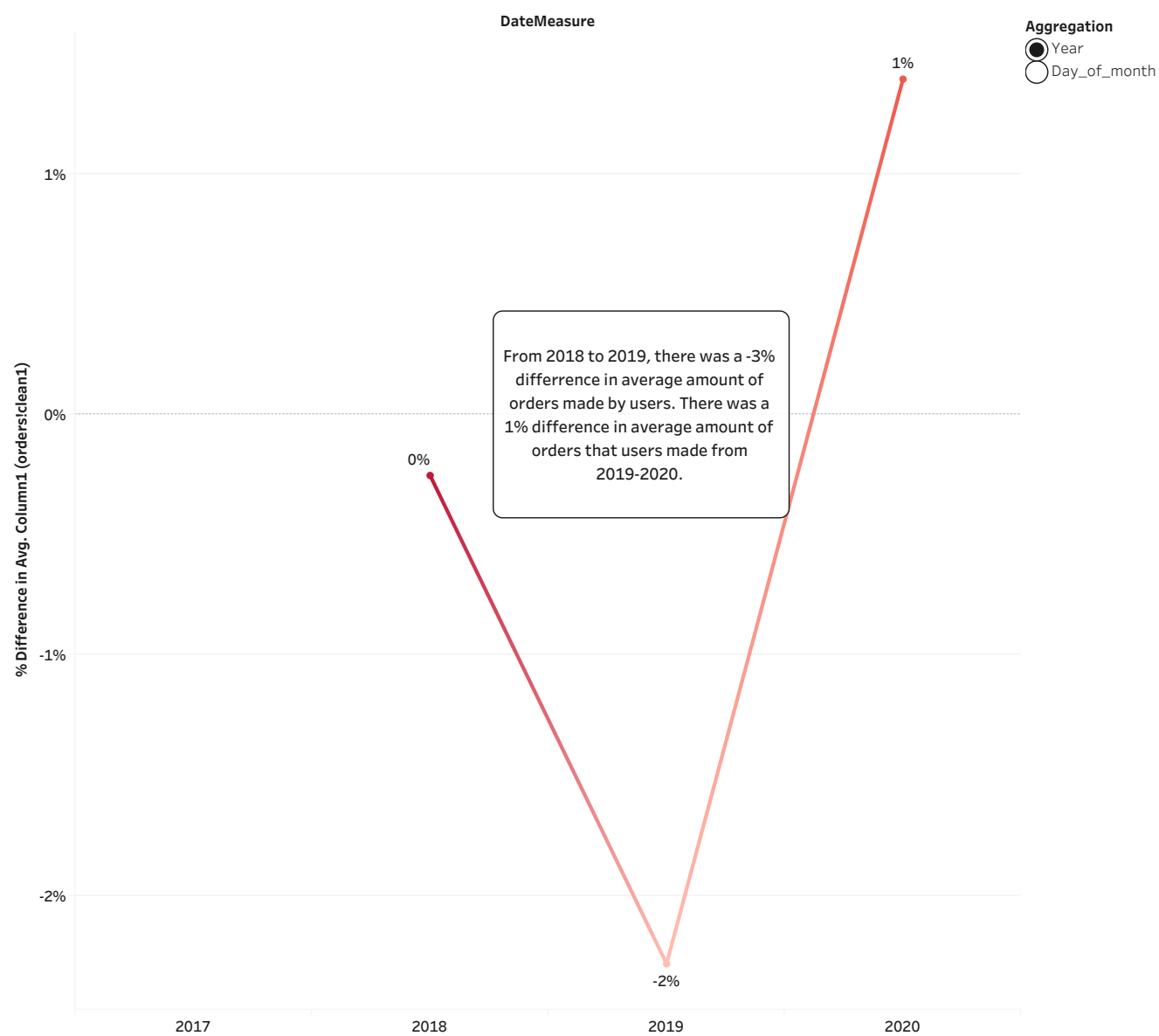


- Segment by sales amount**
- ☒ Gender
 - ☐ Marital Status
 - ☐ Educational Qualifica..
 - ☐ Monthly Income
 - ☐ Occupation

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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 millennial age group(30-33) should consist of highlighting experiences around what the company is selling vs possessions. Incorporating nostalgia 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 convenience 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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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 to filter each graph by segmentation.

Average Family Size of Users

Average Age of Users

Avg. Age

25

