

Executive Summary:

Assumptions, Data Cleaning, and Processing:

Assumptions:

- Assumption1: There were two outliers in the "currency" column of the orders table which were formatted in USD instead of INR. USD amounts were converted to INR at a rate of \$1 USD: 83 INR which is approximately the exchange rate in the timeframe the data was presented. A new INR-converted sales column was created to ensure consistency across all financial metrics.
- Assumption 2: For demographic data all users were accounted for from the "users" table. In any metrics or KPI calculated only active users from the "orders" table were included (those with at least one order).
- Assumption 3: For RFM Metrics, scores were determined by meeting certain criteria based on average values gained from KPI's, they are as follows:
- "Recency Score" (Days since last order) <= 7: 5, <= 14: 4, <= 30: 3, <= 60: 2, all others: 1.
- "Frequency Score" (Total amount of orders placed by user) >= 8: 5, >= 6: 4, >= 4: 3, >= 2: 2, all others: 1.
- "Monetary Score" (Total amount of money spent) >= \$12,000: 5, >= \$8,000: 4, >= \$4,000: 3, >= \$2,000: 2, all others: 1.
- "RFM Score" = (Recency Score + Frequency Score + Monetary Score)
- "RFM Score" categories fall into >= 12: "VIP", >= 10: "Loyal Customers", >= 7: "Dormant Potentials", >= 4: "Occasional Browser", all others: "At Risk"

Cleaning and Processing:

- All dollar amounts represent INR, not USD.
- For "RecencyDays" calculated measure, all available order data is counted until 06/25/2020, as last transaction date is 06/24/2020.
- All negative, blank, or \$0.00 Dollar values have been filtered out for all visuals that have metric.
- Ambiguous "Veg/Non-veg" data under F_ID in the "food" table has been deleted.
- "Orders by Day of Week" column has been added under orders table for weekday analysis.
- Created a retention tracking table to segment users based on repeat activity and analyze customer loyalty patterns
- Relevant Table Joins: 1. Users Table Joined to Orders Table via "User_id" column, 2. Orders Table joined to Restaurant Table via "r_id" and "id" respectively, 3. Restaurant Table joined to Menu Table via "id" and "r_id" respectively.
- User id filter added to RFM analysis to quickly segment customers based on stakeholder interest.

Summary:

Zomato is a multinational restaurant aggregator and food delivery company. This analysis explores user behavior on the Zomato platform to uncover opportunities for customer segmentation, engagement, and revenue growth. Using demographic data, behavioral trends, and RFM scoring, the goal was to provide actionable insights to optimize user retention and increase order frequency.

Key Insights, Strategic Opportunities, and Recommended Actions:

Demographics:

Key Insights:

- Zomato has 100,000 registered users, but only 77.6% have ever placed an order, leaving 22% of users inactive.
- The average age of users is 25.
- 70% of users are single (40K men, 29K women), and 28K users are married.
- 53% of users are students, 30% are employees, 14% are self-employed, and 2% are housewives.
- 68% of users have 3–6 people in their household, while 32% have smaller households.
- 48% of users report no income, 18% earn \$1–25K, and 34% earn \$25–50K (Income in INR)

Amount of Users Signed Up

100.00K

Amount of Active Users

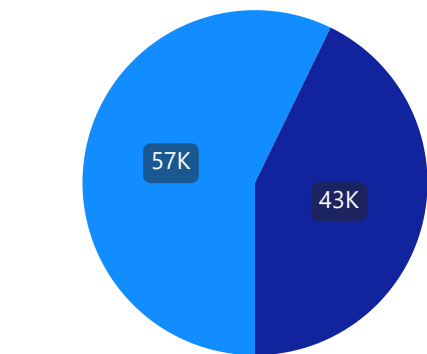
77.58K

Average Age of Users

24.63

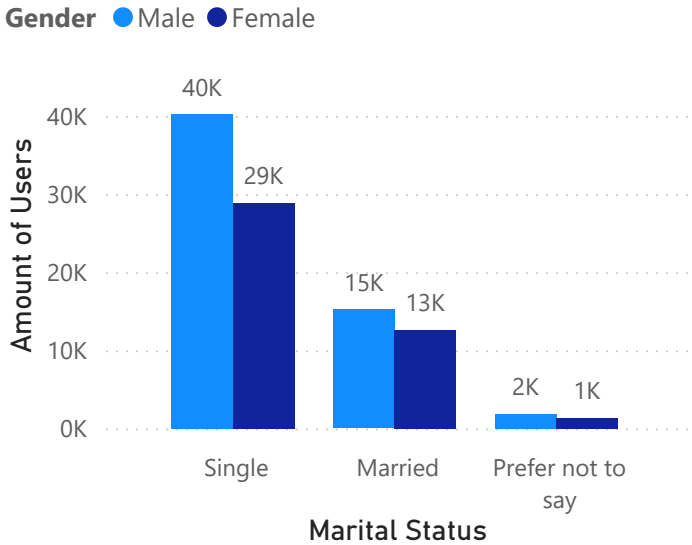
Users by Gender

Gender Male Female

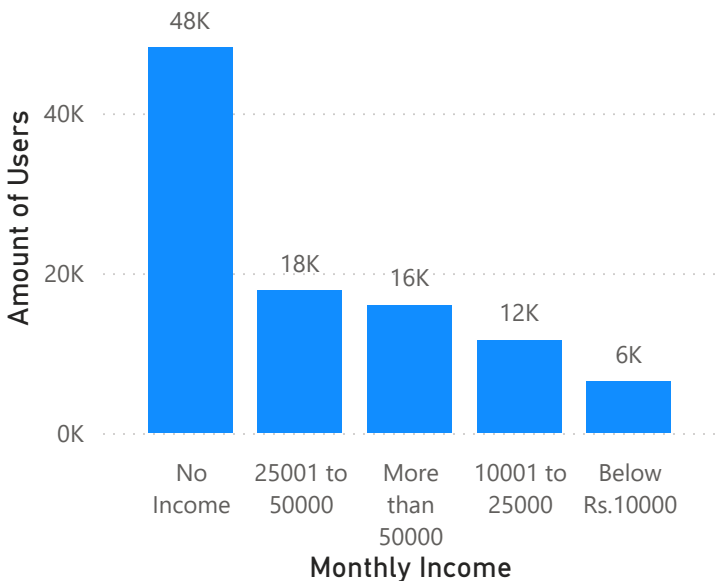


Best Businesses Know Their Customers! Who Are Our Customers?

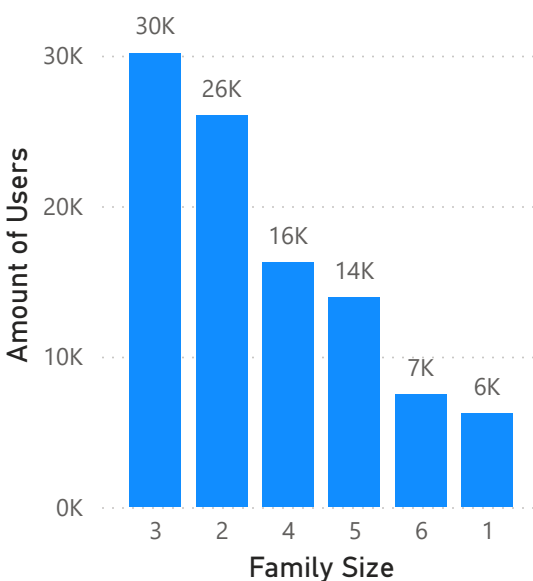
Amount of Users by Gender and Marital Status



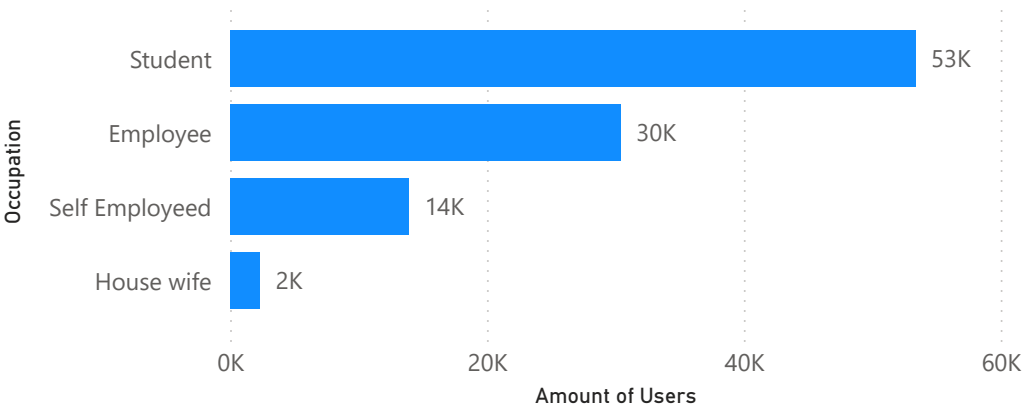
Customers Income Data



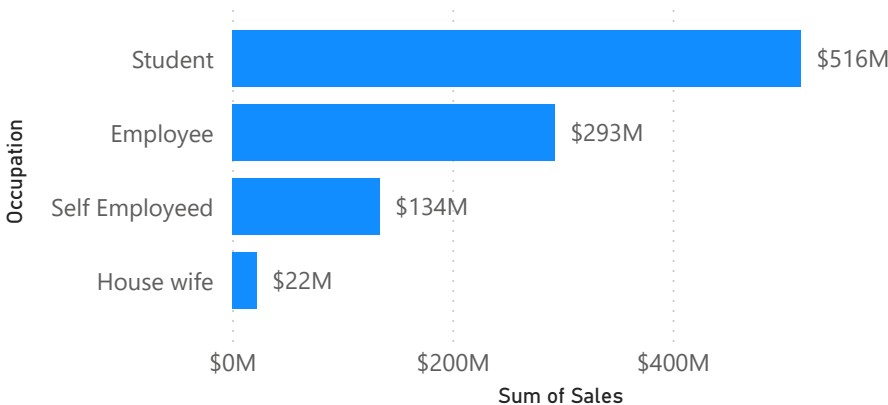
User Distribution by Family size



Customer Occupations



Total Sales by Occupation



Total Sales

\$964M

Average Spent by Customer (LTM)

\$12.49K

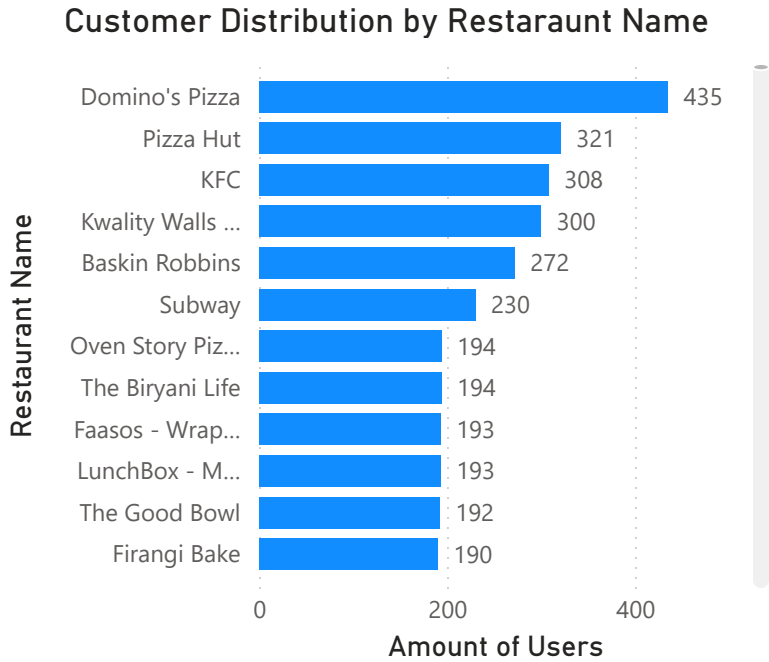
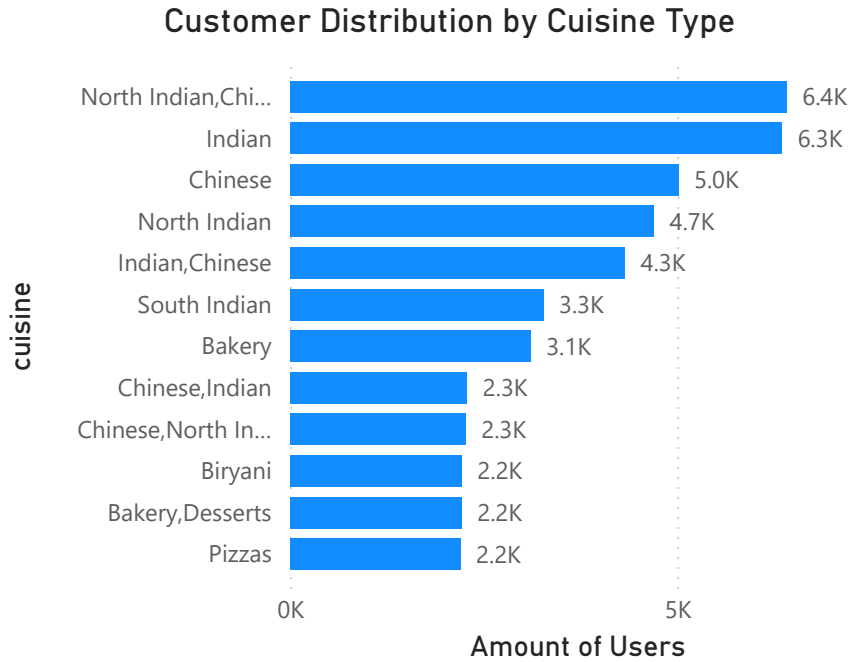
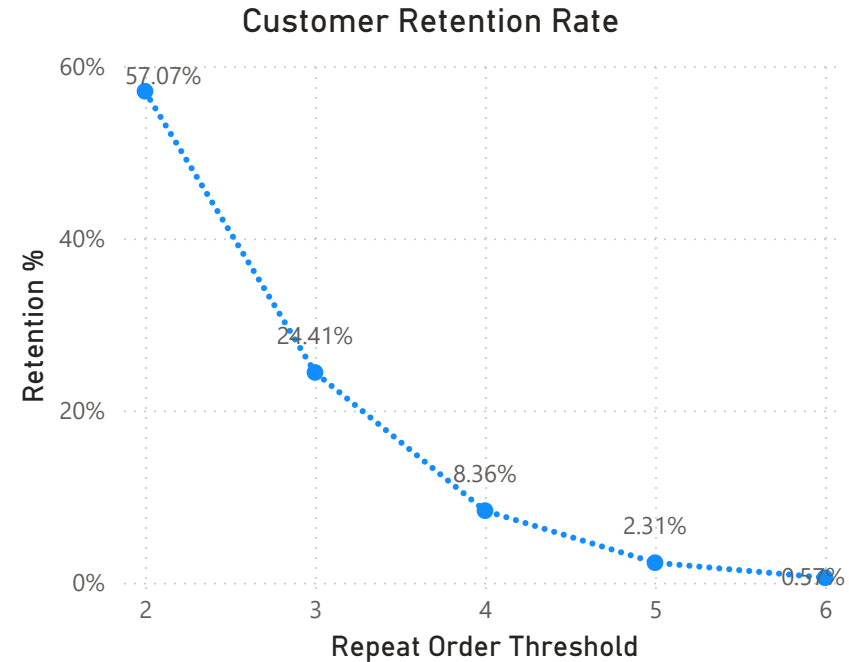
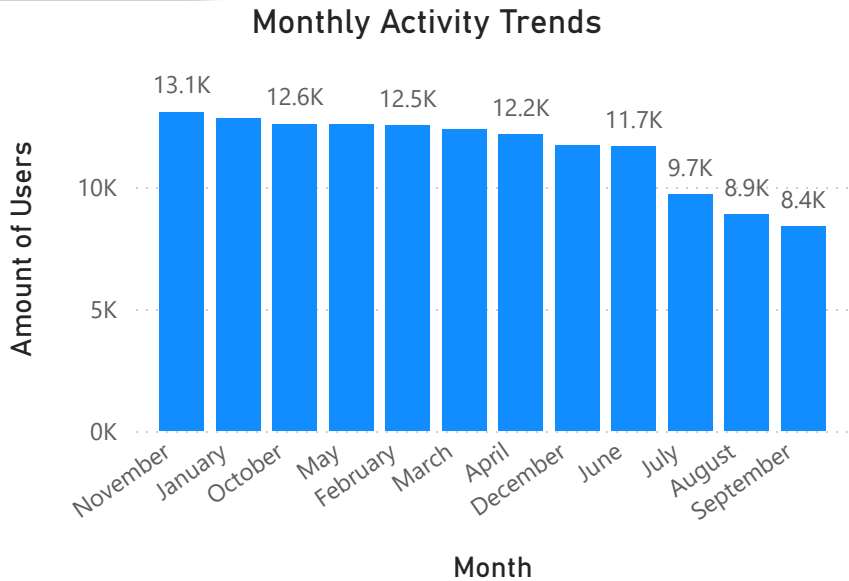
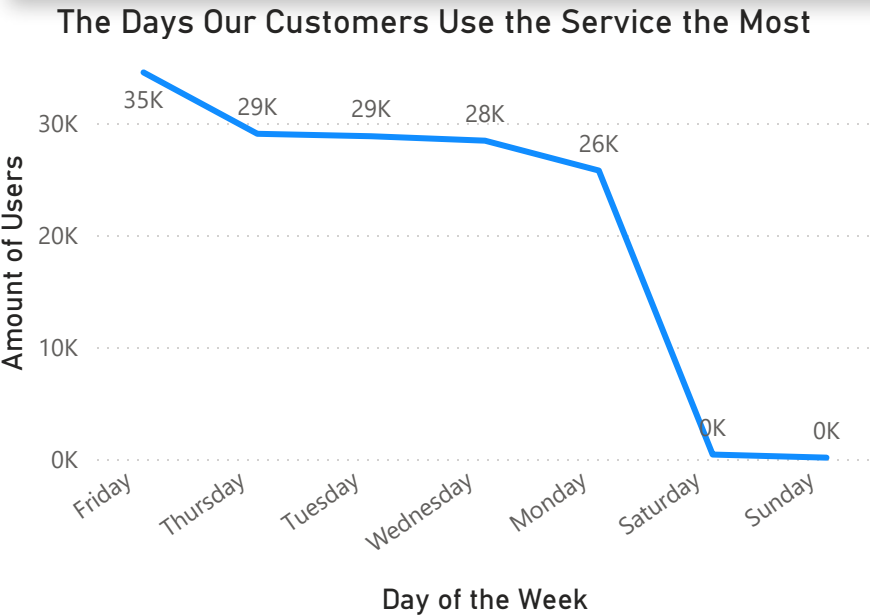
Median Spend per Customer (LTM)

\$1.92K

Average Orders per Customer

1.90

Customer Purchase Behavior



Customer Value Segmentation: Recency, Frequency, Monetary Snapshot.

Customer Segmentation Based on RFM Metrics

user_id	RECENYDAYS	ORDERFREQUENCY	TOTALSPENT	RECENCYSCORE	FREQUENCYSCORE	MONETARYSCORE	RFM_SCORE	RFM_Category
70591	394	3	\$1,514,634	1	2	5	8	Dormant Potentials
16975	196	4	\$1,496,625	1	3	5	9	Dormant Potentials
55915	13	4	\$1,478,987	4	3	5	12	VIP
62645	85	4	\$1,478,074	1	3	5	9	Dormant Potentials
94568	853	1	\$1,338,264	1	1	5	7	Dormant Potentials
1159	688	3	\$1,320,653	1	2	5	8	Dormant Potentials
23667	708	3	\$1,284,412	1	2	5	8	Dormant Potentials
15402	470	3	\$1,284,093	1	2	5	8	Dormant Potentials
83766	115	2	\$1,235,440	1	2	5	8	Dormant Potentials
64054	877	1	\$1,228,148	1	1	5	7	Dormant Potentials
79021	449	3	\$1,225,324	1	2	5	8	Dormant Potentials
73892	559	2	\$1,161,643	1	2	5	8	Dormant Potentials
46986	48	4	\$1,099,403	2	3	5	10	Loyal Customers
21969	666	2	\$1,089,833	1	2	5	8	Dormant Potentials
10182	519	3	\$1,075,047	1	2	5	8	Dormant Potentials
62199	468	4	\$1,020,222	1	3	5	9	Dormant Potentials
83210	749	1	\$1,007,972	1	1	5	7	Dormant Potentials
43302	63	3	\$1,006,158	1	2	5	8	Dormant Potentials
24197	21	3	\$994,579	3	2	5	10	Loyal Customers
34626	29	4	\$989,907	3	3	5	11	Loyal Customers
29494	629	2	\$976,649	1	2	5	8	Dormant Potentials
411	125	2	\$970,334	1	2	5	8	Dormant Potentials
62861	78	5	\$921,810	1	3	5	9	Dormant Potentials
47687	351	2	\$860,690	1	2	5	8	Dormant Potentials
719	415	1	\$860,306	1	1	5	7	Dormant Potentials
1974	604	3	\$851,513	1	2	5	8	Dormant Potentials
27020	600	2	\$827,774	1	2	5	8	Dormant Potentials

RFM Scoring Breakdown

VIP (<1%) - >= 12
LOYAL CUSTOMERS (2%) - >= 10
DORMANT POTENTIALS (28%) - >= 7
OCCASIONAL BROWSER (43%) - >= 4
AT RISK (27%) - <= 3

Amount of Users in Each RFM Category

