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Zomato Portfolio Project

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About Us Zomato Delivery

Zomato is an online food delivery platform offering a loyalty program called Zomato Gold with exclusive discounts. This SQL project analyzes customer behavior, purchase patterns, and Zomato Gold's effectiveness using a fictional dataset.

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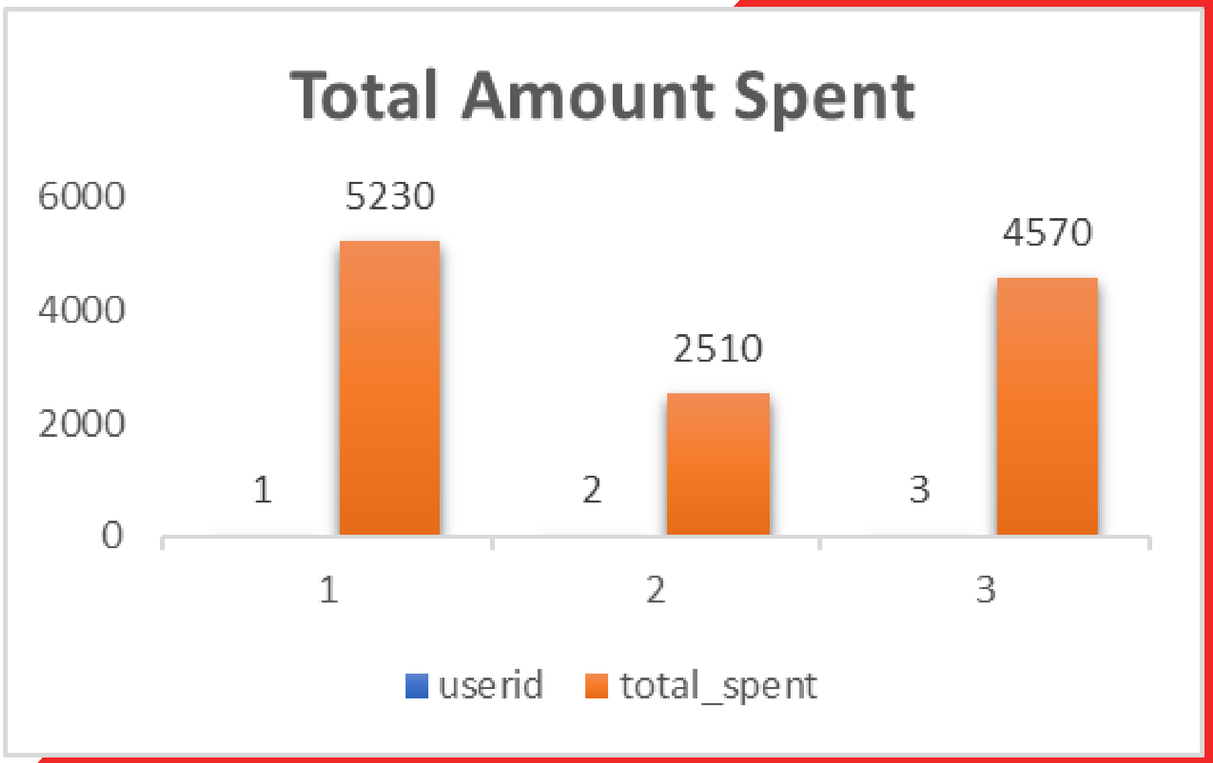
Dataset Description

The project utilizes the following tables:

1. **goldusers_signup**: Contains data about users who have signed up for the Zomato Gold membership, along with their signup dates.
2. **users**: Contains data about all users on the platform, including their signup dates.
3. **sales**: Contains data about sales transactions, including the user who made the purchase, the date of purchase, and the product purchased.
4. **product**: Contains data about the products available on Zomato, including product IDs, product names, and prices.

Customer Wise Spent

userid	amount_spent
1	5230
2	2510
3	4570



First Product Purchased by each Customer

userid	created_date	product_name
1	11-03-2016	p1
2	24-09-2017	p1
3	10-11-2016	p1

P1 Product is purchased first and through this we analyse that **P1** is the most prominent sku

Most Purchased Item and Count

userid	product_id	count
1	2	3
2	2	1
3	2	3

From table we know that **userid:1,3** our gold memebers and there might be they would be getting extra benefit from **product id 2**

First Product Purchased after being member

userid	product_id
1	3
3	2

A **targeted promotion** likely encouraged users to buy that product before signing up for **Zomato Gold.**

Total Orders and Amount Spent before membership

userid	total_orders	amount_spent
1	5	4030
3	3	2720

Userid :1 A regular customer since order count and amount spent is much higher
So order and amount can be a metric to calculate the no of customer **turning in gold member**

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About Zomato Points

Zomato's point system rewards customers based on their purchases. Points are earned differently for each product:

- p1: 1 point for every ₹5 spent.
- p2: 5 points for every ₹10 spent.
- p3: 1 point for every ₹5 spent.

This system incentivizes spending by offering varying points for different products.

Total Points Earned and Cashback

userid	total_points	total_cashback
1	1829	4572.5
2	763	1907.5
3	1697	4242.5

Most Points given for a Product

product_id	total_points
2	1829

P2 Product yields most number of Zomato points

No of Points Earned in 1yr of Membership

userid	total_points
1	165
3	435

User3 has earned far more points than that off user1 and to retain gold memeber , U**ser1** must be provided with **custom offers.**

NOTE : Earn 5 zomato points for every 10rs spent

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Key Insights from Analysis

- Since P1 is most first purchase my any customer, so its the main sku and should always be in stock to gain more customers.

- **User:2** must be given special offer and deals to convert it him in GOLD MEMBER of Zomato

- target Marketing must be approached for more better results ahead in Zomato

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For any suggestions

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Thank You