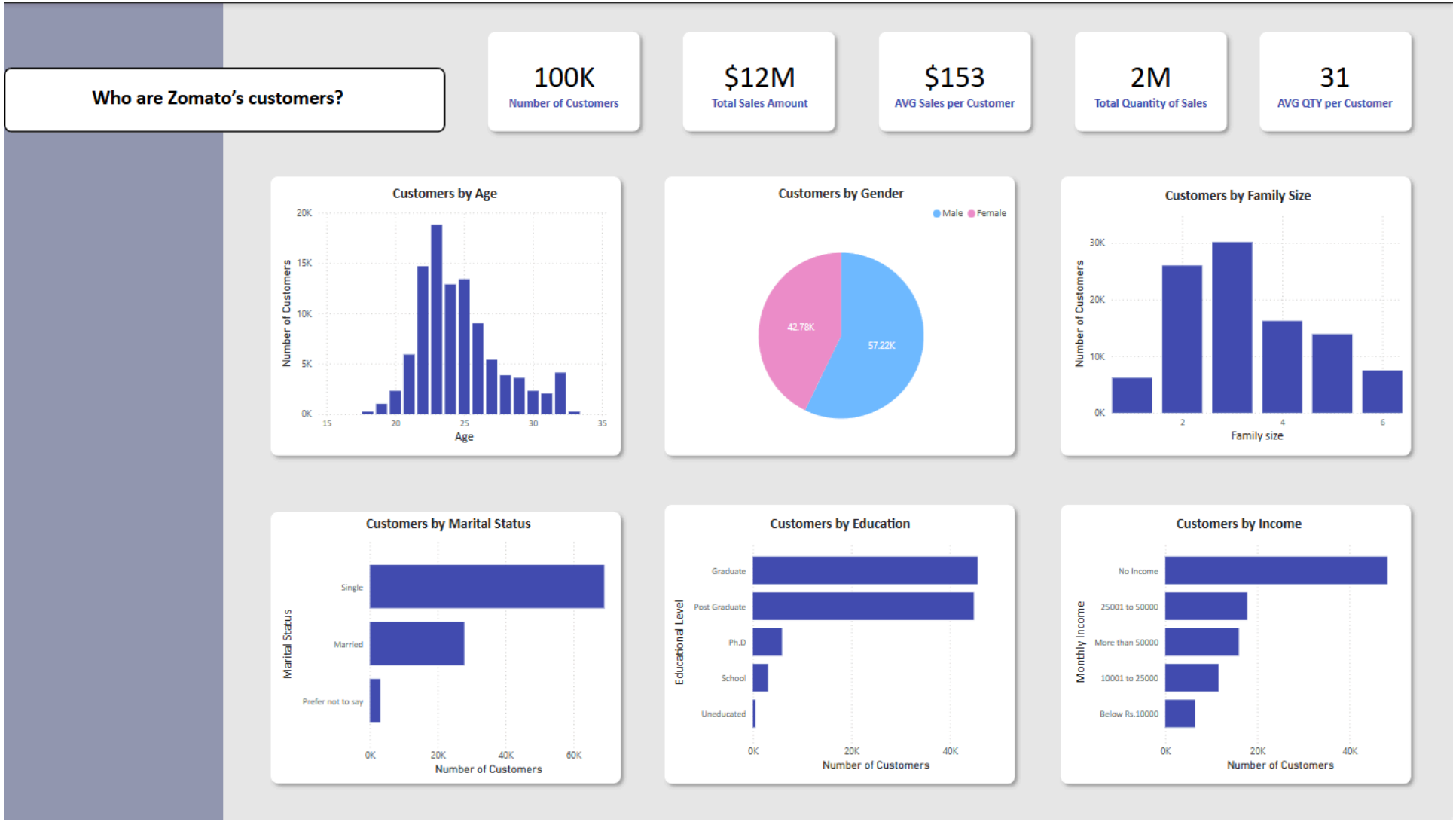
Dashboards:

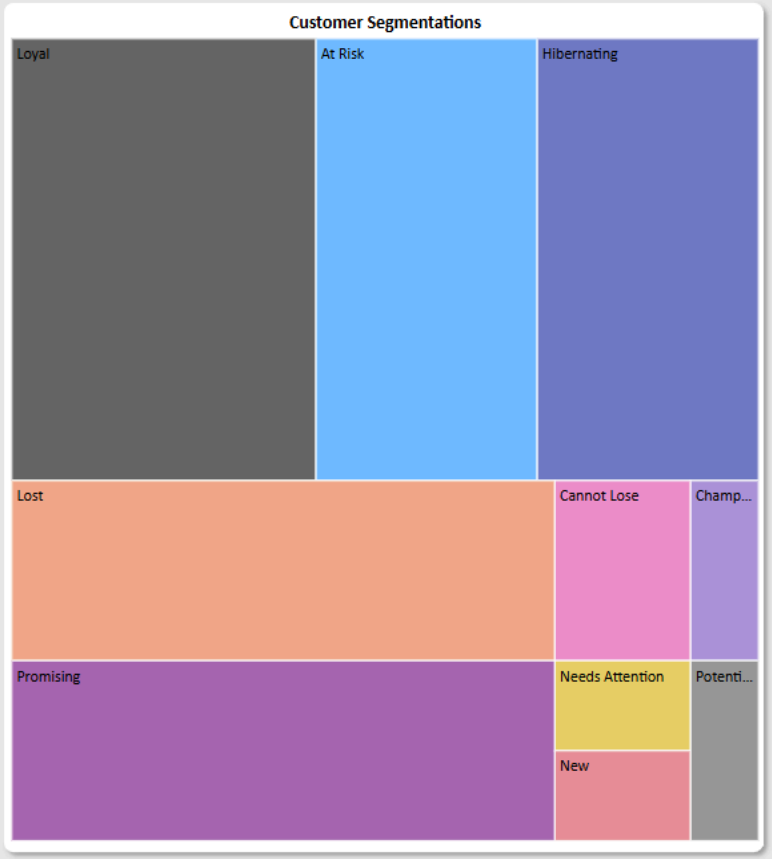

Who are Zomato's customers?
100K
Number of Customers
$12M
Total Sales Amount
$153
AVG Sales per Customer
2M
Total Quantity of Sales
31
AVG QTY per Customer
Customers by Age
Number of Customers
Age
Customers by Gender
Male
Female
42.78K
57.22K
Customers by Family Size
Number of Customers
Family size
Customers by Marital Status
Single
Married
Prefer not to say
Marital Status
Number of Customers
Customers by Education
Graduate
Post Graduate
Ph.D
School
Uneducated
Educational Level
Number of Customers
Customers by Income
No Income
25001 to 50000
More than 50000
10001 to 25000
Below Rs.10000
Monthly Income
Number of Customers

RFM Analysis

417
Avg Recency in Days

1.92
Average Frequency

$153
AVG USD Spent



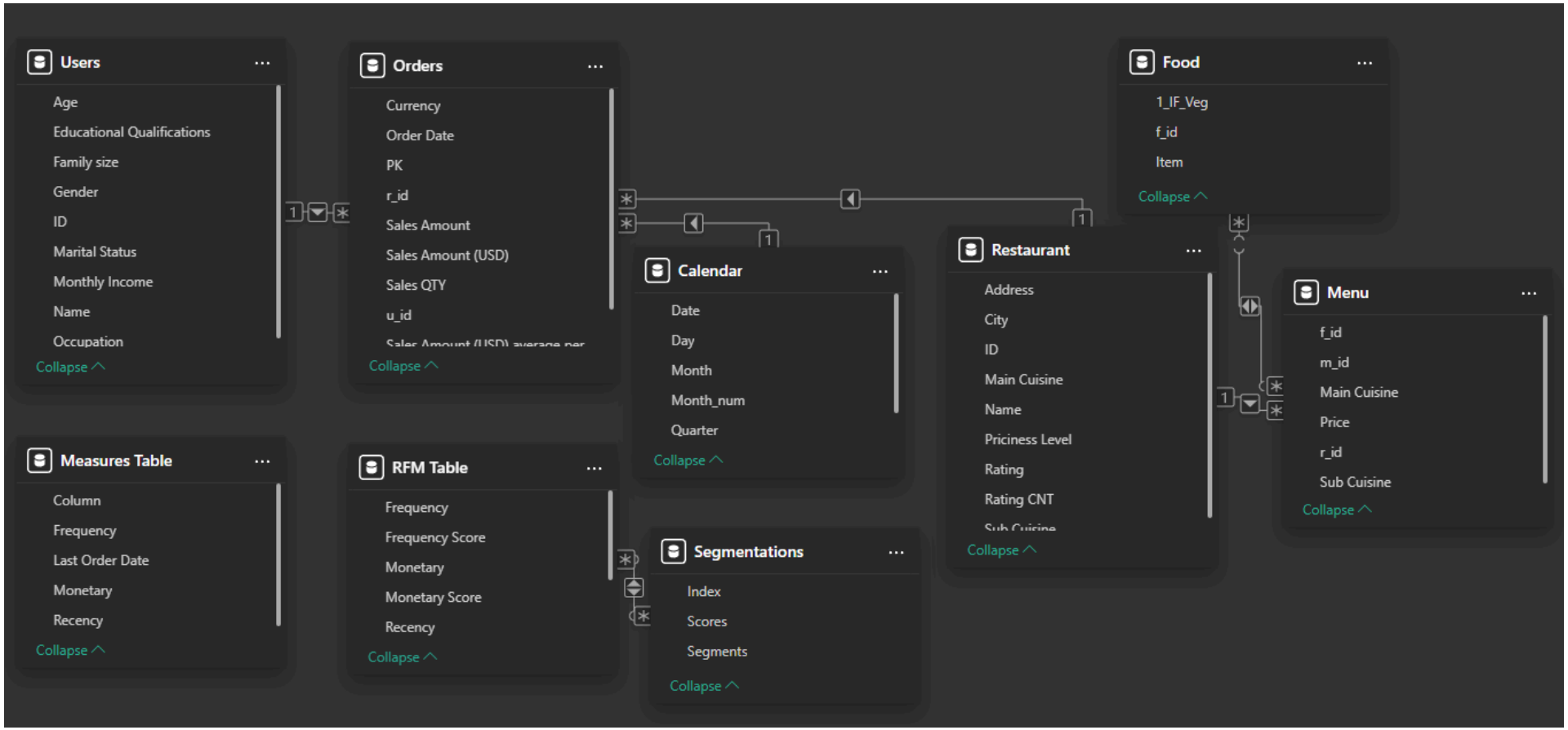
High-value:
- **Champion:** High recency, frequency, & value (Retain: exclusive offers & service)
- **Loyal** High recency & frequency, moderate value (Engage: promotions & loyalty programs)
- **Promising:** High frequency low value (Monetize: Product recommendations based on past purchases, spending-based incentives.)
- **Cannot Lose:** High Frequency and Value low recency (Retain: Listen to feedback, new product suggestions, platform-specific offers)

At-risk:
- **At-risk:** Low recency or frequency, high value (Re-engage with targeted campaigns)
- **Hibernating**: Low recency and frequency (Re-engage: Product recommendations for other categories, personalized offers.)
- **Lost:** Lowest recency, frequency, and monetary scores (Reconnect: Targeted campaigns, brand presence reminders.)
- **Needs Attention:** High recency low frequency and value (Engage: Limited-time offers)

New:
- **New:** Recent first purchase, unknown RFM (Welcome & encourage repeat purchases)
- **Potential Loyalist:** High recency one time visit (Engage: Long-term offers, loyalty programs, product category suggestions)

Segments	Scores
At Risk	222
At Risk	223
At Risk	232
At Risk	233
At Risk	322
At Risk	323
At Risk	332
At Risk	333
Cannot Lose	155
Cannot Lose	255
Champion	555
Hibernating	133
Hibernating	134
Hibernating	143
Hibernating	144
Hibernating	233
Hibernating	234
Hibernating	243
Hibernating	244
Lost	111
Lost	112
Lost	121
Lost	122
Lost	211
Lost	212
Lost	221
Lost	222
Loyal	344
Loyal	345
Loyal	354
Loyal	355
Loyal	444
Loyal	445
Loyal	454
Loyal	455
Loyal	544
Loyal	545
Loyal	554
Needs Attention	311
New	511
Potential Loyalist	411
Promising	422
Promising	423
Promising	432
Promising	433
Promising	522
Promising	523
Promising	532
Promising	533

Data Model:



DAX formulae:

Calendar:

```
Day = FORMAT('Calendar'[Date], "DD")
Month = FORMAT('Calendar'[Date], "MMM")
Month = FORMAT('Calendar'[Date], "MMM")
Month_num = FORMAT('Calendar'[Date], "m")
Quarter = CONCATENATE("Q", QUARTER('Calendar'[Date]))
```

```
        Year = FORMAT('Calendar'[Date], "YYYY")
Measures Table:
        Frequency = DISTINCTCOUNT(Orders[PK])
        Last Order Date = MAXX(Orders, Orders[Order Date])
        Monetary = SUM(Orders[Sales Amount (USD)])
        Recency = DATEDIFF([Last Order Date], "27-06-2020", DAY)
RFM Table:
        Frequency Score =
                SWITCH(
                        TRUE(),
                        [Frequency] <= PERCENTILE.INC('RFM Table'[Frequency], 0.20), "1",
                        [Frequency] <= PERCENTILE.INC('RFM Table'[Frequency], 0.40), "2",
                        [Frequency] <= PERCENTILE.INC('RFM Table'[Frequency], 0.60), "3",
                        [Frequency] <= PERCENTILE.INC('RFM Table'[Frequency], 0.80), "4","5")
        Monetary Score =
                SWITCH(
                        TRUE(),
                        [Monetary] <= PERCENTILE.INC('RFM Table'[Monetary], 0.20), "1",
                        [Monetary] <= PERCENTILE.INC('RFM Table'[Monetary], 0.40), "2",
                        [Monetary] <= PERCENTILE.INC('RFM Table'[Monetary], 0.60), "3",
                        [Monetary] <= PERCENTILE.INC('RFM Table'[Recency], 0.80), "4","5")
        Recency Score =
                SWITCH(
                        TRUE(),
                        [Recency] <= PERCENTILE.INC('RFM Table'[Recency], 0.20), "5",
                        [Recency] <= PERCENTILE.INC('RFM Table'[Recency], 0.40), "4",
                        [Recency] <= PERCENTILE.INC('RFM Table'[Recency], 0.60), "3",
                        [Recency] <= PERCENTILE.INC('RFM Table'[Recency], 0.80), "2","1")
        RFM Score = 'RFM Table'[Recency Score] & 'RFM Table'[Frequency Score] & 'RFM Table'[Monetary Score]
```