

## Zomato Customer Segmentation Analysis Report

### Summary

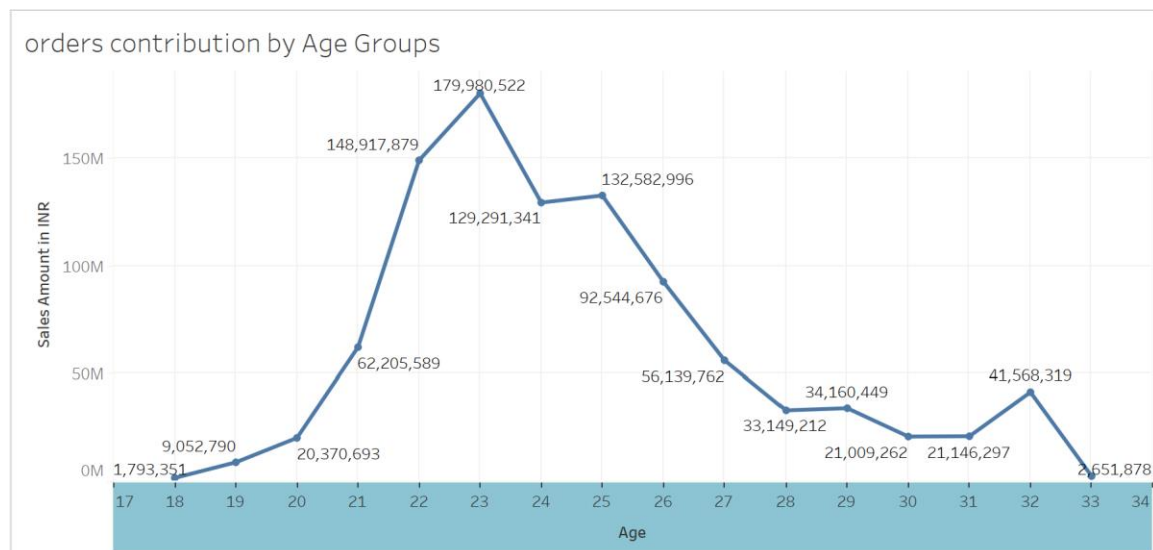
This report analyzes customer and order data to uncover key insights about Zomato's customer base and purchasing behavior. The findings are designed to identify core customer segments and provide actionable recommendations for targeted marketing and strategic planning.

### Key Findings

#### Age Group Contribution

- Customers aged 23 years generated the highest total sales amount of ₹179,980,522.
- Combined, customers in their 20s contributed approximately 89% of total sales.

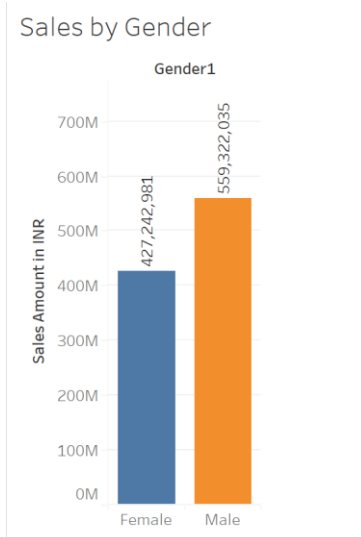
#### Visualization:



#### Gender Contribution

- Male customers contributed ₹559,322,037.
- Female customers contributed ₹427,242,981.
- Males are the dominant contributors to sales, surpassing females by ₹132,079,054.

#### Visualization:

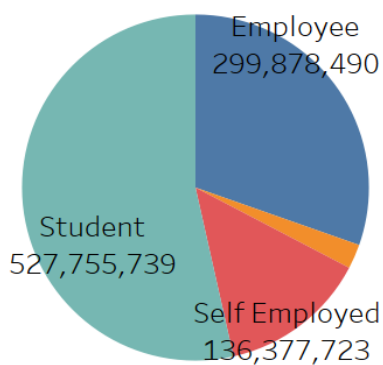


### Top Occupation, Monthly Income vs Occupation

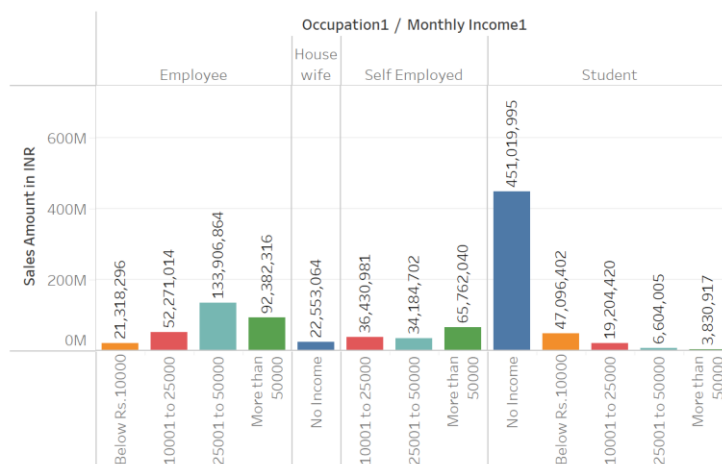
- Students generated the highest sales amount of ₹527,755,739, significantly outpacing other occupations.
- Students contribute heavily despite often reporting 'No Income.'
- Analysis of 'No Income' Category: Students with 'No Income' contributed ₹451,019,996 to total sales, suggesting reliance on external financial support such as parental funds or allowances.
- Customers with 'No Income' contributed the highest sales (₹473,573,059).
- Higher income levels do not necessarily equate to greater sales.

*Visualization:*

### TOP OCCUPATION



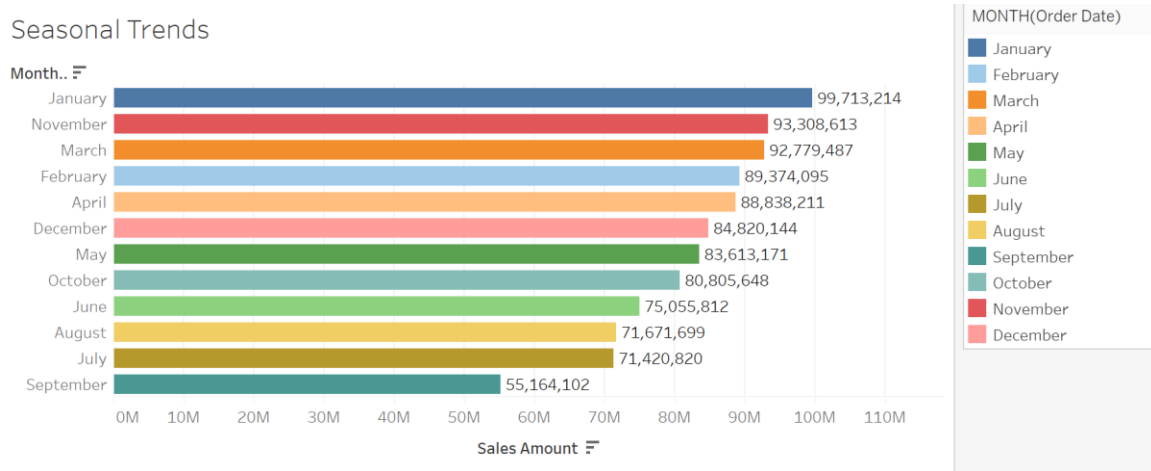
### Sum of Sales Amount by Monthly Income & Occupation



### Seasonal Trends

- Sales peak in January (₹99,713,214) and November (₹93,308,613), with the lowest sales in September (₹55,164,102).
- This seasonal pattern indicates opportunities for targeted campaigns during peak and low periods.

*Visualization:*

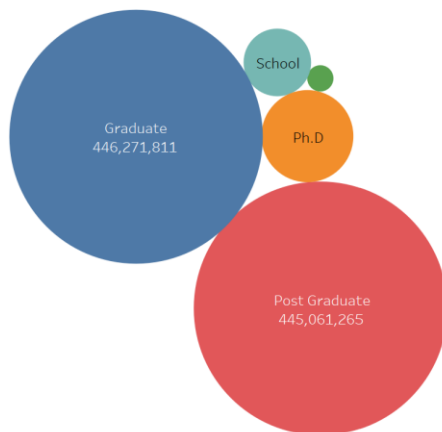


### Education Level Contribution

- Graduates contributed the highest sales amount of ₹446,271,811.
- Postgraduates closely follow, but graduates outspend postgraduates and Ph.D. holders.

*Visualization:*

Sales against Education Qualifications



### Methodology

- Sales were attributed to specific groups (e.g., age, gender) based on user data.
- Invalid sales amounts (negative or non-numeric values) were removed.
- Correlations over time and across segments were evaluated for trends.

#### **Data Limitations:**

- 'No Income' may reflect untracked financial support (e.g., allowances) or missing data.
- Geographic variations were not analyzed in this version.

### **Recommendations**

#### **Marketing Campaigns**

1. Target Students: Develop campaigns such as 'Student Meal Plans' and 'Campus Combo Deals.'
2. Focus on Males: Leverage male spending patterns with promotions like 'Game Night Specials.'
3. Enhance Graduate Offerings: Tailor rewards programs for graduate customers.

#### **Strategic Partnerships**

- Collaborate with universities to offer exclusive deals.
- Create loyalty programs specifically for students.

#### **Seasonal Campaigns**

- Launch promotions during peak months (January, November).
- Develop engagement strategies for low months (e.g., September).

#### **Data Improvements**

- Broaden geographic data collection to analyze regional differences.
- Clarify 'No Income' status by capturing data on external financial support or parental allowances.

#### **Metrics for Success**

- Increased repeat purchase rates.
- Higher engagement levels among target segments.
- Revenue growth by key demographics.

#### **Next Steps**

1. Implement recommended campaigns and partnerships.
2. Refine data collection processes to address limitations.
3. Reassess findings with geographic and seasonal trends included.

By addressing these opportunities, Zomato can better align its strategies to the behavior and preferences of its core customers.