

ZOMATO CUSTOMER INSIGHTS & SEGMENTATION

TOTAL ORDERS

10K

DELIVERED
ORDERS

9750

Total_Revenue

₹3M

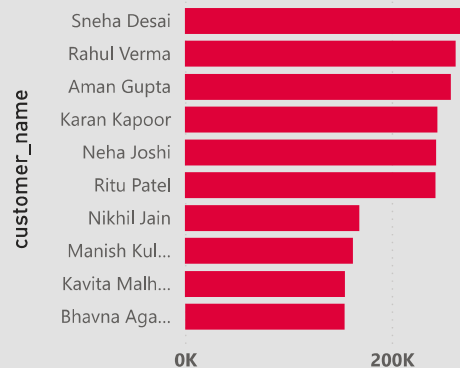
AVG_VALUE

₹323

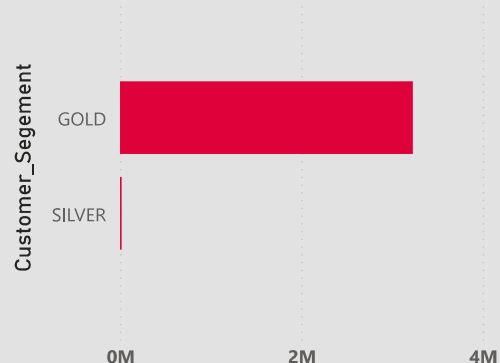
MONTH

☐ Apr☐ Aug

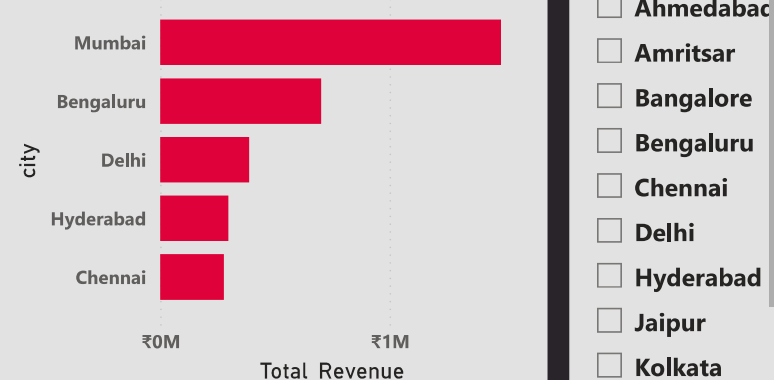
Customer Lifetime Value



SEGMENT VS REVENUE



Total Revenue by City



CITY

- ☐ Ahmedabad
- ☐ Amritsar
- ☐ Bangalore
- ☐ Bengaluru
- ☐ Chennai
- ☐ Delhi
- ☐ Hyderabad
- ☐ Jaipur
- ☐ Kolkata

Average_Order_Value Count of order_id Customer_Segemen

| | | |
|---------|------|--------|
| ₹322.90 | 9749 | GOLD |
| ₹300.00 | 1 | SILVER |

| order_item | Total_Orders_Delivered | Total_Revenue |
|----------------------|------------------------|---------------|
| Chicken Biryani | 729 | ₹2,31,203.00 |
| Masala Dosa | 704 | ₹2,29,058.00 |
| Mutton Rogan Josh | 697 | ₹2,23,072.00 |
| Paneer Butter Masala | 732 | ₹2,32,474.00 |
| Pasta Alfredo | 712 | ₹2,26,376.00 |
| Vegetable Fried Rice | 450 | ₹1,42,734.00 |

Order_Frequency_By_Time_Slot

