Understanding Zomato Customers: Who Orders and Why

Understanding customer demographics and behavior is essential for tailoring services and maximizing engagement in today's competitive markets. For this project, the focus was on analyzing Zomato order data to uncover the factors influencing customer purchase patterns. Specifically, the project aimed to answer several key questions:

1. **Why do males order more frequently than females?**
2. **Which subgroup (by demographic or employment) has the highest order activity among men and women?**
3. **Does education level influence ordering behavior?**
4. **Does relationship status impact order frequency?**

To address these questions, the data was analyzed using Tableau to explore relationships between gender, education, employment status, and relationship status with order behavior. By identifying patterns and key drivers of customer activity, this analysis provides actionable insights to better understand customer behavior and refine strategic decisions.

Findings and Visual Analysis:

Gender Differences

The dataset revealed significant differences in the number of male and female users on Zomato. **Males accounted for approximately 45,000 users**, compared to **34,000 females**, reflecting a notable gender imbalance in the customer base.

When analyzing occupation trends, **Student** emerged as the predominant occupation for both genders.

- For males, the next most common occupations were **Employee**, followed by **Self-Employed**.
- For females, **Employee** was the second most common occupation, followed by **Self-Employed**, with **Housewife** being the least represented.

These findings suggest that students, regardless of gender, represent a significant portion of Zomato's user base, while workforce-related occupations (such as Employee and Self-Employed) are more strongly associated with males than females. Understanding this occupational distribution can help Zomato refine its marketing strategies to target these key demographic segments.
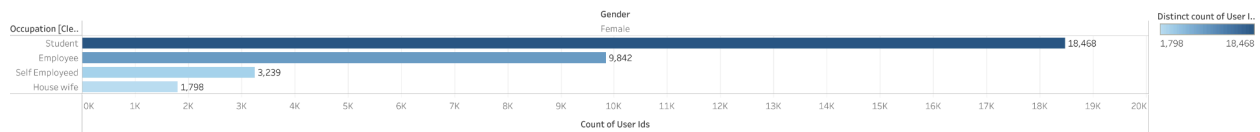

Gender Differences
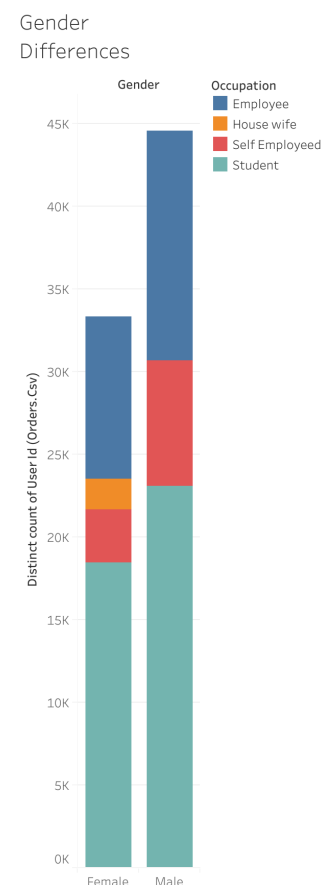
Count of Active Users by Occupation

Count of Active Users by Occupation (Male)

Occupation [Cle..	Gender Male	Count of Active Users
Student	23,108	7,616 23,108
Employee	13,858	
Self Employed	7,616	
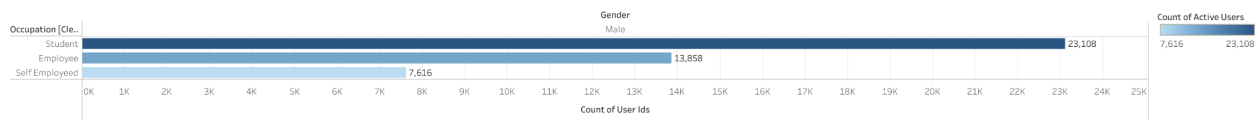
Count of Active Users by Occupation (Female)

Occupation [Cle..	Gender Female	Distinct count of User I..
Student	18,468	1,798 18,468
Employee	9,842	
Self Employed	3,239	
House wife	1,798	

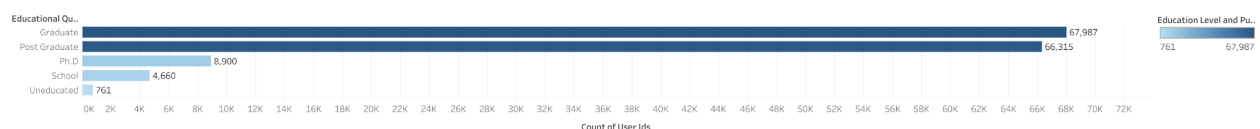A breakdown of active users by occupation reveals distinct patterns among males and females:

- Males:
  - **Student**: 23,108
  - **Employee**: 13,858
  - **Self-Employed**: 7,616
- Females:
  - **Student**: 18,468
  - **Employee**: 9,842
  - **Self-Employed**: 3,239
  - **Housewife**: 1,798

Across both genders, Students represent the largest group of active users, emphasizing the strong presence of younger, education-focused demographics. The second-largest group for both males and females are Employees, highlighting the importance of workforce-related roles as a key customer segment. Interestingly, the Self-Employed category shows moderate engagement, while the Housewife category represents a small but notable proportion of active female users.

These findings suggest that Zomato's primary active user base consists of individuals with educational or workforce affiliations, with male engagement generally surpassing female engagement in all occupations.

Education Level and Purchases

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Educational Qu..		Education Level and Pu..
Graduate	67,987	761 67,987
Post Graduate	66,315	
Ph.D	8,900	
School	4,660	
Uneducated	761	

An analysis of customer education levels reveals that graduates and postgraduates dominate the purchasing activity on Zomato, together accounting for the vast majority of orders:

- **Graduate**: 67,987 purchases

- **Postgraduate**: 66,315 purchases
- **Ph.D.**: 8,900 purchases
- **School**: 4,660 purchases
- **Uneducated**: 761 purchases

The data indicates that customers with higher education levels are the most active purchasers on the platform. Graduates lead slightly over Postgraduates, highlighting the importance of targeting this segment. Interestingly, purchases decline significantly as education level decreases, with Ph.D. holders contributing moderately, and customers with school-level education or those listed as uneducated making up a much smaller fraction of total purchases.

These findings suggest a strong correlation between education level and order activity, possibly reflecting higher economic capacity or technology adoption among more educated users.

Order Distribution By Marital Status

The distribution of orders based on marital status reveals clear differences in purchasing behavior between single and married individuals:

- **Single**: 102,362 orders
- **Married**: 41,560 orders
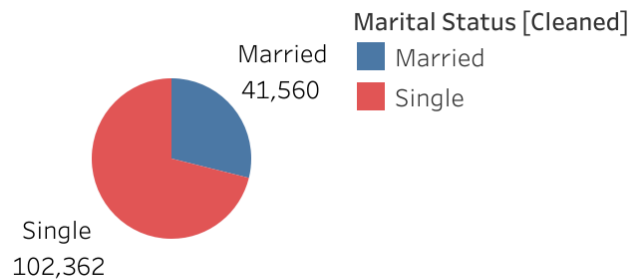
The data shows that single individuals are by far the most frequent customers, making up a significant majority of orders on the platform. This suggests that single users may be more frequent or impulsive buyers, possibly due to differing lifestyle choices, availability of disposable income, or the nature of their spending. In contrast, married individuals place considerably fewer orders, which could be influenced by factors such as family obligations or joint household spending patterns.

These insights indicate the potential for tailored marketing strategies targeting single individuals to increase engagement, while also considering the preferences and needs of married customers for future campaigns.

Insights and Recommendations

Based on the analysis of customer demographics and order behaviors, several key insights have emerged, leading to the following actionable recommendations for Zomato:

- **Target Marketing Campaigns to Single Individuals**
  The analysis revealed that single individuals are significantly more likely to order on Zomato compared to married couples. With 102,362 orders from single users compared to 41,560 from married individuals, it is clear that single customers form the dominant purchasing group. Zomato should consider focusing marketing efforts specifically

towards single individuals, highlighting convenience, variety, and personalized offers that could appeal to this demographic.

- **Leverage Employee Segment for Loyalty Programs**
Among the user base, employees make up a strong subgroup, with high engagement and order frequency. To maximize this group's potential, Zomato could develop tailored loyalty programs or promotions designed for professionals, such as time-saving meal deals or discounts targeted at busy working men and women. This can enhance customer retention and increase order frequency among professionals.
- **Promote Zomato to Students Through Student-Specific Offers**
Given that students represent the largest demographic across both genders, Zomato should focus on this group through student-specific offers, such as discounts or loyalty rewards for regular orders. This would not only increase purchases from this high-potential segment but also foster brand loyalty in a younger demographic.

Conclusion

This project aimed to analyze customer behavior on Zomato by examining the relationship between key demographic factors, such as gender, occupation, education level, and marital status, with order frequency and preferences. By analyzing the data, the goal was to uncover trends and insights that could inform strategic marketing efforts, increase customer engagement, and improve service offerings.

The analysis revealed several key findings:

- **Males** represent the majority of active users, with students making up a significant portion of both genders. However, the **most frequent buyers** were female employees, indicating the importance of targeting working professionals with specialized promotions.
- Customers with higher levels of **education**, especially graduates and postgraduates, showed higher order frequencies, suggesting the value of targeting this educated demographic with personalized, premium offers.
- **Single individuals** placed the most orders, presenting an opportunity to tailor marketing and promotions to this highly engaged segment.

By implementing the recommendations derived from these insights, such as focusing marketing efforts on **single individuals** and **employees**, and creating student-specific and **loyalty programs**, Zomato can further strengthen its customer base and enhance user engagement.

Looking ahead, exploring additional dimensions like **geographic trends** and **order frequency patterns** over time will provide further opportunities to refine Zomato's services, optimize operations, and deliver even more value to its diverse customer segments.