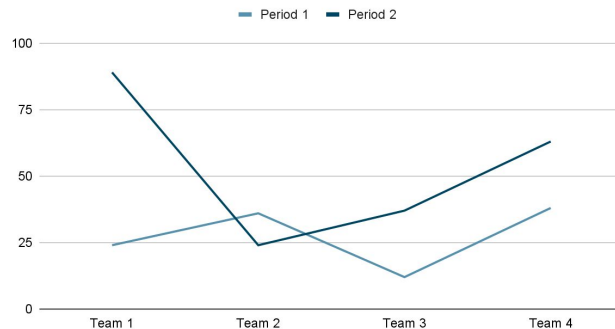# Zomato User Insights & Sales Optimization (2017–2020)

Analysis by: Allen Clare

What's Covered?

"Today, I'll walk through our data analysis project, including the hypotheses we tested, what we found, and how this informs strategy to boost Zomato's performance."

Points scored

1. Agenda

➔ **Project Overview**

➔ **Hypotheses & Methodology**

➔ **Key Insights (H1-H8)**

➔ **Strategic Suggestions**

➔ **Final Recommendations**

—

"We analyzed sales, user behavior, and restaurant patterns across India to identify ways to improve customer retention, revenue, and engagement."

Data: 4 years of Zomato orders (2017–2020)

Users, restaurants, orders, cities, and cuisine types analyzed

Goal: Drive actionable insights around user behavior and sales patterns

Hypotheses Overview

H1: Younger users make more frequent, smaller orders

H2: Metro cities drive higher revenue

H3: Restaurants with repeat customers have higher revenue

H4: Cuisine preferences differ by gender

H5: Sales peak on weekends

H6: Sales increase month-to-month/year-over-year

H7: Top 10% of users contribute most revenue (Pareto)

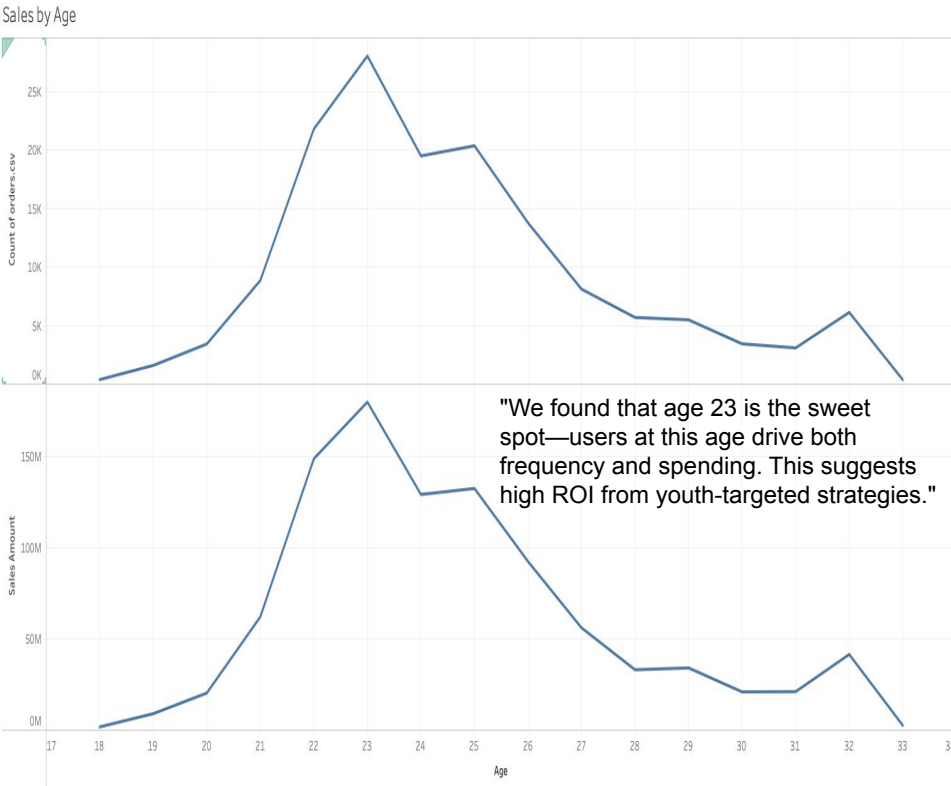**H8: Younger users try more food categories**

Sales by Age

"We found that age 23 is the sweet spot—users at this age drive both frequency and spending. This suggests high ROI from youth-targeted strategies."

Visualization: Line chart of orders/revenue by age

Younger Users, More Orders

Age 23 has most orders (28,074) and revenue (₹179M)

Orders decline steadily after age 30

Suggestions?

Suggestions:

Target 18–30 group with personalized promos

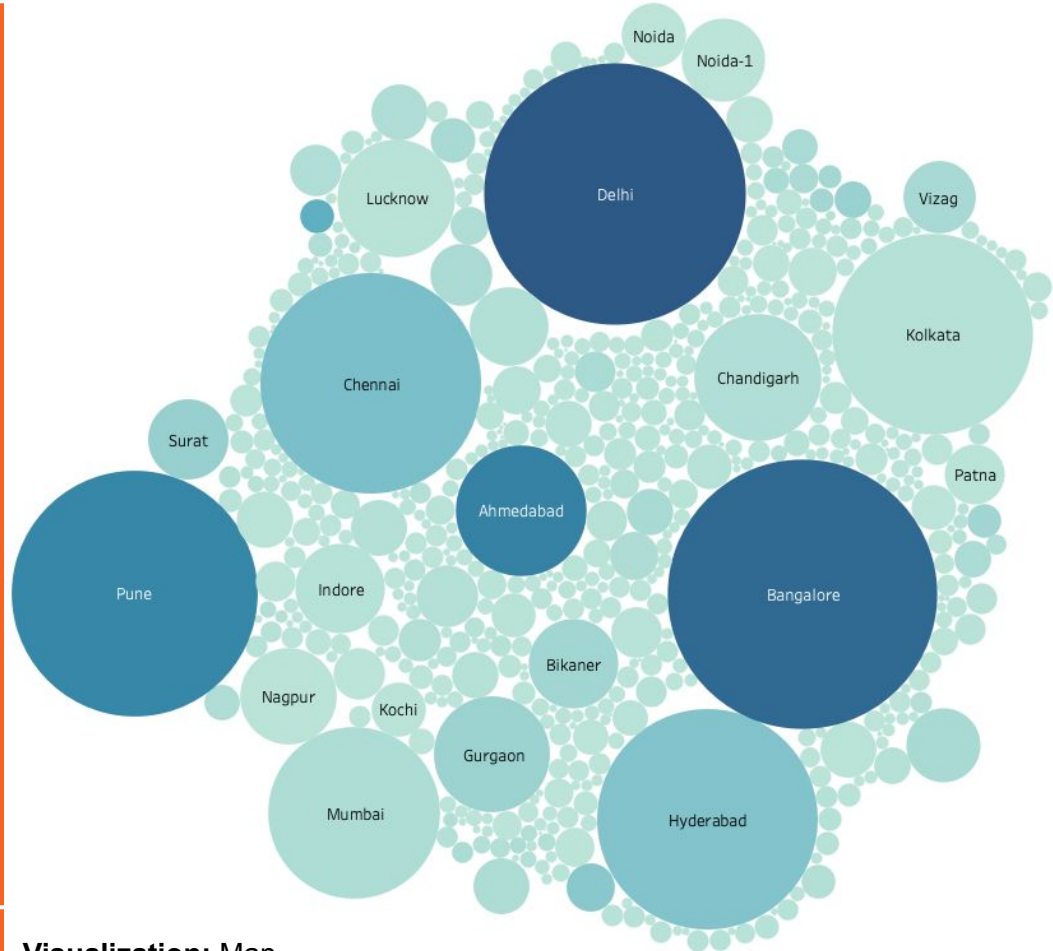Offer subscription perks or loyalty bonuses

H2 — Metro Cities = More Revenue

As expected, metros dominate, but growth lies in underperforming regions. A focused campaign in those cities could tap into new demand.

- New Delhi leads in orders and revenue
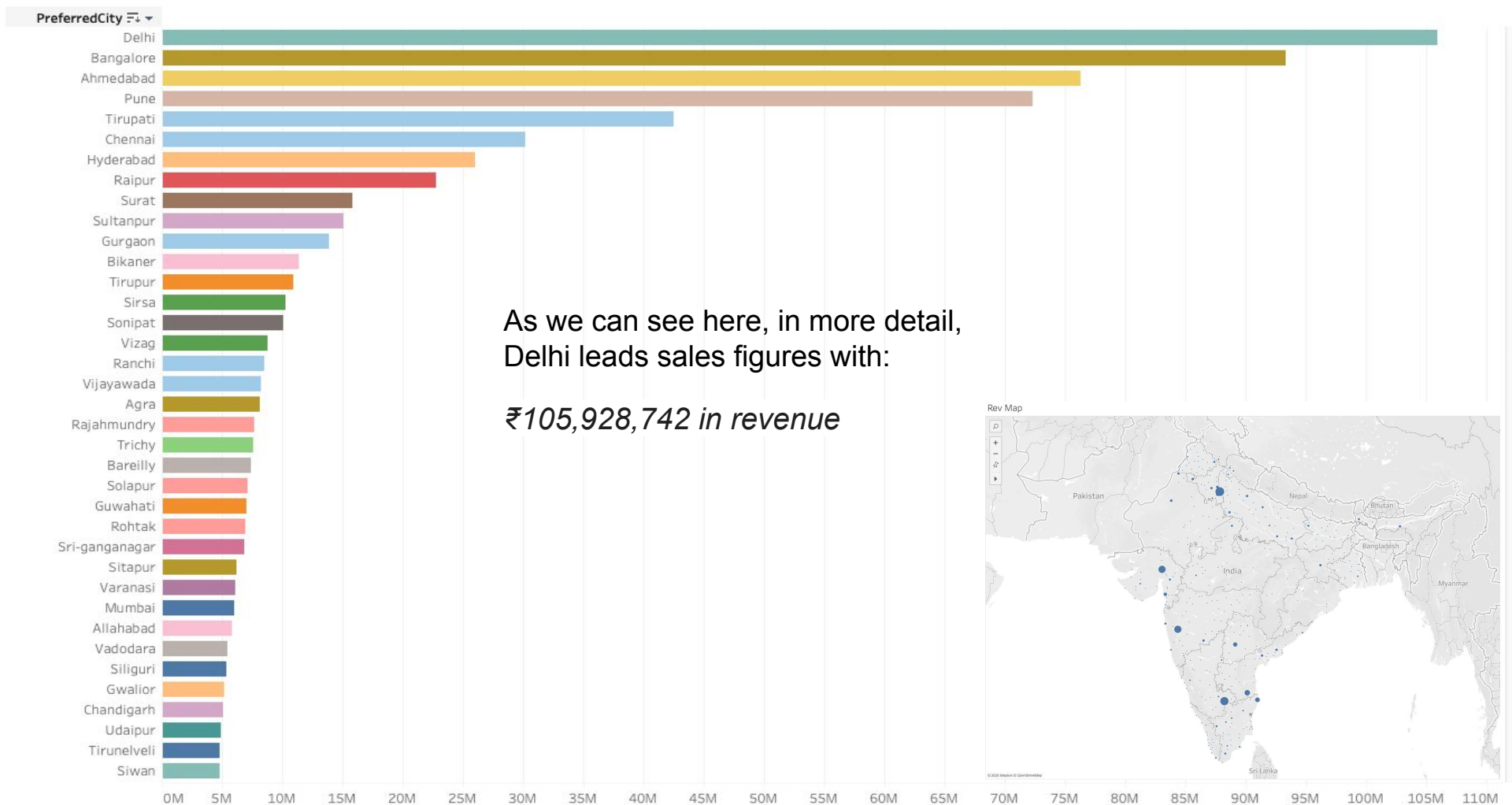
- Bangalore, Ahmedabad, and Pune follow

Suggestions:

- Expand promos in Tier 2–3 cities

- Use geo-targeted marketing

Rev by cities

Visualization: Map

Rev by Cities charted

As we can see here, in more detail, Delhi leads sales figures with:

₹105,928,742 in revenue

Restaurants with Repeat Customers

Name (Restaurant.C.. ⌐	User Id	
Domino's Pizza	16077	
	51795	
	87752	
Baskin Robbins	15214	
Subway	59155	
The Good Bowl	41796	
	91200	
Firangi Bake	65631	
Mealful Rolls - Meals in a ..	90811	
SLAY Coffee	36458	

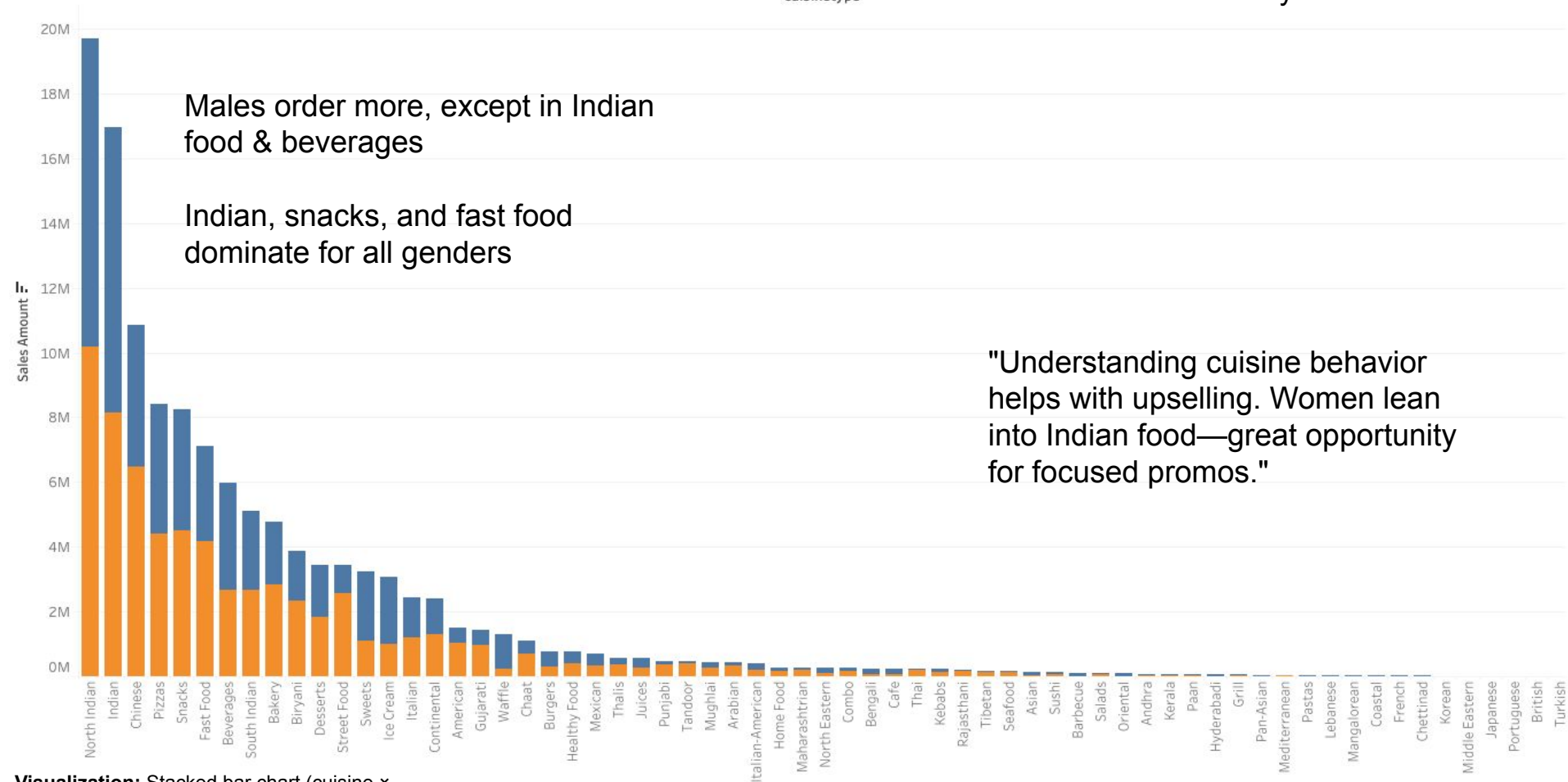## Restaurants with Repeat Customers (2)
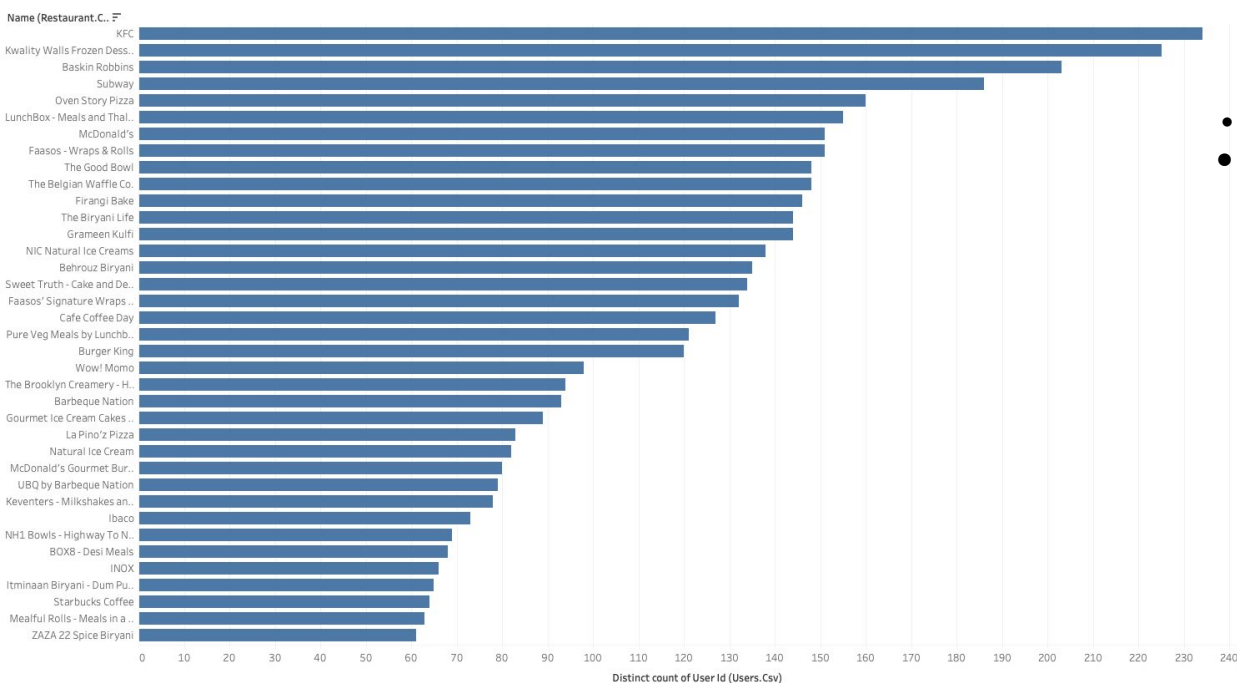
- KFC: 234 repeat users = ₹1.17M in revenue
- Local restaurants like Apna Punjab and Veer Ji thrive on loyalty

"Even with just a few repeat users, sales shoot up. Incentivizing return visits can be a major growth lever."
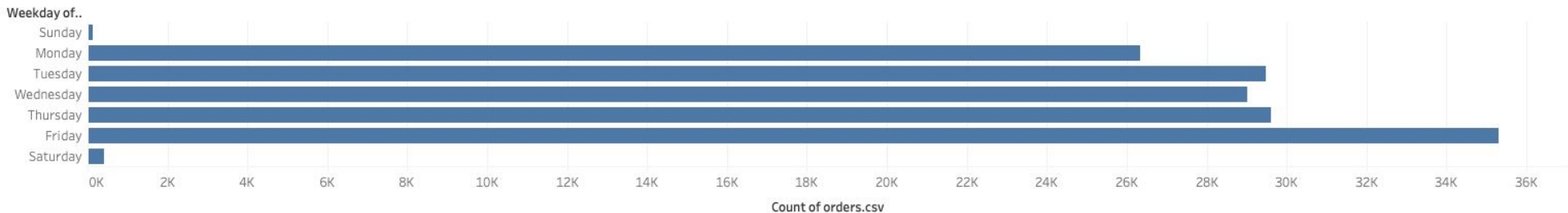
Suggestions:

- Build restaurant-level loyalty programs

- Feature repeat-worthy venues more often

Cuisine Type

Cuisinetype

H4 — Cuisine by Gender

Males order more, except in Indian food & beverages

Indian, snacks, and fast food dominate for all genders

"Understanding cuisine behavior helps with upselling. Women lean into Indian food—great opportunity for focused promos."

Visualization: Stacked bar chart (cuisine × gender)

H5 — Do Sales Peak on Weekends?

Orders by week

Weekday of..

Count of orders.csv

❌ **False**

Friday has highest sales (~35,000 orders)

Saturday/Sunday see steep declines

Suggestions:

Test weekend discounts or campaigns

Reduce commission on weekends to drive volume
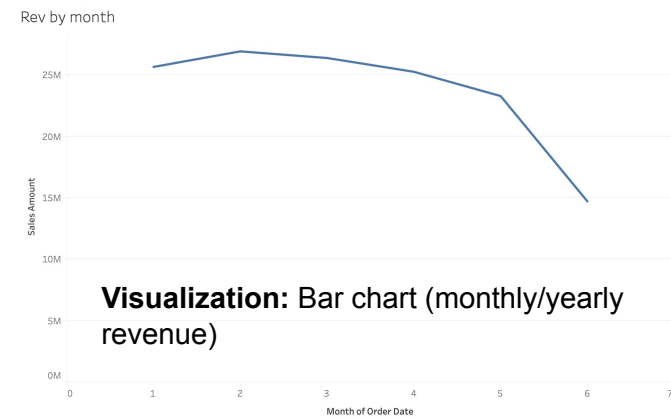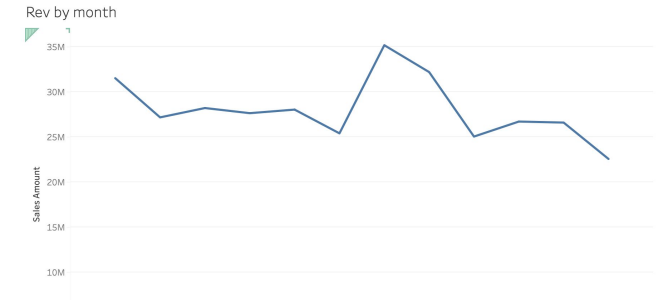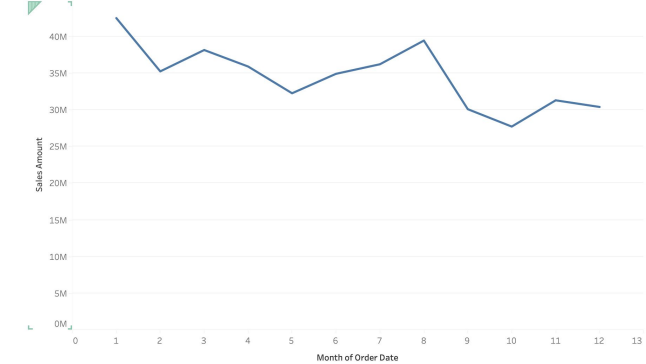
H6 — Are Sales Growing Over Time?

❌ False

January is strongest month annually

Revenue declined from 2018 to 2020

June 2020: only ₹14.7M

Suggestions:

- Reinvest in growth after pandemic dips

- Launch seasonal campaigns in Sept–Nov slump

Rev by month

Rev by month

Visualization: Bar chart (monthly/yearly revenue)

H7 — Top 10% of Users = Most Revenue?
⏳ In Progress

Based on repeat restaurant revenue, it likely holds

Further testing needed

We're close to confirming the Pareto Principle. It's worth building VIP campaigns and tracking user cohorts further.
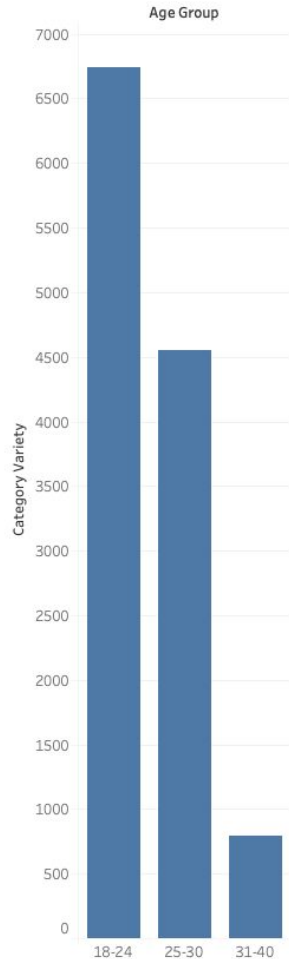
Suggestions:

Launch exclusive VIP offers for top spenders

Build user cohorts to monitor long-term value

Order Variety

Age Group

H8 — Younger Users Try More Categories

What the data shows:

"Younger customers crave variety—great for upsell strategies. Offering combo meals or category samplers could perform well."

Ages 18–24 tried 6,741 cuisine combos

Ages 31–40 tried only 798

Suggestions:

- Cross-sell food categories to younger users

- Bundle offers with variety in mind

Visualization: Box or scatter plot of cuisine variety × age

Final Recommendations

➔ **Run A/B tests for weekend and seasonal performance**

➔ **Grow presence in smaller cities**

➔ **Incentivize repeat purchases (loyalty/VIP offers)**

➔ **Focus on 18–30 age group with smart promos**

➔ **Track top spenders and upsell with variety bundles**

Questions?

Thank you!

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