

Zomato's Customer Analysis Report

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[Tableau's Dashboard](#)

In this study, we have analyzed Zomato's Customers. We are answering the questions: who are the customers and what is their purchasing behavior? There are 4 distinct categories we dissected: age, monthly income, marital status, and occupation. We have also examined whether order date affects the number of distinct sales.

The 4 categories were broken down into subgroups:

- **Age:** Categorized into 4 groups
 - Early Twenties: 18-22
 - Mid-Twenties: 23-26
 - Late-Twenties: 27-29
 - Early Thirties: 30-33
- **Monthly Income:** Categorized into 5 groups
 - Below 10000
 - 10001-25000
 - 25001-50000
 - More than 50000
 - No Income
- **Marital Status**
 - Single
 - Married
- **Occupation**
 - Student
 - Employed

On the following pages, you can find visuals that answer our key questions as mentioned above.

Conclusions:

We used the distinct number of sales as the measure for frequency of purchase/orders.

Within each category, the following groups placed the most orders:

- Age: Mid-twenties
- Monthly Income: 25001-50000 INR
- Marital Status: single
- Occupation: Students

Recommendations:

- Increase marketing to target students and young employed adults
- Boost incentive for ordering on weekends (Saturdays and Sundays)
- Target small business owners and housewives by sending coupons and discount codes
- Advertise in areas where monthly median income is 25001-50000 INR

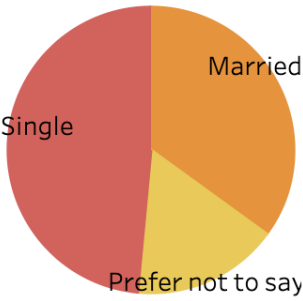
Zomato’s Customers

Gender	Occupation	Marital Status		
		Single	Married	Prefer not to say
Female	Student	326	107	
	Employee	196	216	102
	Self Employeed	109	157	
	House wife		134	46
Male	Student	347	51	
	Employee	214	251	92
	Self Employeed	161	175	103

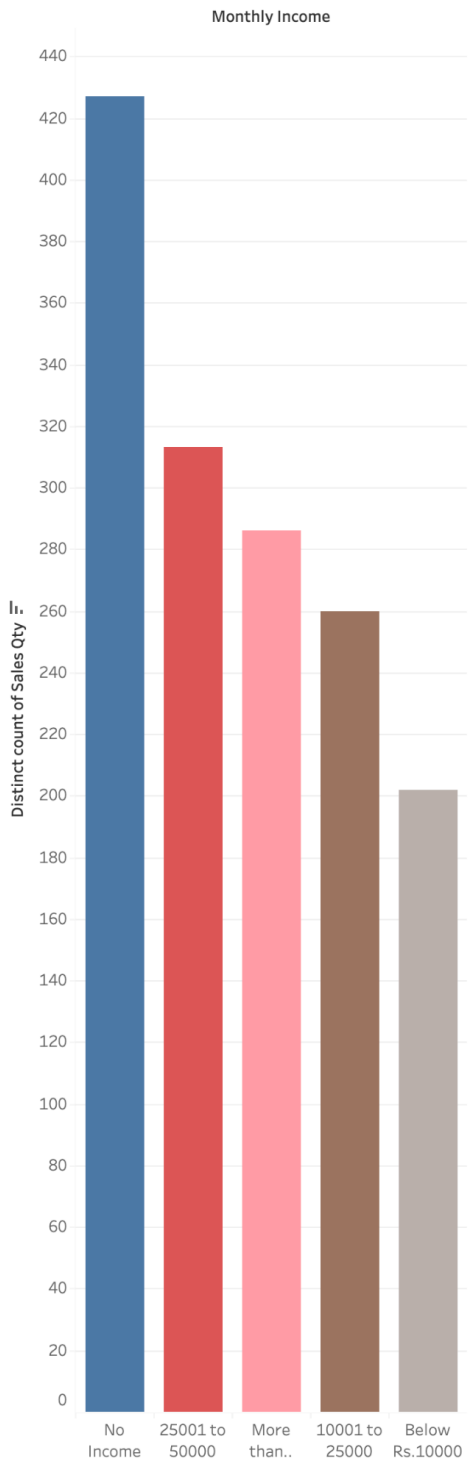
Purchasing Behavior by Age Category

Age Categories	
Mid-Twenties	459
Early Twenties	333
Late Twenties	278
Early Thirties	226

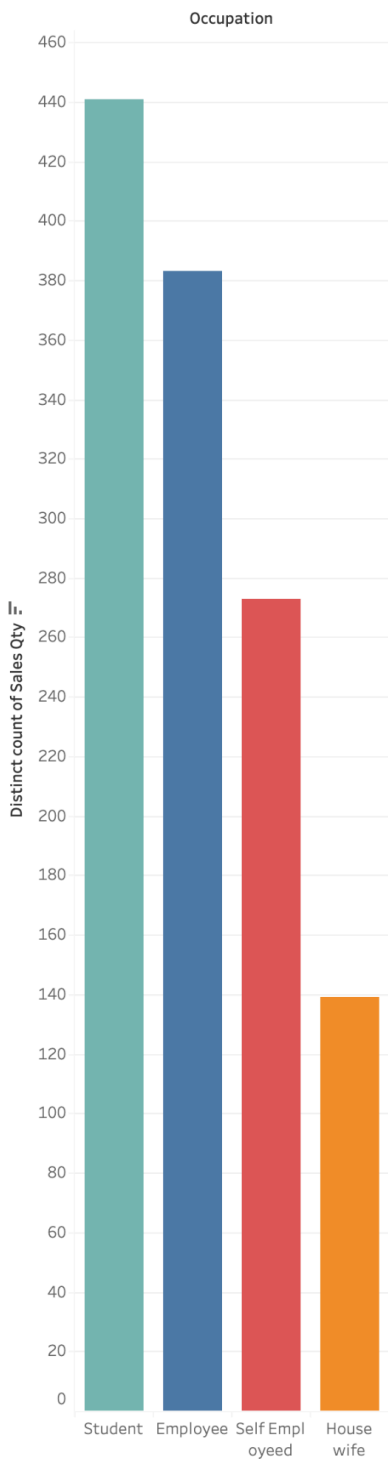
Purchasing Bahavior by Marital Status



Purchasing Behavior by Monthly Income (in INR)



Purchasing Behavior by Occupation



Purchasing Behavior by Week Day

