

# Introduction

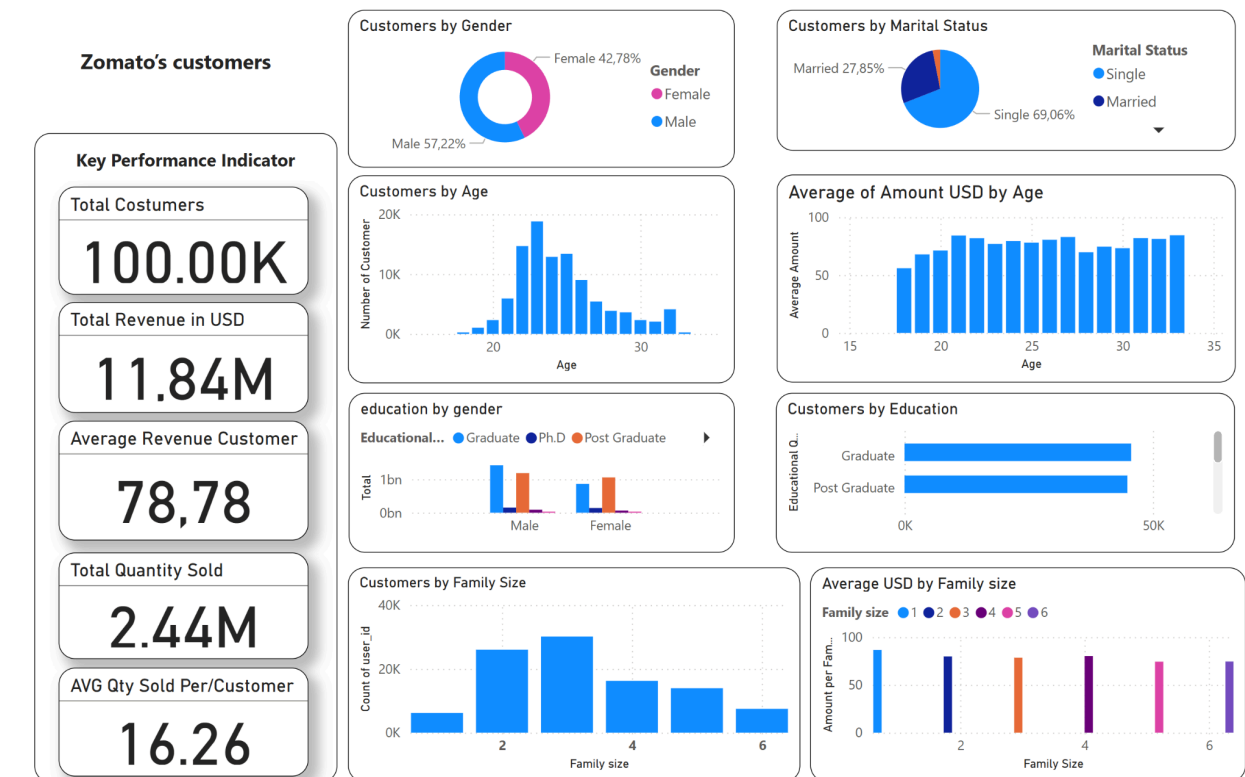
## Overview:

This analysis focused on the demographic data of Zomato's customers. The goal was to better understand users, segment them based on key characteristics, and identify purchase patterns. The dashboard was created as part of the onboarding process for the Junior Analyst role at Zomato.

**Target audience:** Team lead at Zomato, a global restaurant aggregator and food delivery company.

## Dashboard Details:

The dashboard contains one page combining customer demographics and behavior, and includes the following:



## 5 KPI cards summarizing:

- Total number of customers
- Total revenue (USD)
- Average revenue per customer
- Total quantity sold
- Average quantity per customer

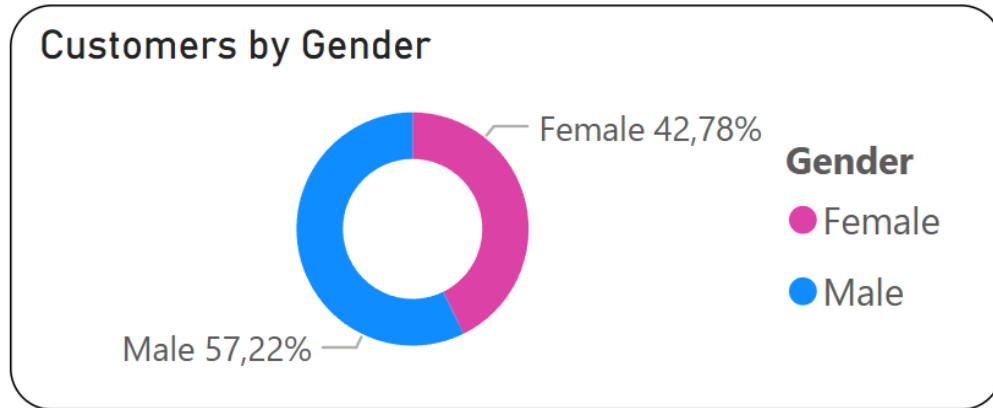
## 7 key visualizations:

- **Customers by gender** (pie chart)
- **Customers by marital status** (pie chart)
- **Customers by age** (Bar char)
- **Average of Amount USD by Age** (Bar char)
- **Customers by education level** (horizontal bar chart)
- **Education by gender** (grouped column chart)
- **Customers by family size** (bar chart)
- **Average USD by Family size** (Bar chat)

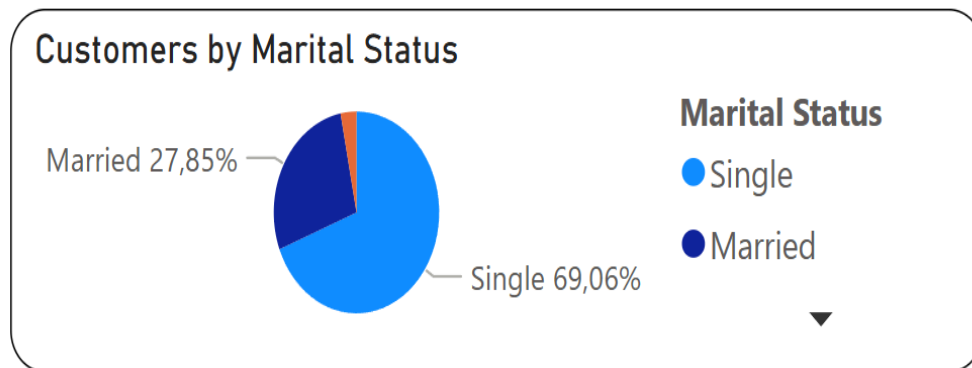
These visuals help explain the customer base in terms of age, education, marital status, and gender.

## Dashboard Analysis:

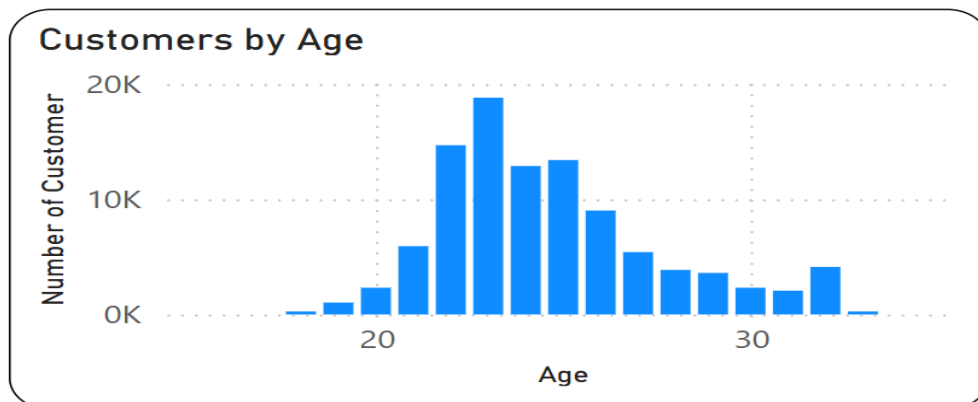
- Most customers are male, followed closely by females.



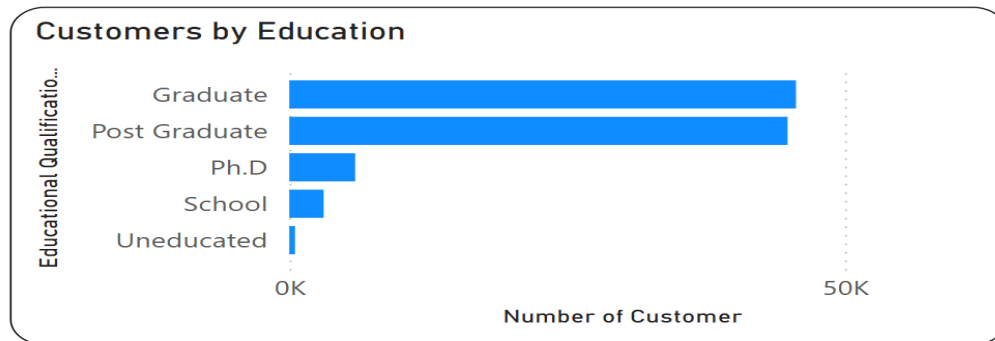
- Single individuals are the most common, outnumbering married ones.



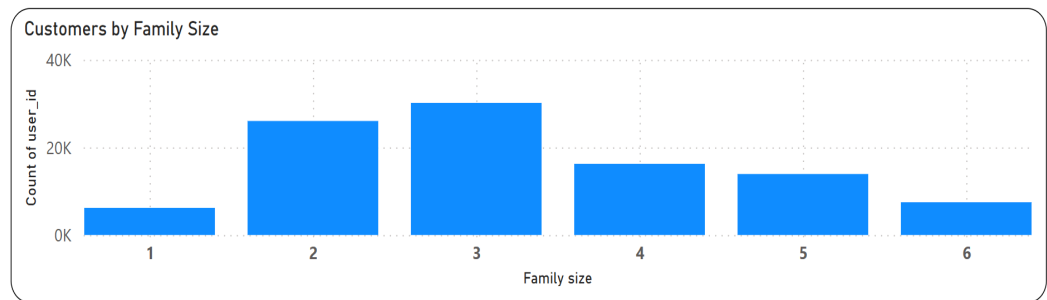
- Most customers are between 21 and 27 years old.



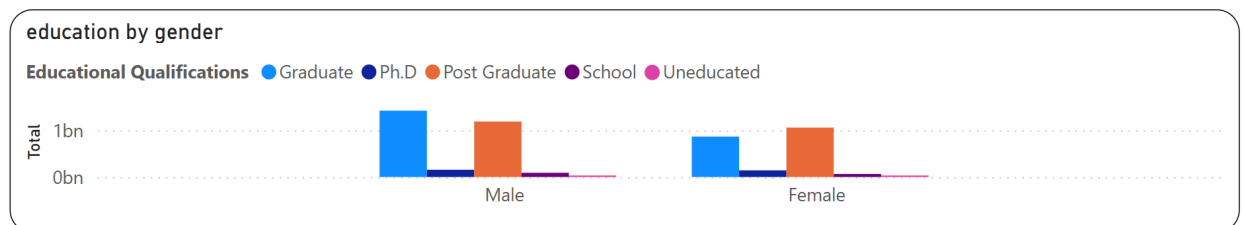
- The most common education level is a **Graduate**, followed by **Post Graduate**.



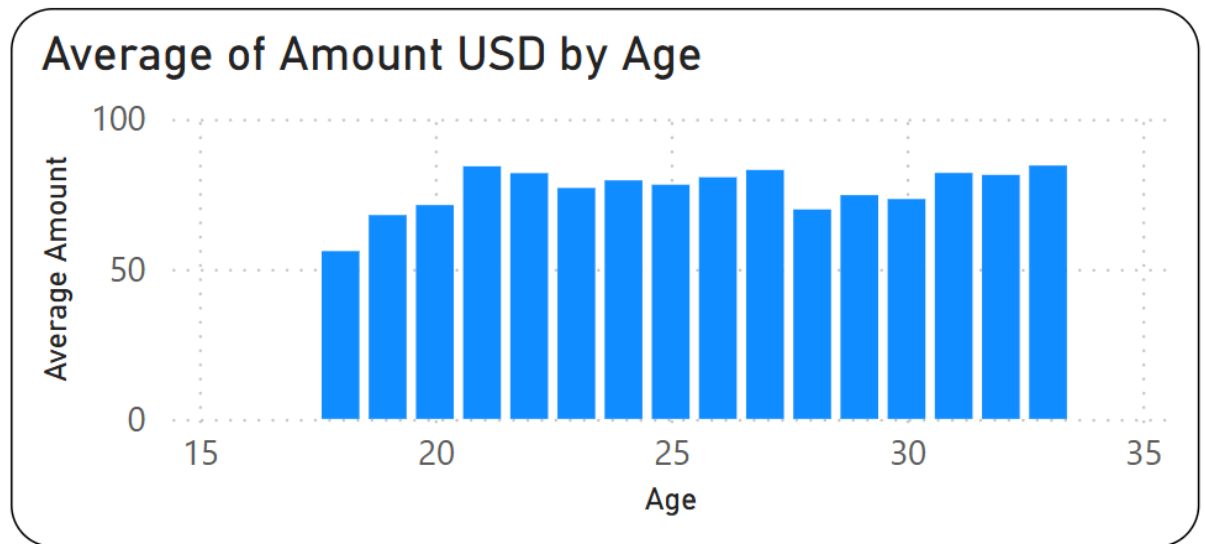
- A large portion of customers have small families (2–3 members).



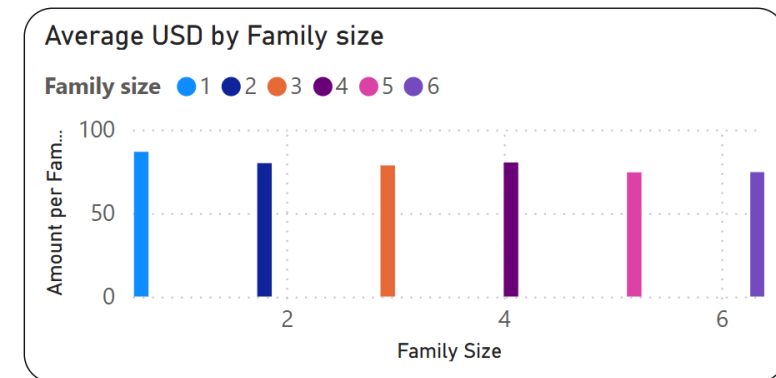
- Male tend to be more represented in higher education levels.



- Average consumption by age: we can see that, on average, people aged 33, 21, and 26 are the ones who consume the most.



- Average spending by family group size: we can see that, on average, individuals who live alone are the ones who spend the most.



## Practical Recommendations:

Based on the findings, here are some suggested actions:

- Use more detailed segmentation to tailor offers and campaigns based on education level, marital status, and gender.
- Run marketing campaigns aimed at young adults with small families and high education levels.
- Focus on highly educated women as a potentially loyal customer segment.
- Continuously monitor demographic trends to spot shifts in customer profiles over time.
- Incentives should be created for individual orders, as these are the customers who spend the most.
- Focus should be placed on filtering by customer age, as the analysis shows that people aged 21, 26, and 33 are the highest consumers. On average, 33-year-olds with a family group of 5 are the strongest in terms of spending.

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## Additional Information:

The analysis used two main tables: **Users** and **Orders**, linked by the `user_id` field.

Metrics were calculated based on total and average revenue and quantities.

All visualizations were built in Power BI, using the most suitable chart types for each variable.