

Customer Analysis Report

Zomato Business Insights

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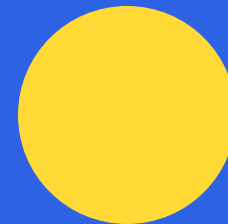
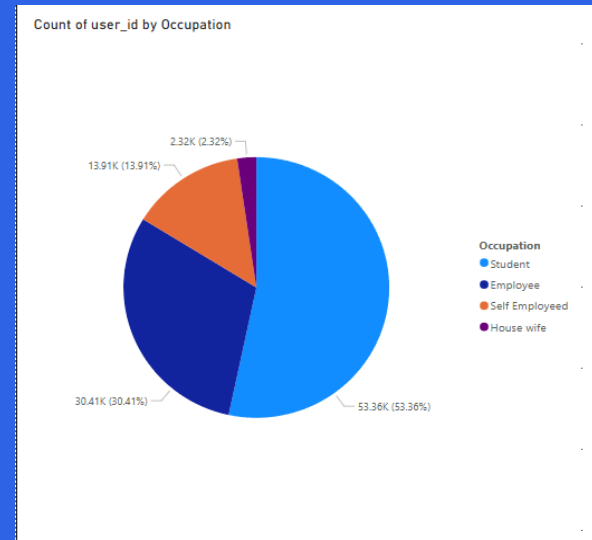
OBJECTIVE

Understand Zomato's customers:

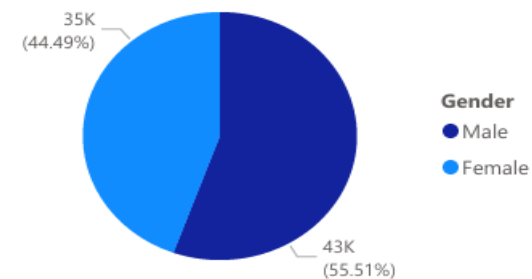
Who they are, how they buy, and how often they stay loyal.

Customer Segments

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Customer Count by Gender



2.11K

Average of Recency

2.49

Average of Frequency

16.44K

Average of Monetary

Customer Segments

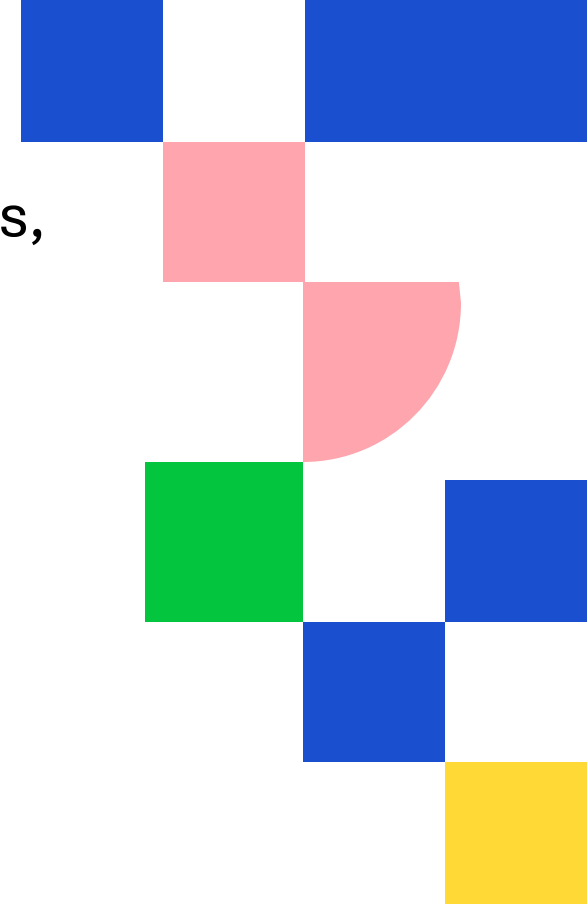
Goal: Identify different types of customers (e.g., high spenders, frequent users, new customers)

Key Findings:

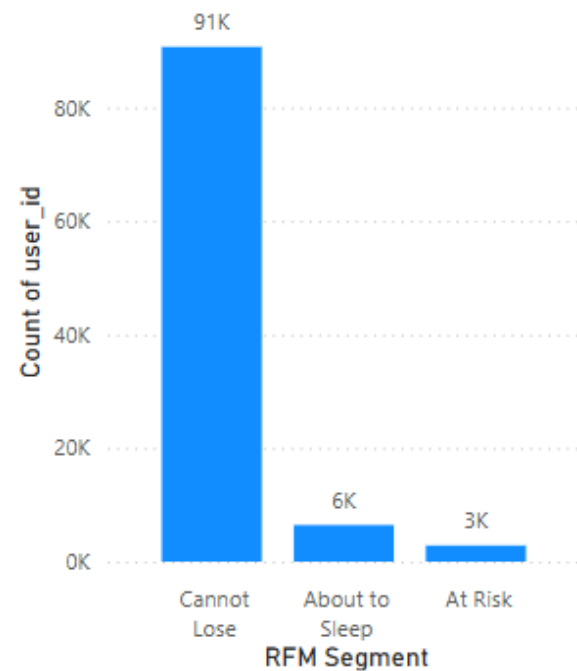
- Majority of users fall into the "Cannot Lose" segment
- Gender is evenly split: ~50/50 male and female
- Most are students and employees
- Spending highest among males aged 25–35

Visuals:

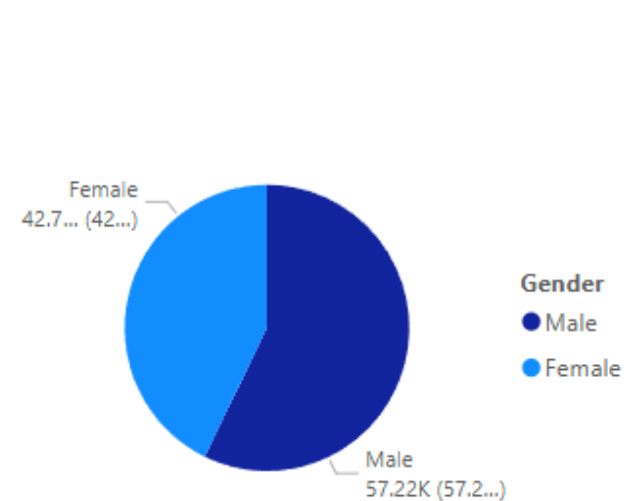
- Bar chart: RFM segment distribution
- Pie chart: Gender
- Bar: Occupation
- Bar: Spend by Age & Gender



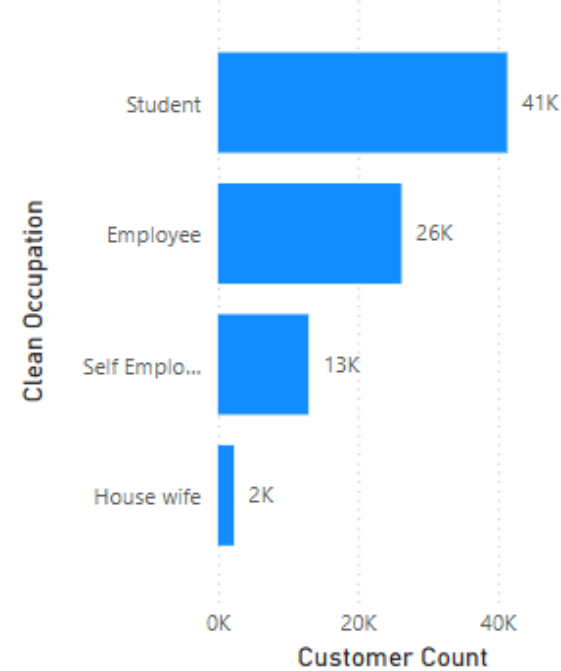
Customer Count by RFM Segment



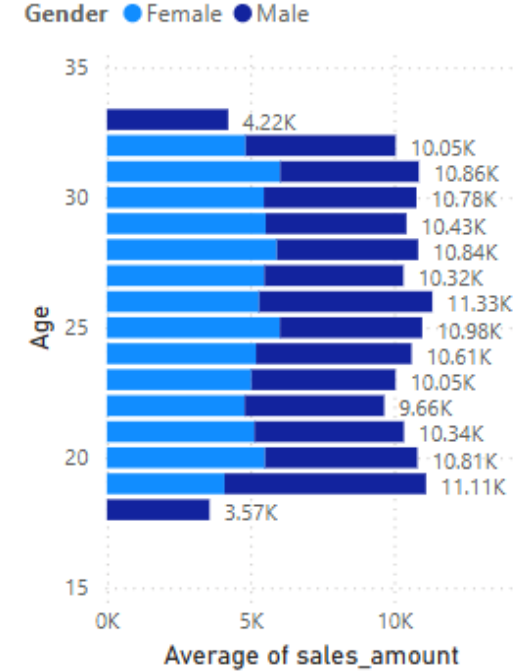
Customer Distribution by Gender

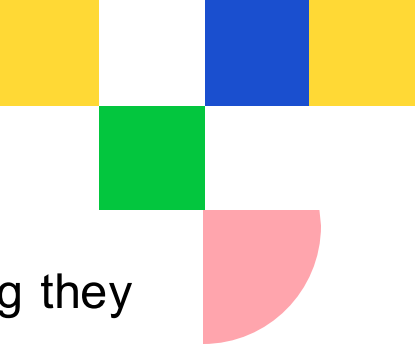



Customer Count by Occupation

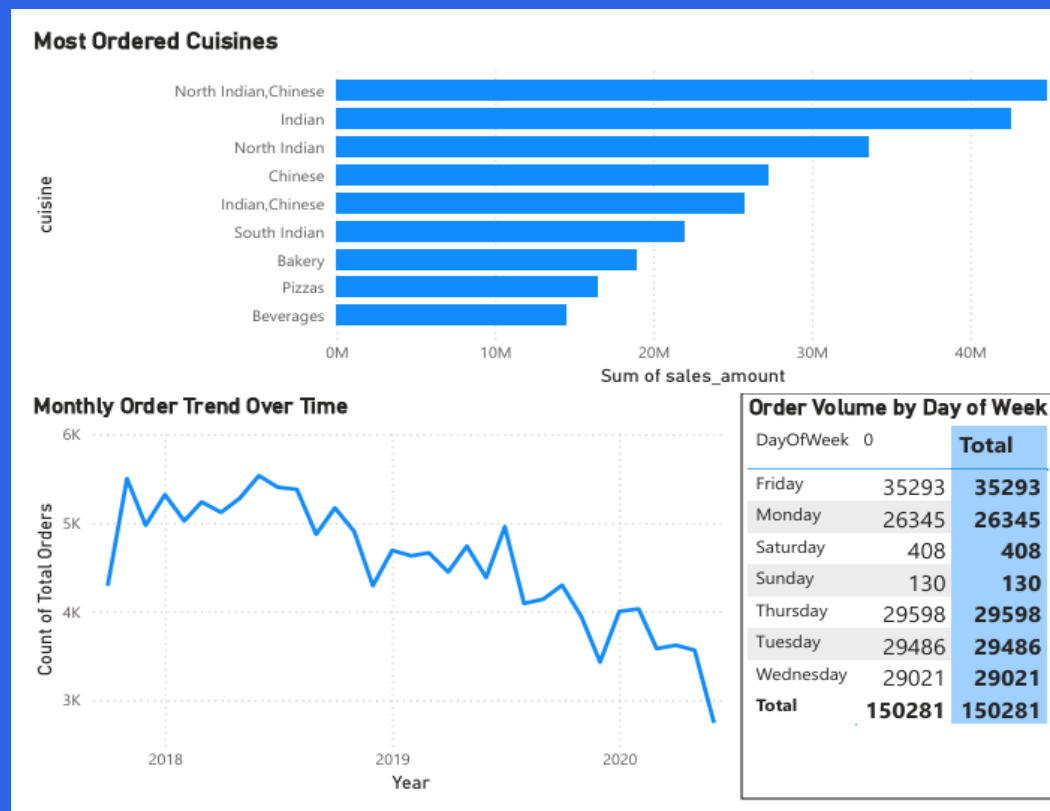


Avg Spend by Age Group and Gender



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- The majority of Zomato's customers fall under the "Cannot Lose" RFM segment, indicating they are still valuable but at risk of churn.
 - Gender distribution is evenly split between male and female users.
 - Most customers are students, followed by employees, with a significant portion not disclosing their occupation.
 - Spending behavior varies by age group, with customers aged 25–35 showing the highest average order value, particularly among males.
 - These insights highlight a need to retain core segments while targeting specific age-based and occupational groups for higher engagement.
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Purchasing Behavior



Purchasing Behavior

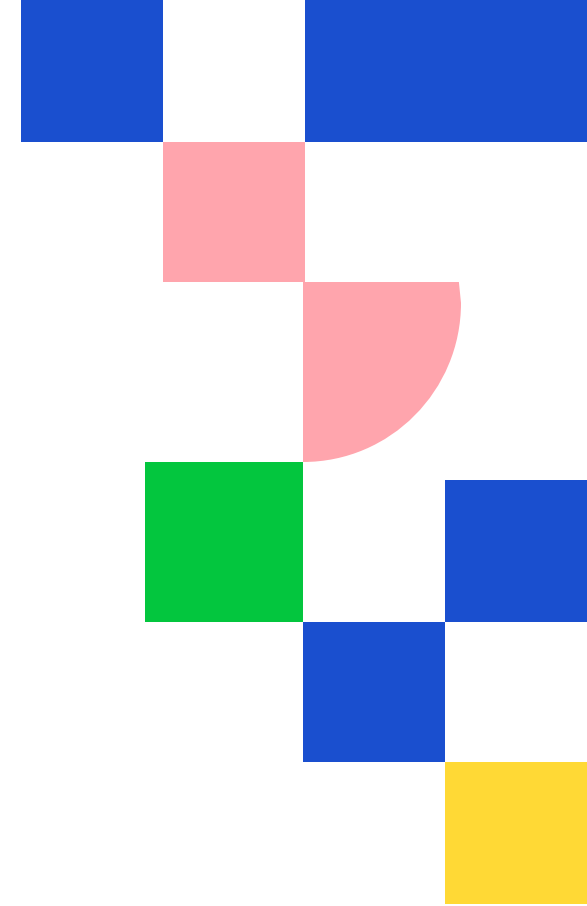
Goal: When do customers order? What influences their choices?

Key Findings:

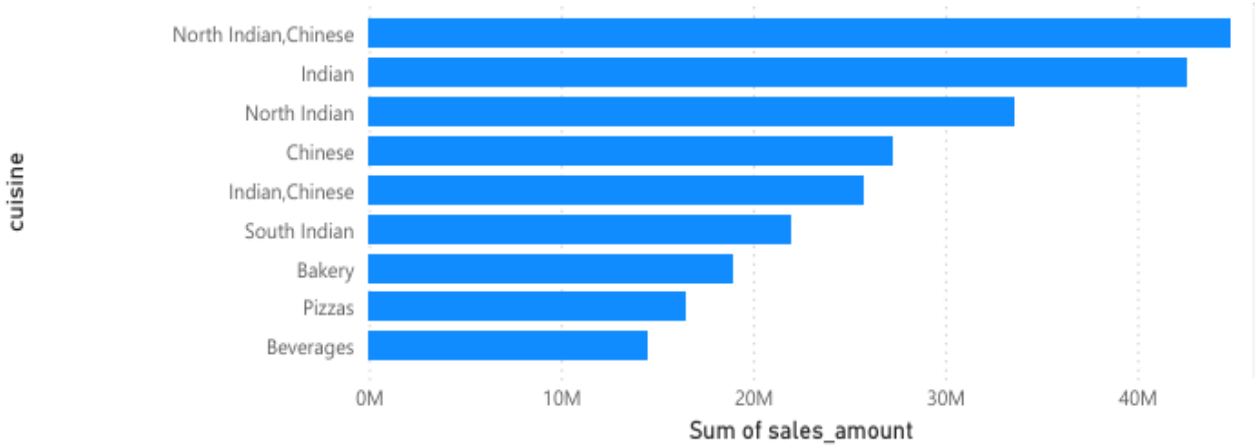
- Orders peak in July and during dinner hours
- Friday is the busiest day
- Most popular cuisines: North Indian & Chinese
- Users prefer restaurants rated 4.0+

Visuals:

- Line chart: Monthly order trend
- Matrix: Orders by day & hour
- Bar chart: Top cuisines
- Bar chart: Orders by rating



Most Ordered Cuisines



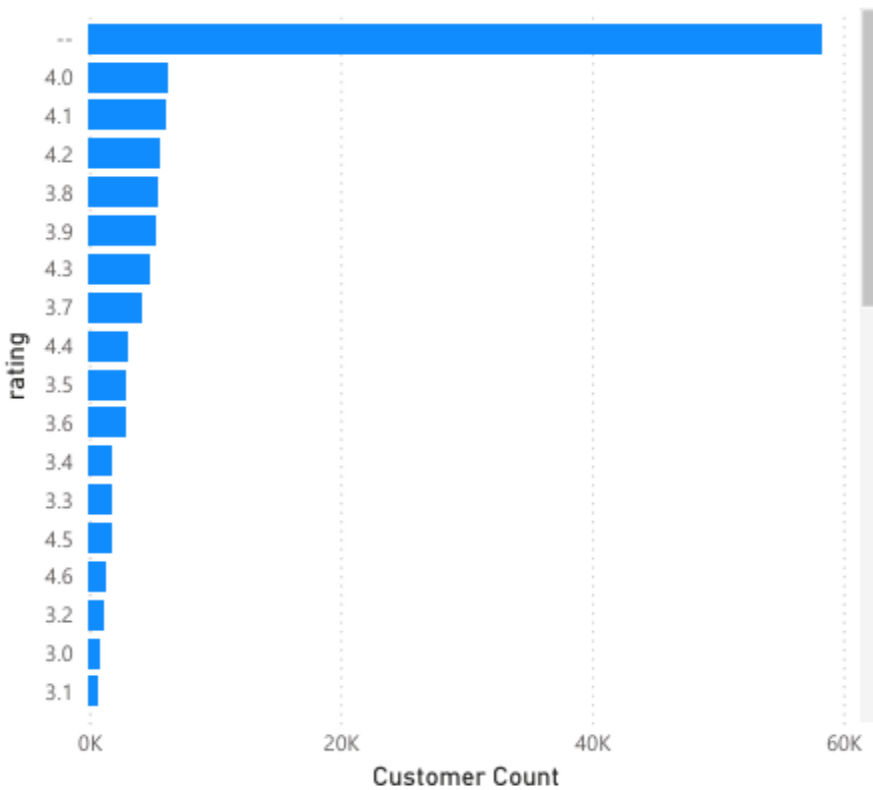
Monthly Order Trend Over Time

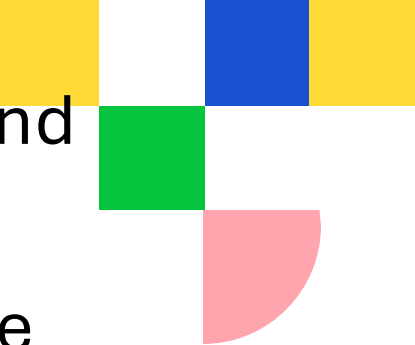



Order Volume by Day of Week

DayOfWeek 0		Total
Friday	35293	35293
Monday	26345	26345
Saturday	408	408
Sunday	130	130
Thursday	29598	29598
Tuesday	29486	29486
Wednesday	29021	29021
Total	150281	150281

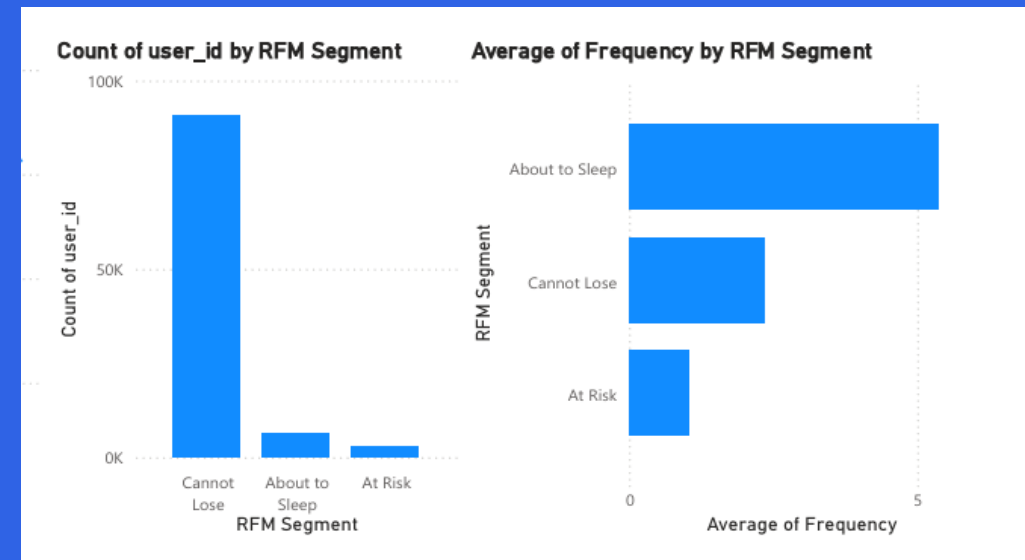
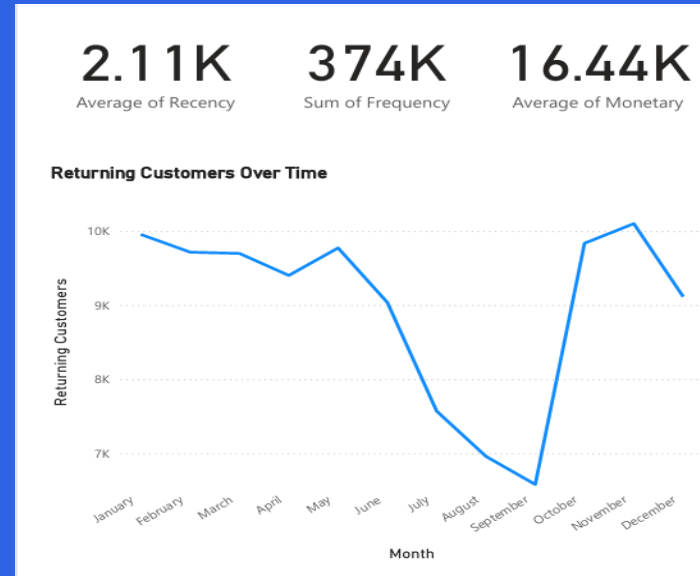
Order Count by Restaurant Rating



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- Zomato's order activity demonstrates clear trends by time and day.
 - The highest order volumes occur on **Fridays**, with noticeable activity throughout mid-week.
 - Although Sunday and Saturday see fewer orders, peak ordering hours typically fall in the evening (6–9 PM), aligning with dinner routines.
 - Line chart trends show stable monthly demand with fluctuations likely due to seasonal campaigns or external factors.
 - Additionally, users prefer highly rated restaurants and frequently order popular cuisines such as North Indian and Chinese.
 - These insights can guide **targeted promotions** and **restaurant placements** to drive engagement during peak periods.
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Customer Retention

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Customer Retention

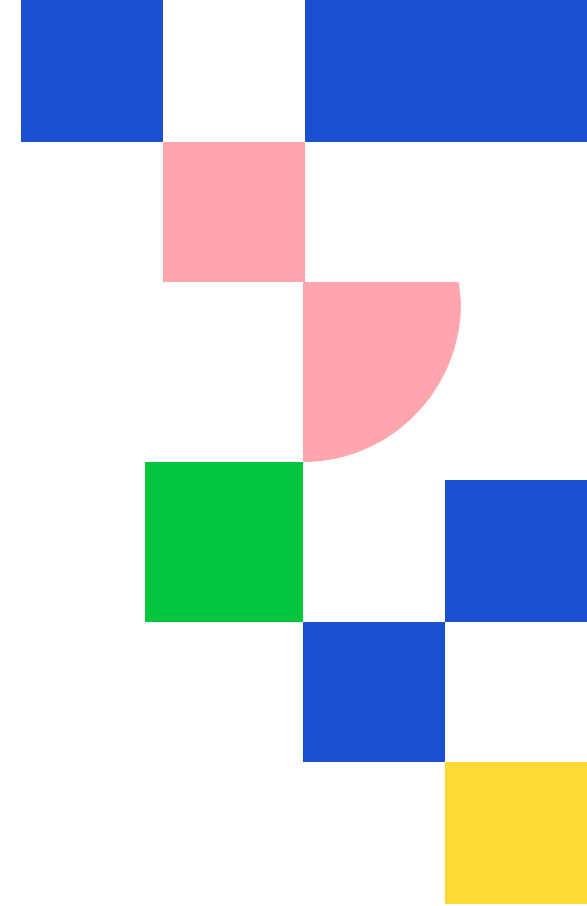
Goal: Understand loyalty & repeat customers

Key Findings:

- Returning customers drop in late summer, peak in Q4
- “About to Sleep” users still show high frequency
- Loyal customers (Champions) are few — opportunity to grow

Visuals:

- Line chart: Returning customers
- KPI cards: Avg recency, frequency, monetary
- Bar chart: Avg frequency by segment



2.11K

Average of Recency

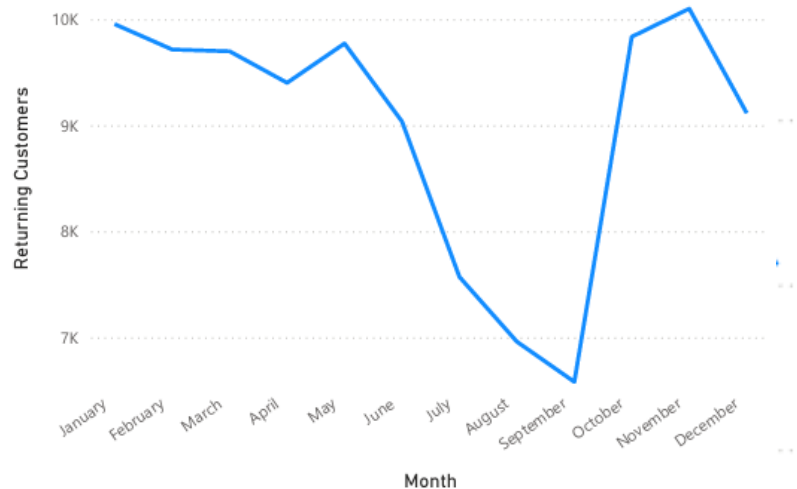
374K

Sum of Frequency

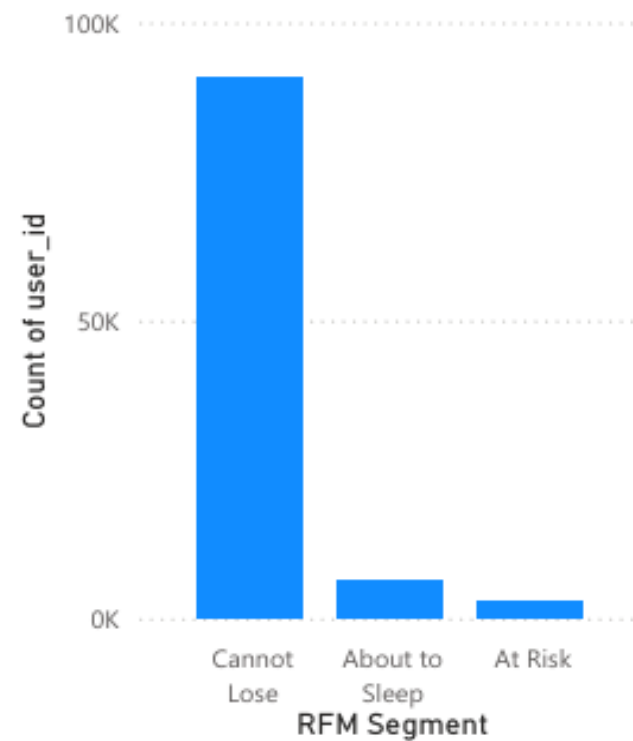
16.44K

Average of Monetary

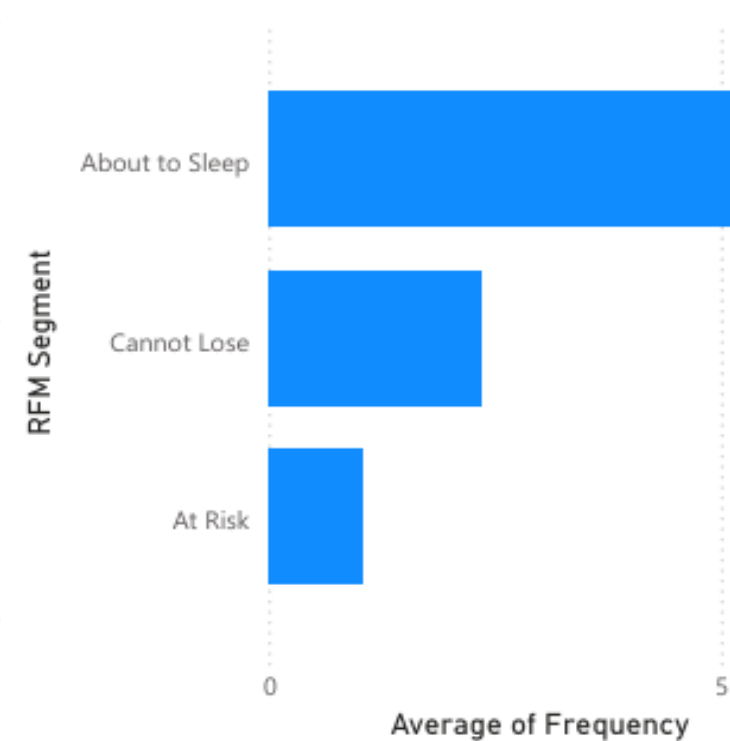
Returning Customers Over Time

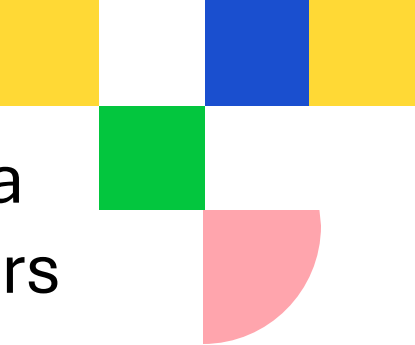



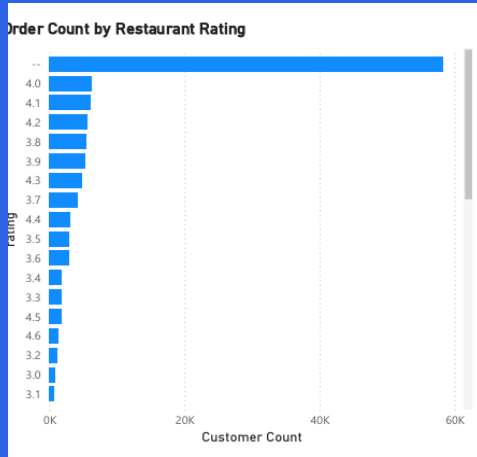
Count of user_id by RFM Segment



Average of Frequency by RFM Segment



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- Analysis of customer retention shows that while Zomato has a large base of returning users, a significant portion of customers are in the “Cannot Lose” and “About to Sleep” RFM segments.
 - These groups exhibit declining engagement despite previously high frequency or monetary value.
 - Line chart trends suggest that repeat usage is strongest during certain periods, and highly loyal users are a smaller percentage of the base.
 - Strategies such as loyalty programs, targeted campaigns for inactive users, and incentives for repeat orders could boost retention and lifetime value.



Business Recommendations

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1. Reactivate At-Risk Segments

- Focus retention efforts on “Cannot Lose” and “About to Sleep” users.
- Launch personalized re-engagement campaigns via email or app.

2. Leverage Peak Ordering Times

- Schedule discounts and notifications during peak days (Friday) and hours (6–9 PM).
- Use targeted ads leading up to these times.

3. Promote High-Rated Restaurants

- Highlight restaurants rated above 4.0 in-app and through featured listings.
- Offer rewards for ordering from top-rated places.

4. Expand Popular Cuisine Offerings

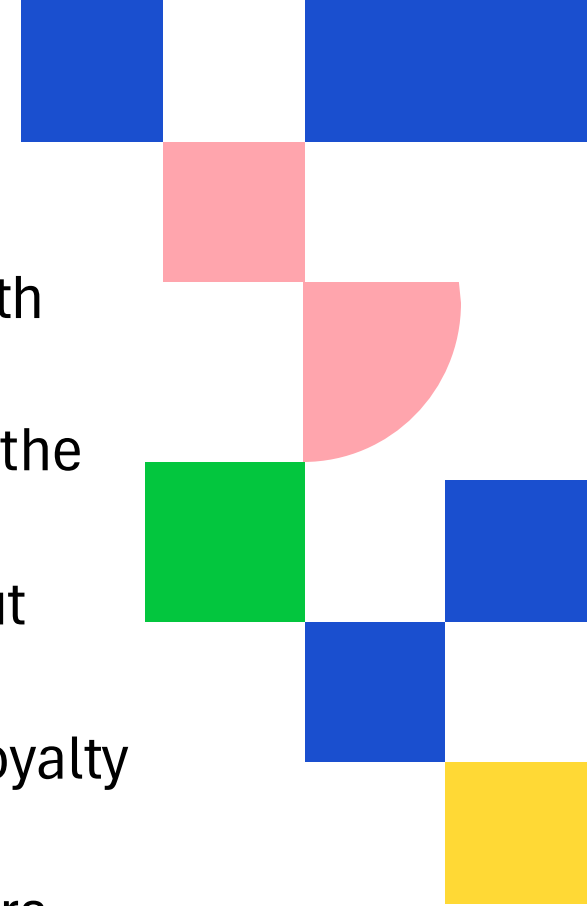
- North Indian and Chinese dishes dominate orders — partner with more restaurants offering these categories.

5. Strengthen Loyalty Programs

- Reward frequency and spending with exclusive badges, discounts, or early access to deals.
- Especially incentivize users in the “Loyal” and “Champion” RFM segments to increase their LTV.

Conclusion: Understanding Zomato's Customer Base

1. Zomato's user base is made up primarily of students and employees with evenly split gender demographics.
2. Peak order times are driven by weekday evenings, with Fridays showing the highest traffic.
3. "Cannot Lose" is the largest RFM segment, indicating many valuable but slipping customers.
4. Retention opportunities exist across multiple segments with room for loyalty program growth.
5. With better targeting, seasonal engagement, and segment-focused offers, Zomato can retain more customers, grow repeat orders, and maximize lifetime value.



Thank You

Sitora A.

The Zomato logo is displayed in white lowercase letters on a red rectangular background. Below the logo, there are two food images: a bowl of yellow rice with a star anise garnish and a plate of salmon with cherry tomatoes and avocado. The entire graphic is set against a blue background with decorative pink, yellow, and green geometric shapes.

zomato