

Analysis Conclusions and Recommendations

Conclusions:

Singles:

- Males are the largest customer group, and also retain higher sales especially around ages **28-32**.
- Males constitute the large majority of **self-employed** users, and also make up a higher percentage of married users who still use services.
- Females **overtake males** in sales in higher education, from postgraduate to phd.

Marrieds:

- Family sizes of **2-3** have nearly double the sales of 4-5.
- Typically have a higher income likely due to combined incomes

Combined:

- Singles customers make up **double** the sales of married
- Peak sales correlation by age is 22-25, with best profits within ages 21-27.
- The majority of customers are either **students**, or have graduate degrees and may be pursuing higher education.

Recommendations:

- **Businesswide:** Investment into college **campus advertising** may reach our largest and easiest profit sector to better drive revenue.
- **For females:** Consider **loyalty rewards** aimed at graduates and postgraduates to encourage retention into older years.
- **For males:** we might increase our market share outside of the student sphere by starting with **referral programs** for males of older ages, especially those of self-employed status, as these may be opportunistic tradesmen.
- **For families:** Target larger families with **meal subscription** businesses through Zomato services, this may encourage better retention rates or new users where sales taper off quickly. Younger housewives may also be a prime audience for this approach.