

Zomato Market Analysis Project Plan

Project Objectives

- Analyze customer behavior patterns and segment customers using RFM methodology
- Identify high-value customer segments and their preferences
- Discover sales trends and patterns across different restaurant categories
- Generate actionable insights to improve customer retention and increase revenue
- Provide recommendations for targeted marketing strategies

Data Sources

- Zomato customer transaction data
- Restaurant information database
- Order history and frequency logs
- Customer demographic information
- Sales and revenue data

Analysis Methodology

1. **Data Preparation**
 - Data cleaning and preprocessing
 - Feature engineering
 - Handling missing values and outliers
2. **RFM Analysis**
 - **Recency**: Time since customer's last purchase
 - **Frequency**: Number of purchases in a given period
 - **Monetary**: Total spending amount
3. **Customer Segmentation**
 - Cluster analysis based on RFM scores
 - Identification of customer segments (e.g., Champions, Loyal Customers, At Risk)
4. **Sales Pattern Analysis**
 - Time series analysis of sales data
 - Correlation between restaurant categories and sales performance
 - Seasonal trends and peak ordering periods

Key Deliverables

- Cleaned and processed dataset

- Customer segmentation report with RFM analysis
- Interactive dashboard visualizing key insights
- Sales pattern analysis report
- Strategic recommendations document
- Presentation of findings for stakeholders

Project Timeline

1. **Phase 1: Project Setup and Data Collection** (2 weeks)
 - Define project scope and objectives
 - Identify and collect required data
 - Initial data exploration
2. **Phase 2: Data Preparation and Analysis** (3 weeks)
 - Data cleaning and preprocessing
 - Implement RFM analysis
 - Perform customer segmentation
 - Analyze sales patterns
3. **Phase 3: Insights and Visualization** (2 weeks)
 - Create visualizations and dashboards
 - Interpret results and generate insights
 - Develop strategic recommendations
4. **Phase 4: Reporting and Presentation** (1 week)
 - Prepare final reports and documentation
 - Create stakeholder presentation
 - Project handover and knowledge transfer