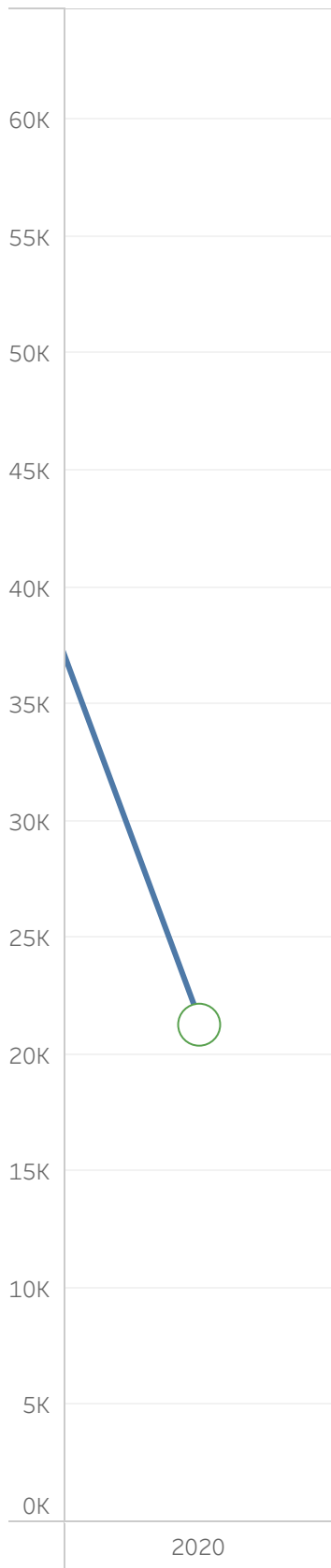
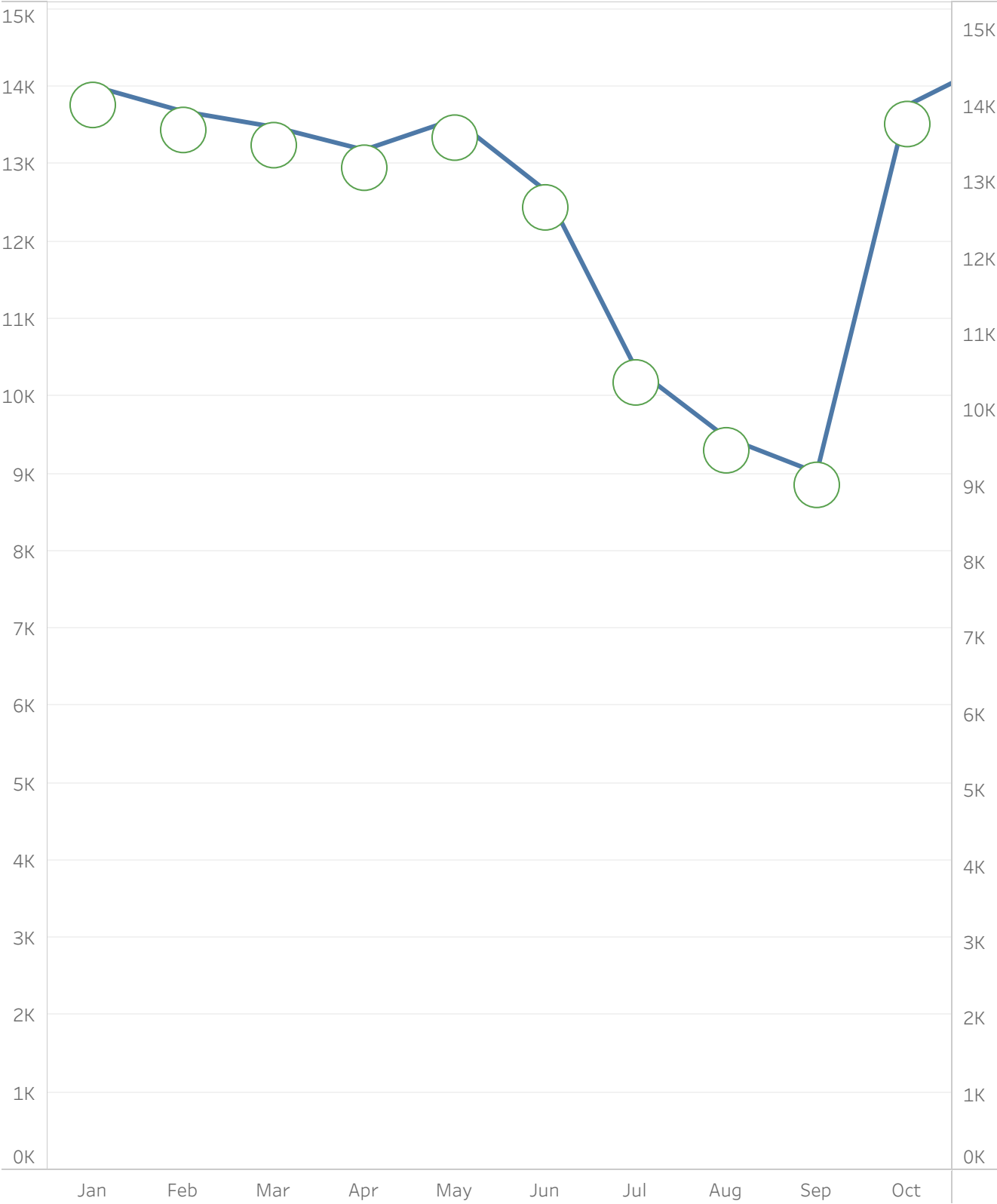


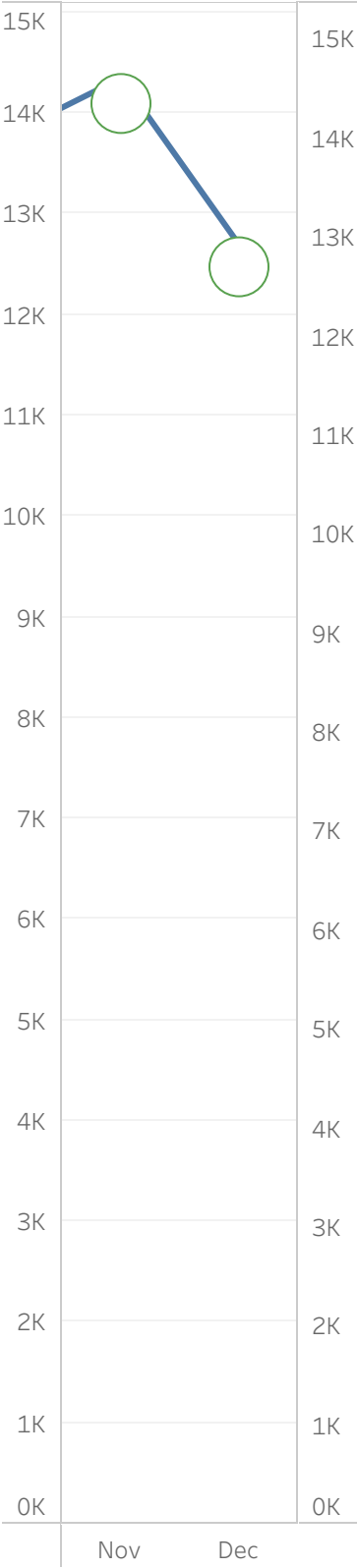
Users VS. Orders

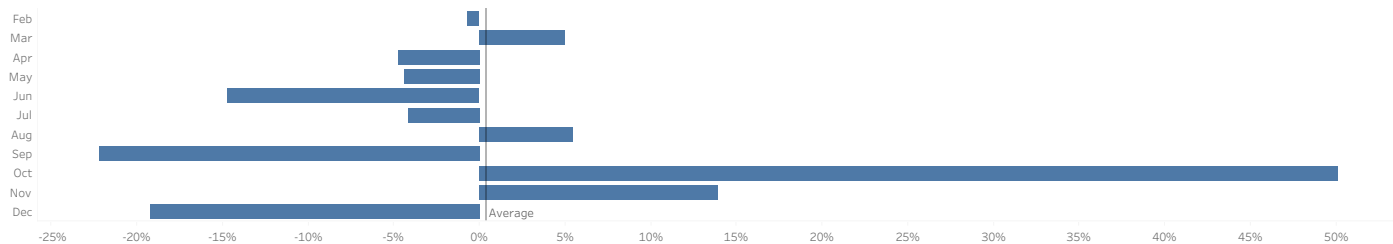


Zomato Best Year (2018)

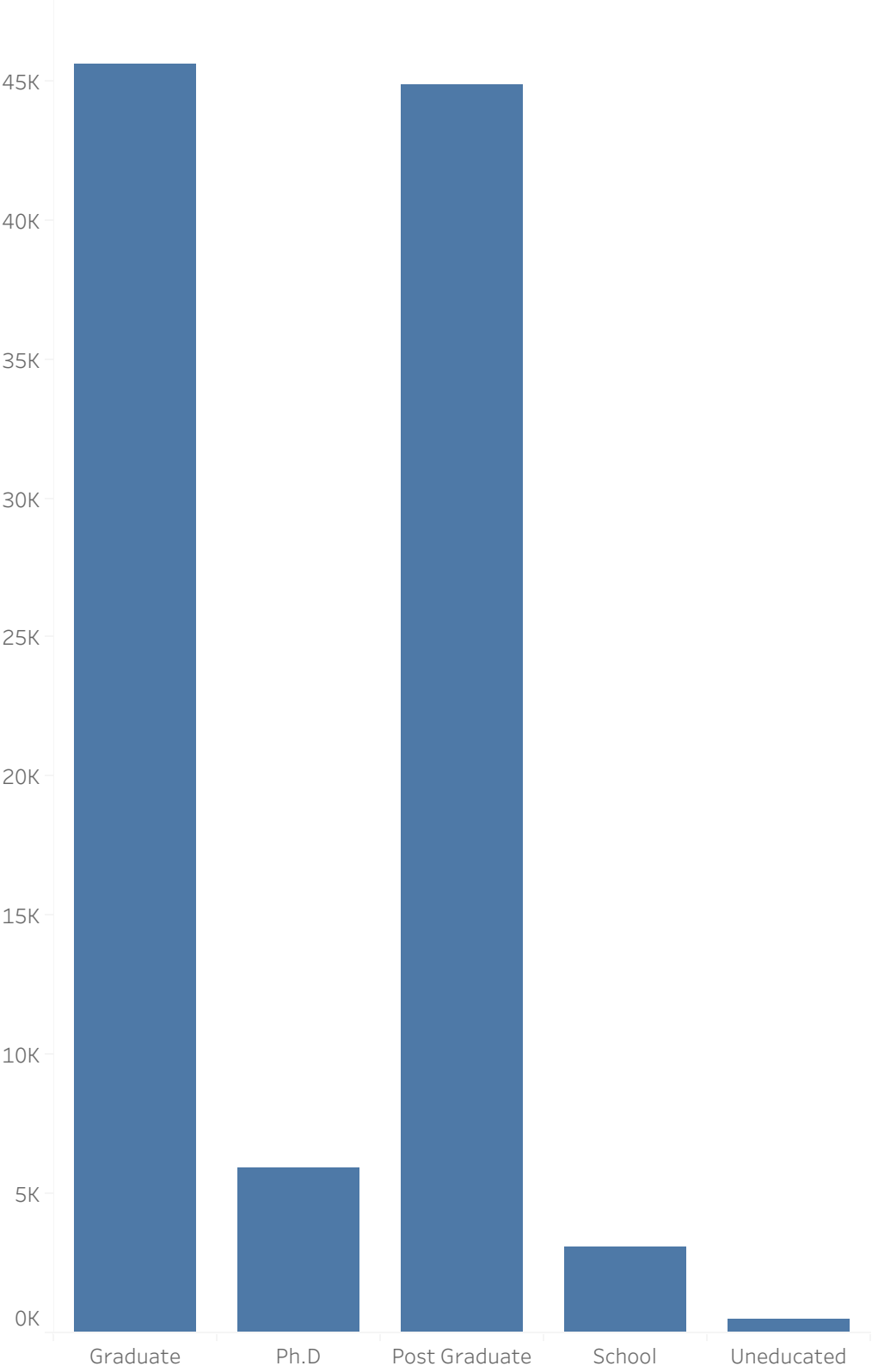


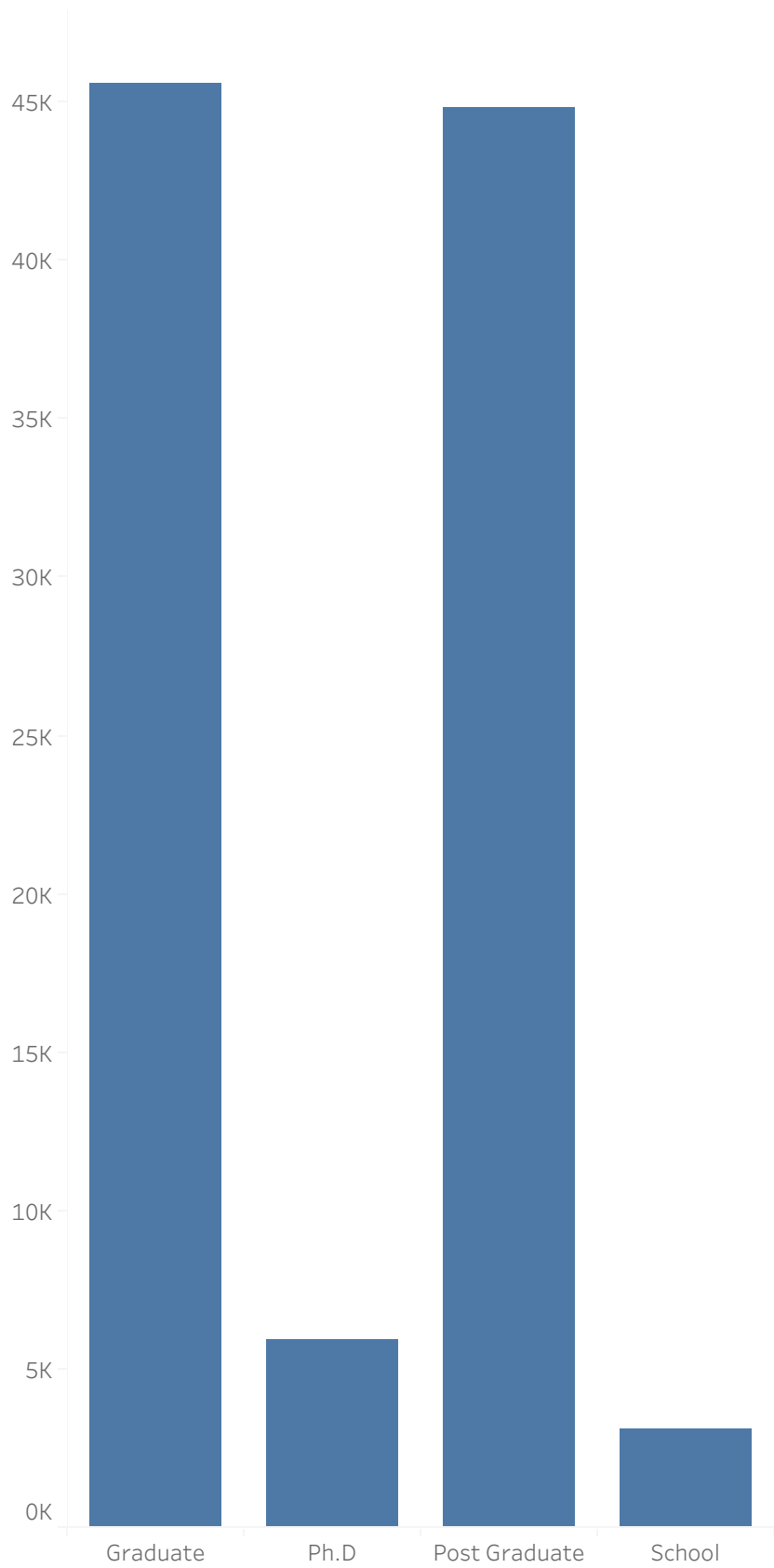
Zomato Best Year (2018)



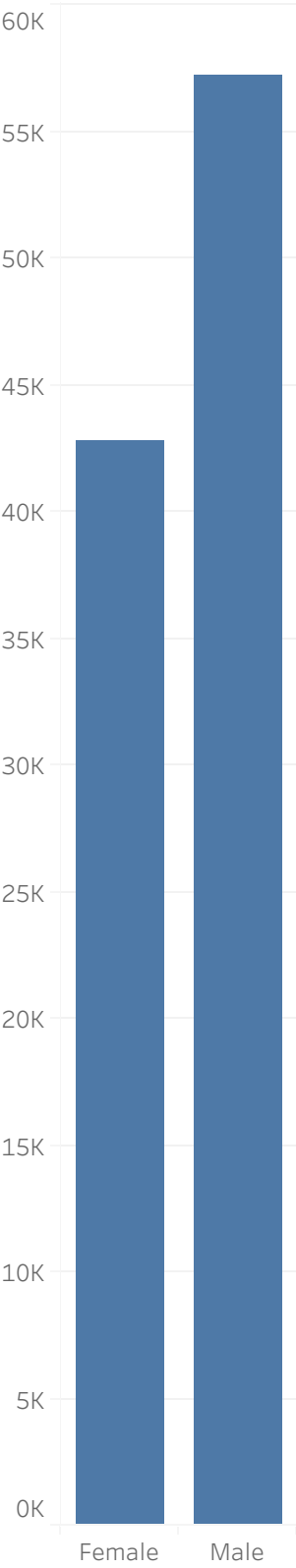


Educational Qualification

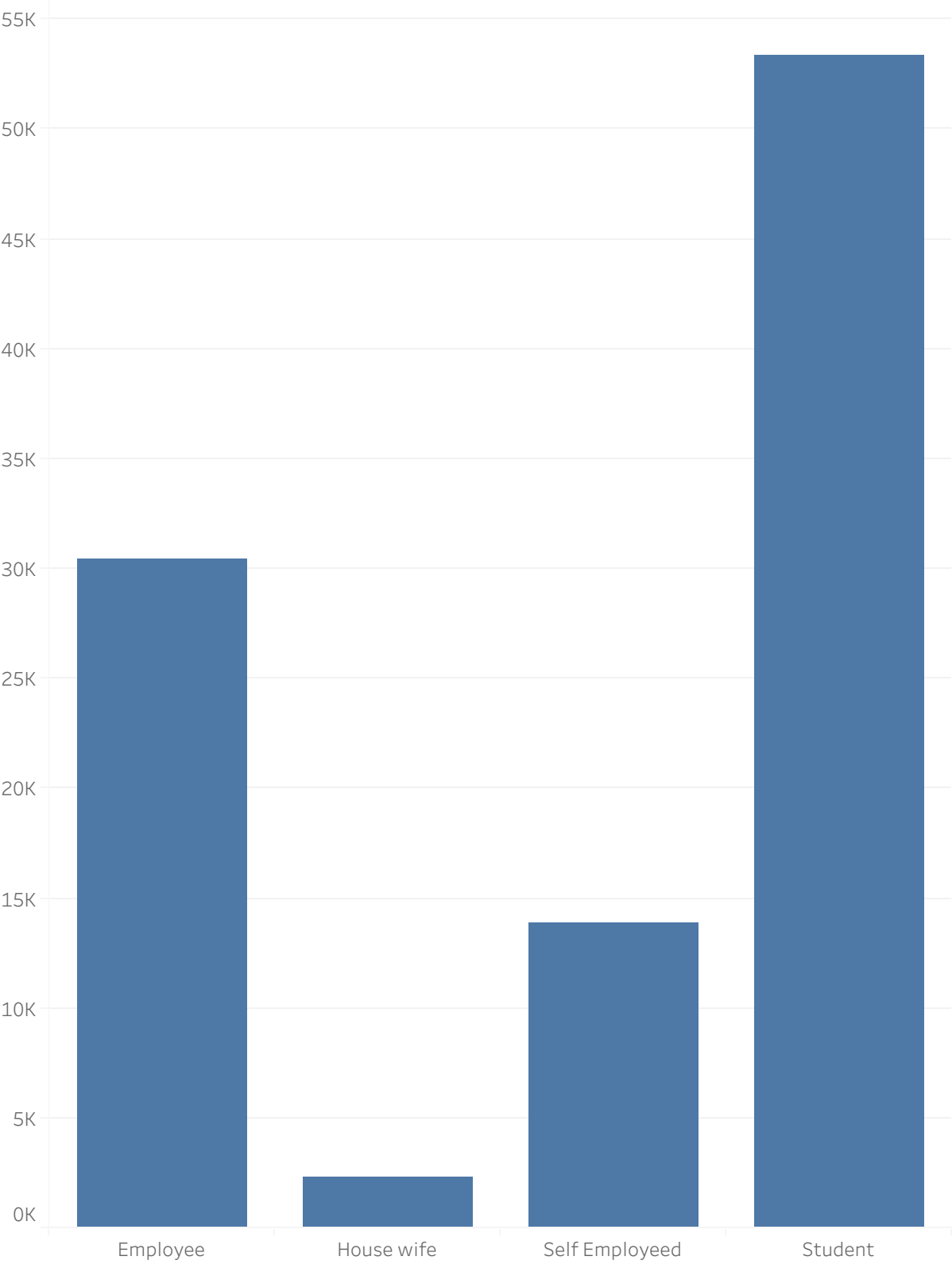


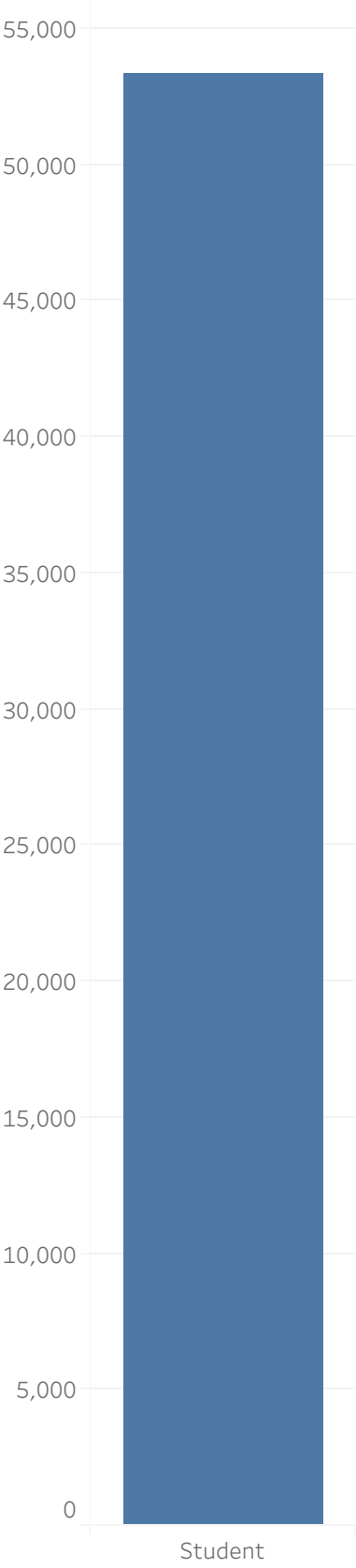


Gender



Occupation





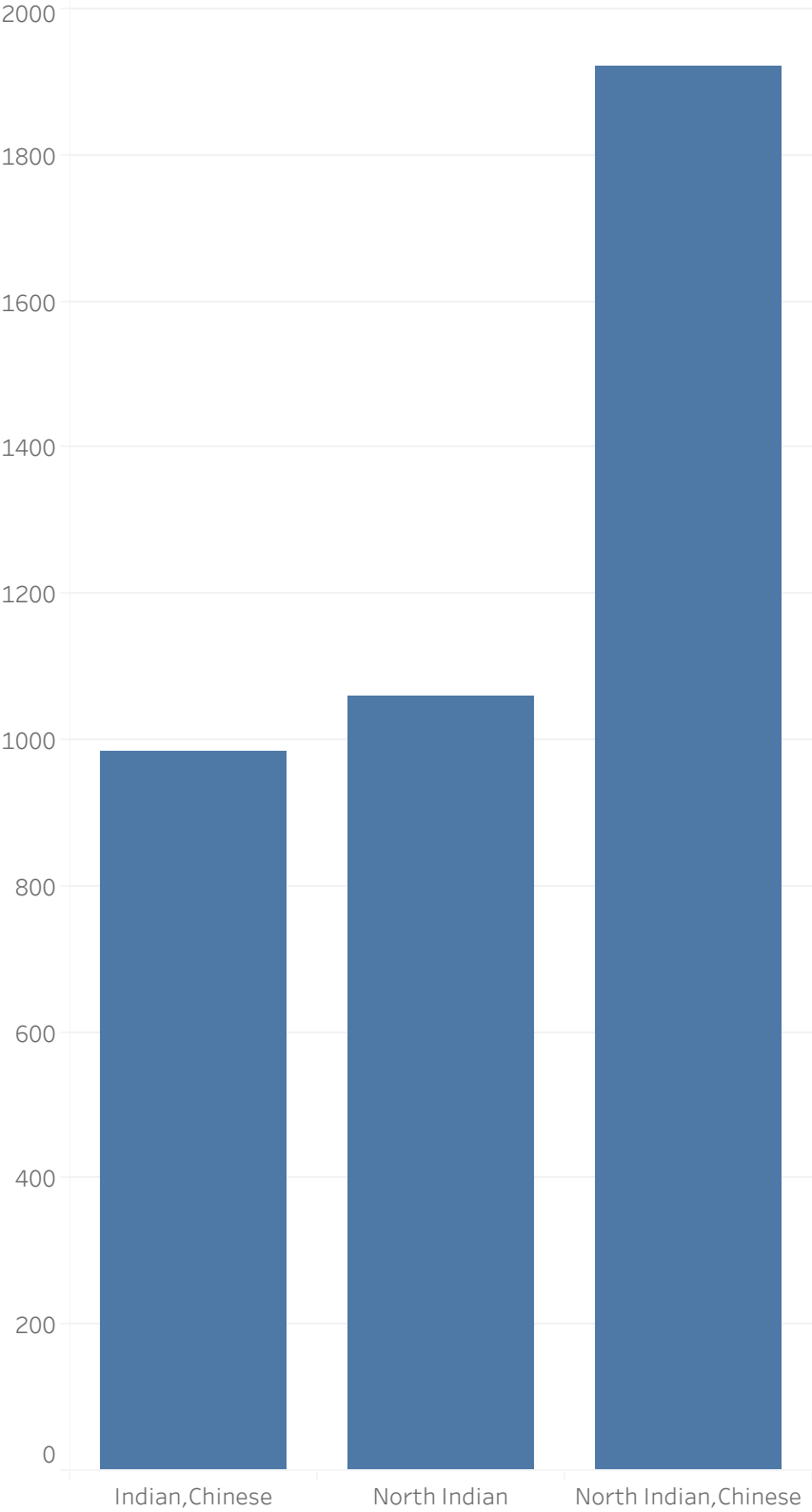
Avg Age Between Genders

Female

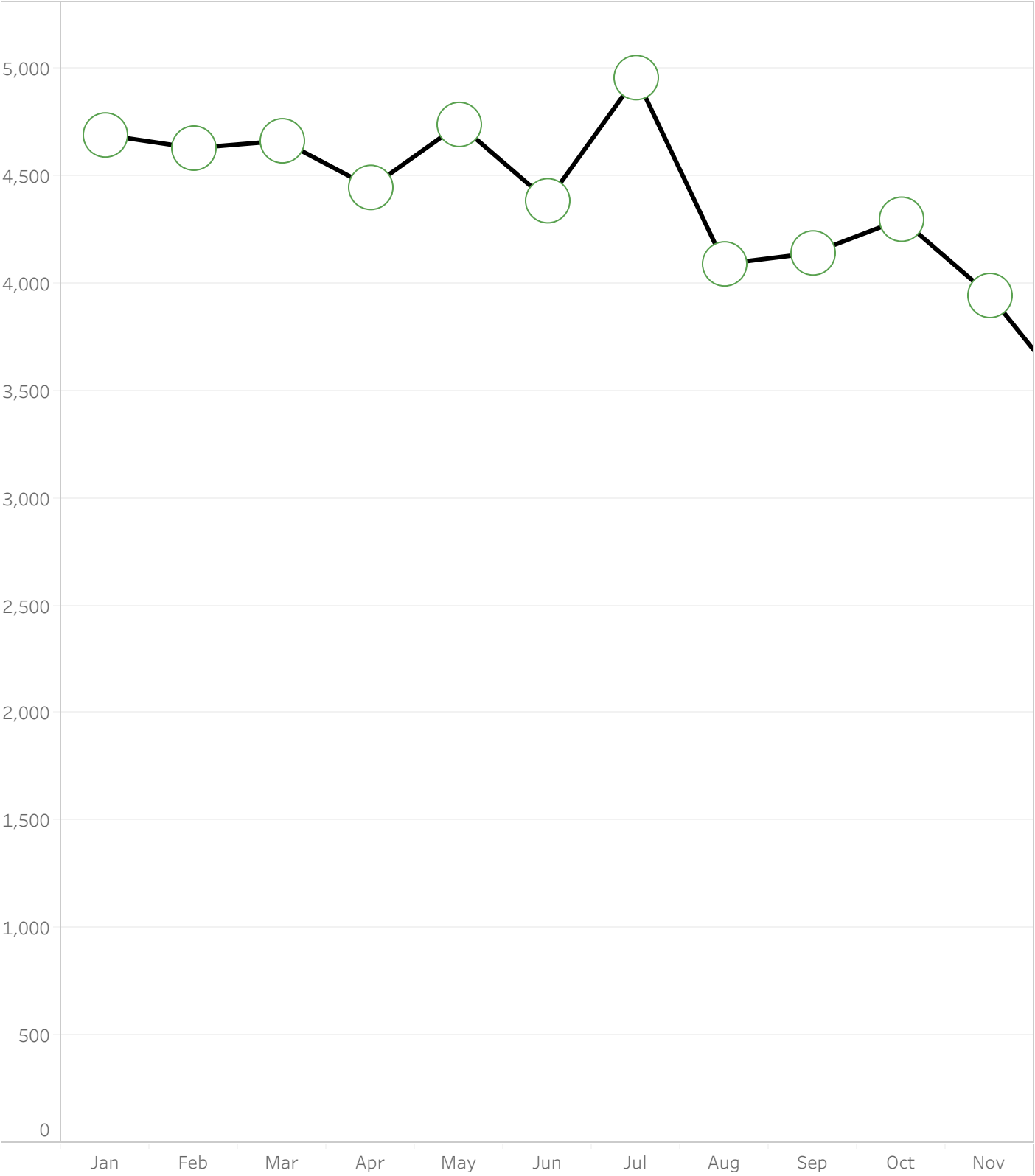
Male

24 25

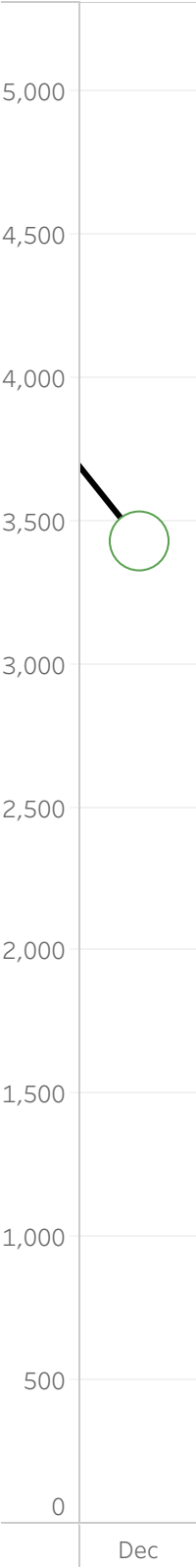
Top 3 Preferred Cuisine



2019 (Orders)



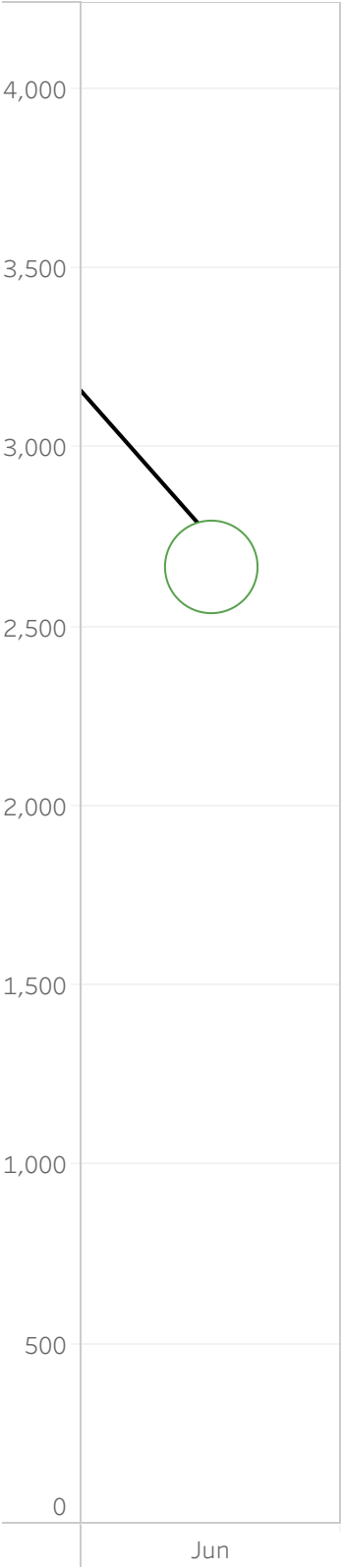
2019 (Orders)



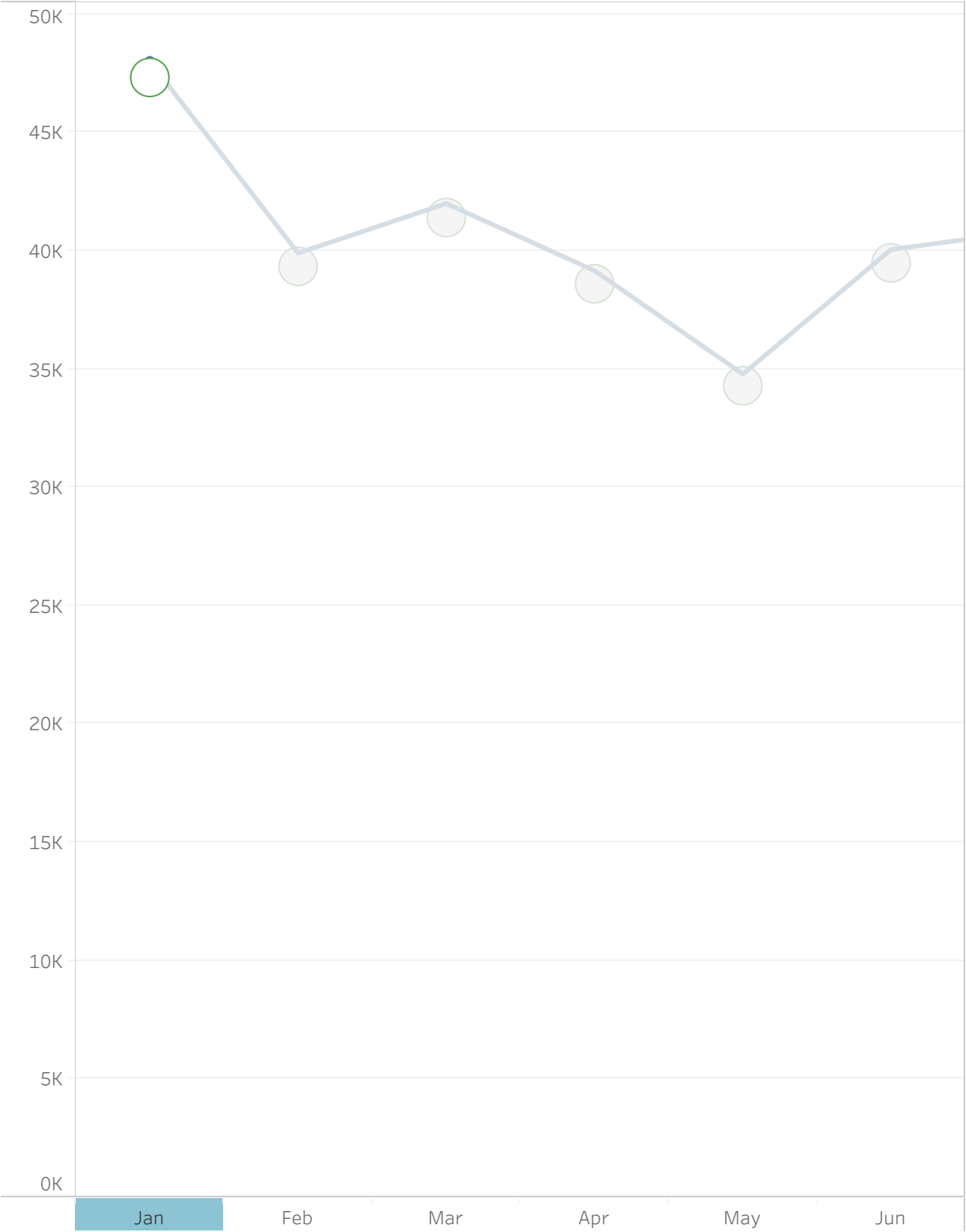
2020 (Orders)



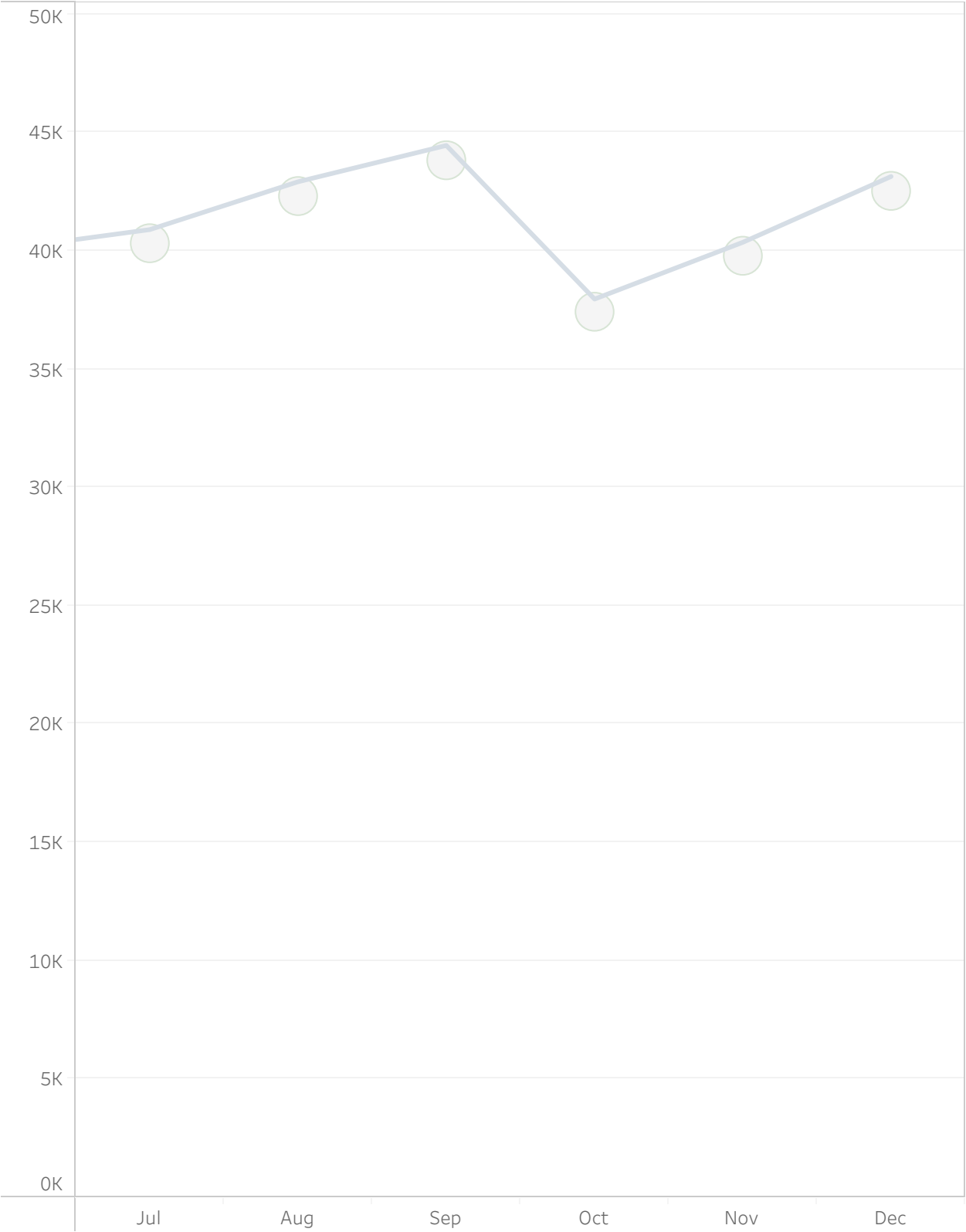
2020 (Orders)



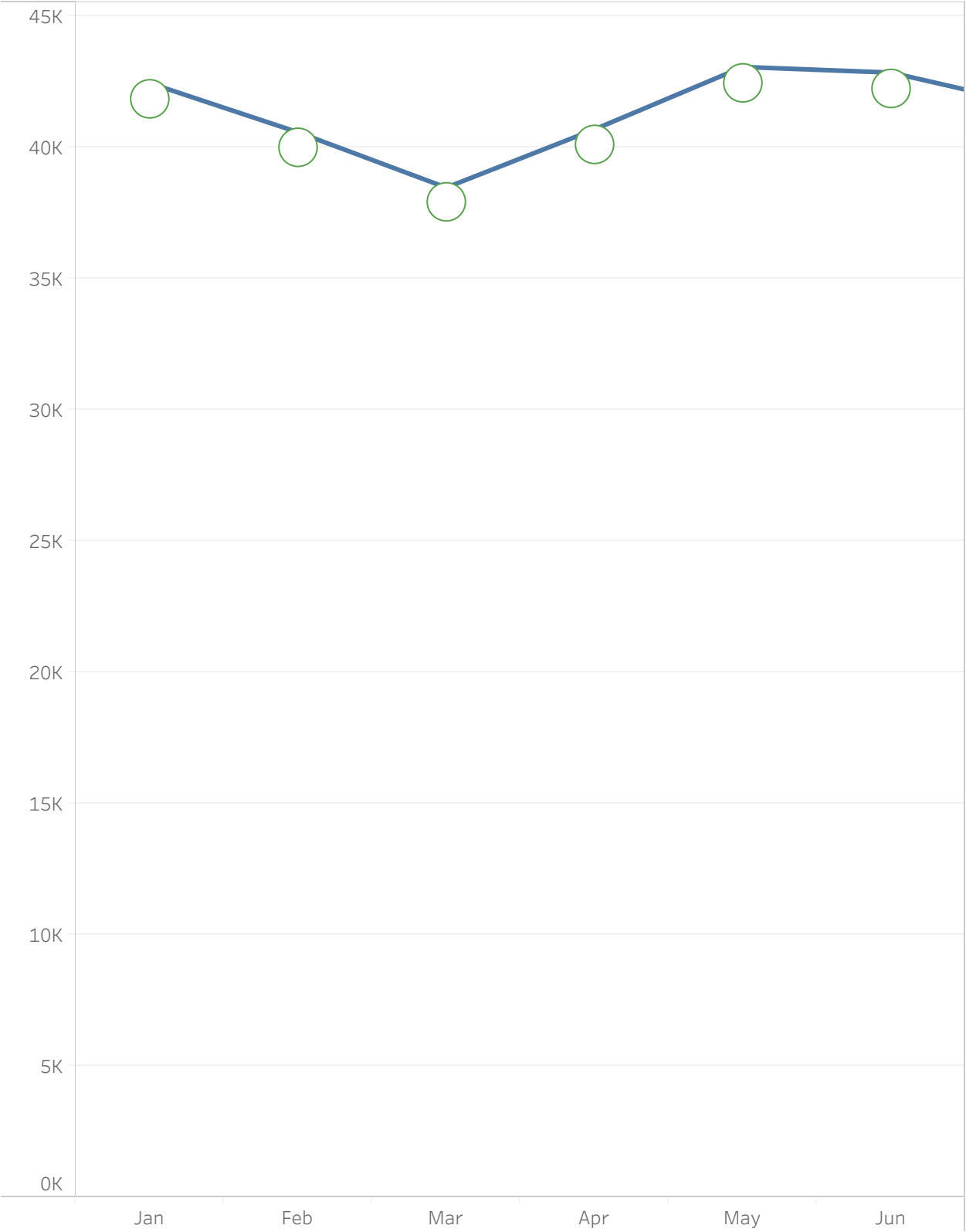
Average Basket Value(2017-2018)



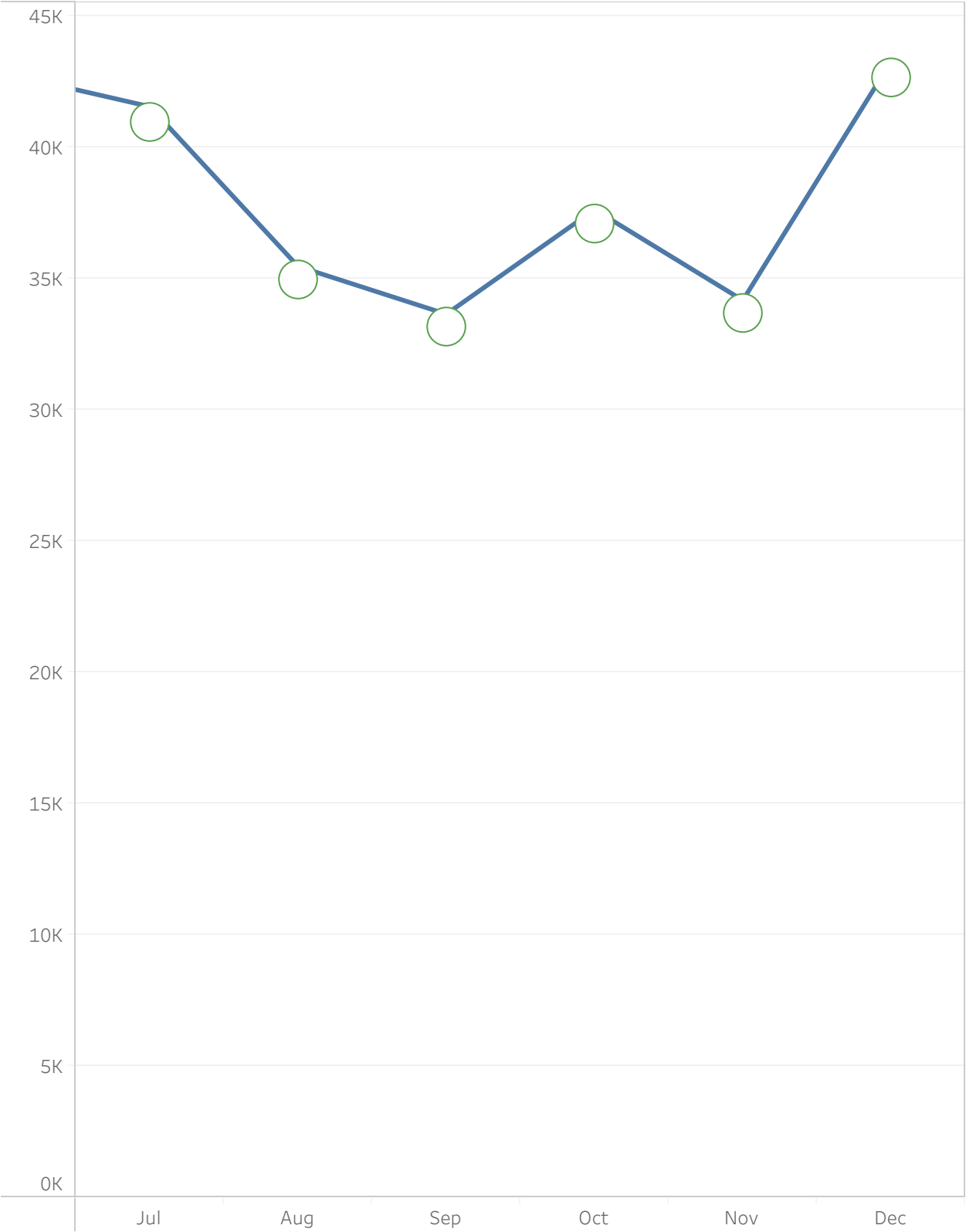
Average Basket Value(2017-2018)

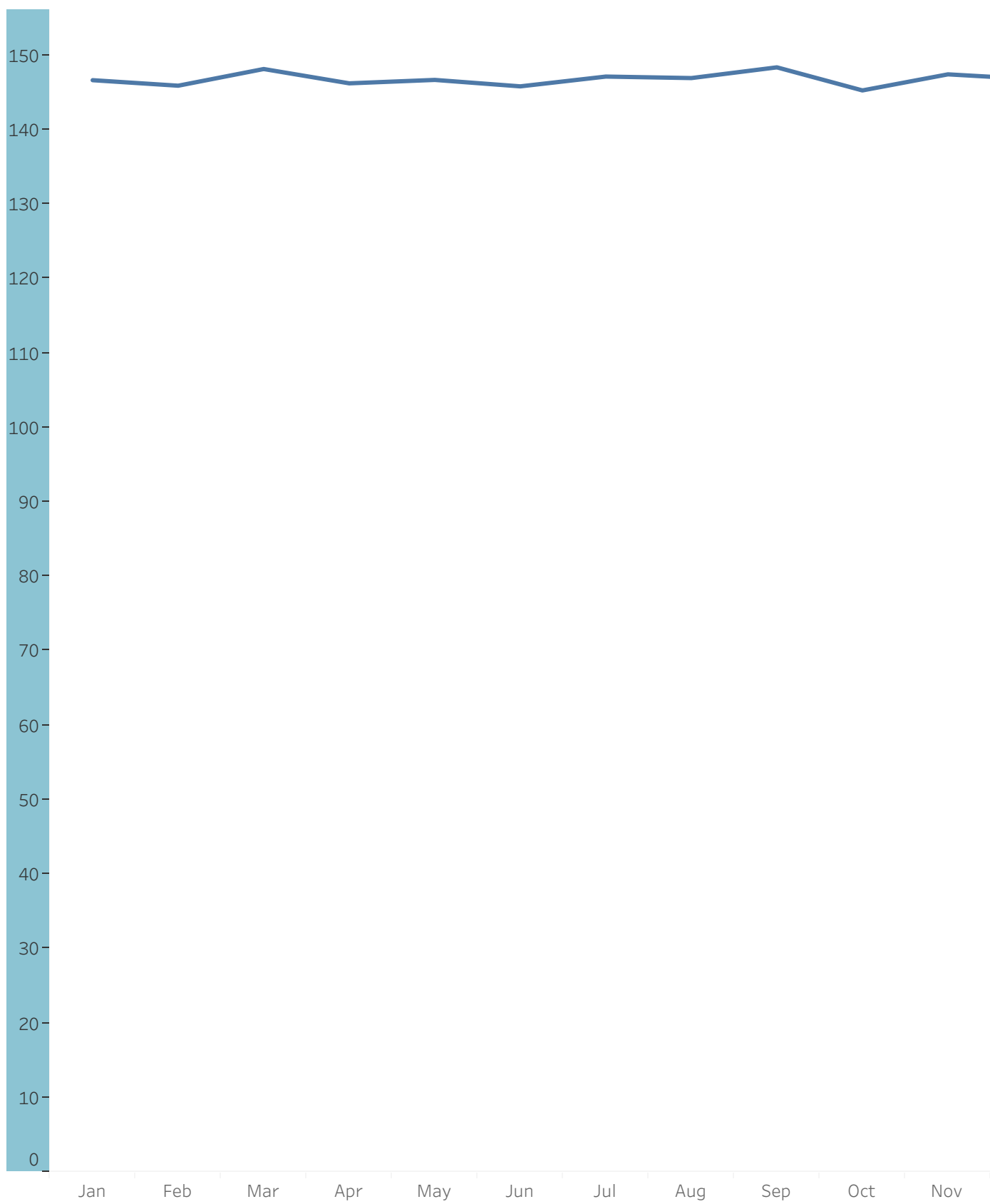


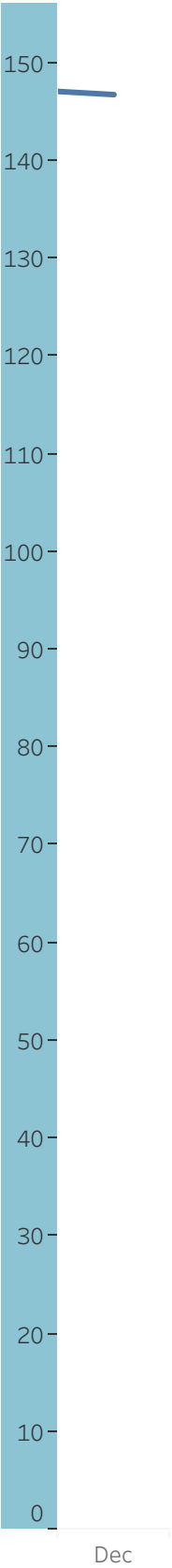
Average Basket Value(2019-2020)



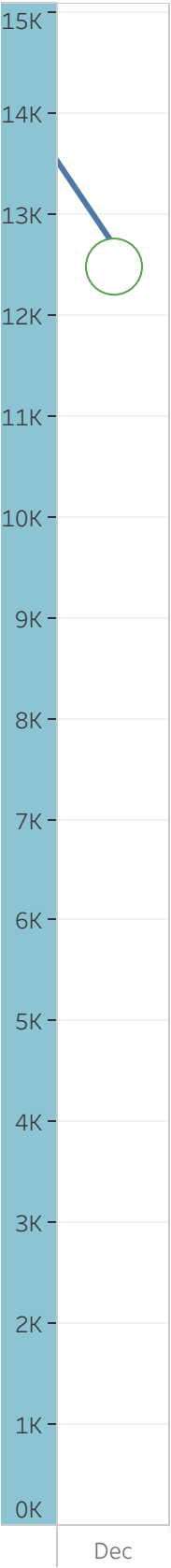
Average Basket Value(2019-2020)











OF USERS

100,000

Sales Amount

986,565,016

Sales Qty

2,444,320

-Sales & Users are Down-

OF USERS

100,000

Sales Amount

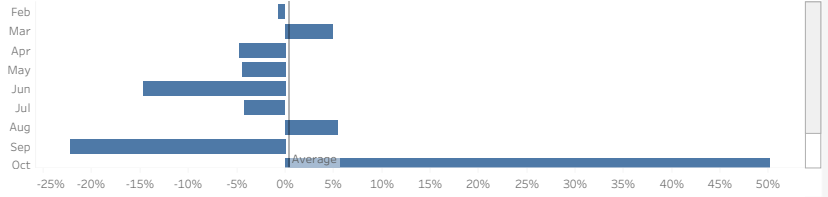
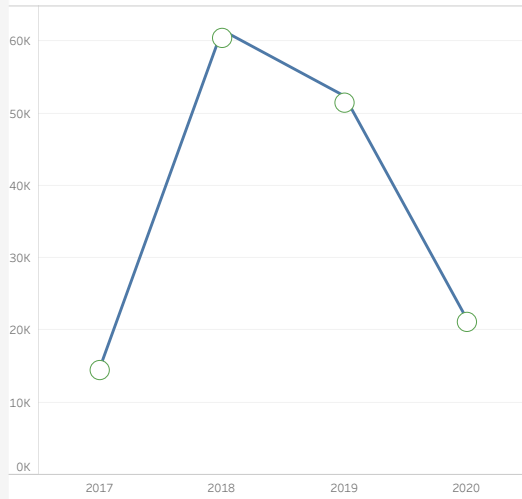
986,565,016

Sales Qty

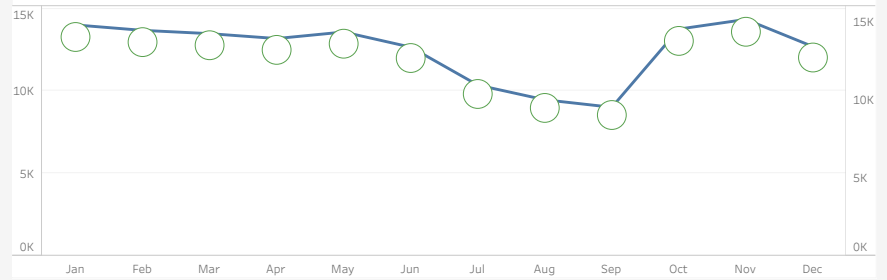
2,444,320

YOY % Sales of Zomato's Best Year(2018)

Sales & Users Growth (2017-2020)

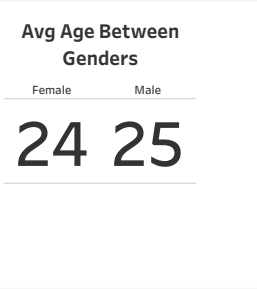
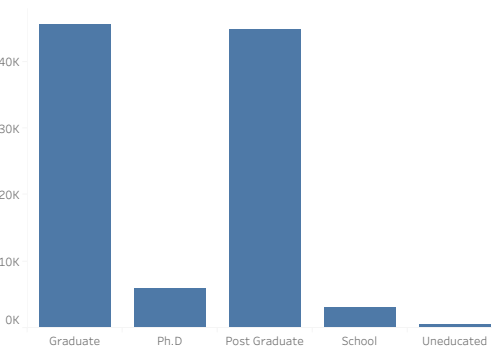


Zomato Best Year (2018)

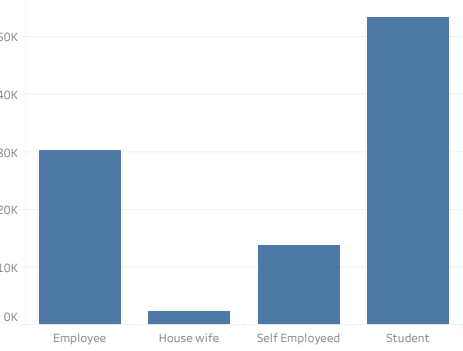


-Let's Get To Know Each Other-

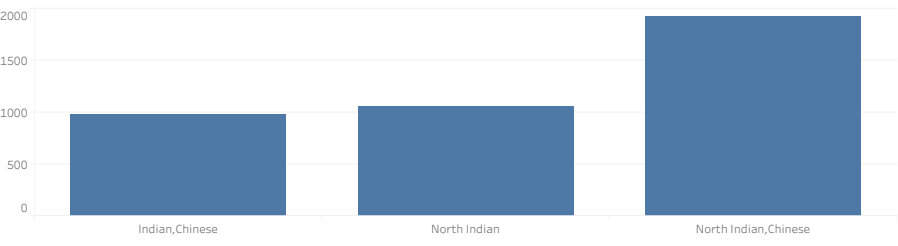
Educational Qualification



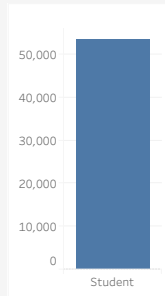
Occupation



Top 3 Preferred Cuisine



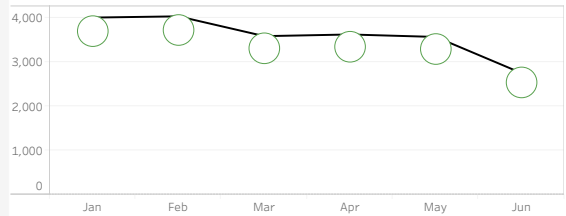
-If you think teachers are tough, wait 'til you get a boss-



-Over 50,000 Users are students-

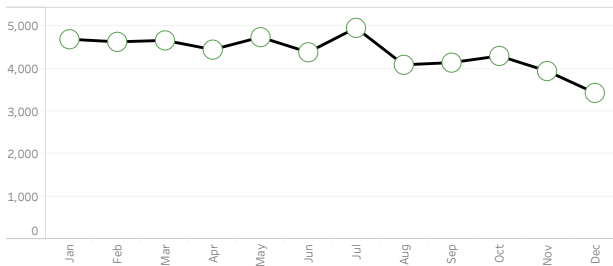
-We can see that users and orders significantly drop as the years progress onwards thus giving us better insight in to what type behavior is going on-

2020 (Orders)

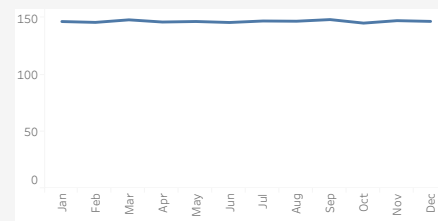


-Users order more when they have time off from attending school-

2019 (Orders)

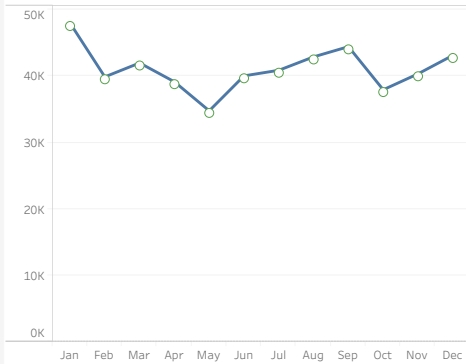


(2017-2020) -The AVG price of orders has consistently stayed the same-



-Adjusting to our Users-

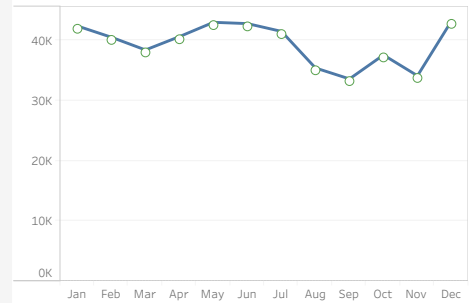
Average Basket Value(2017-2018)



-The downward trend at the start of the year tell's us that the student's are in school-
-Then as the year progresses from June to October we can see the rise of more free time for users-

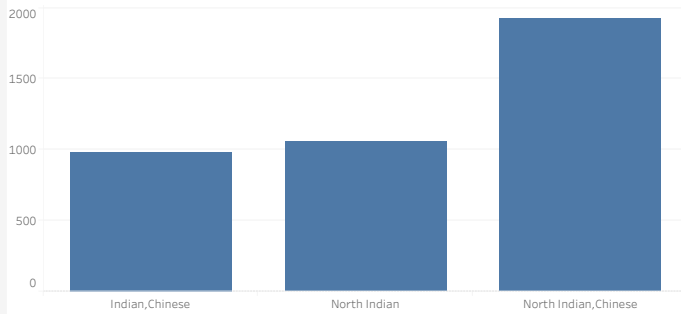
- As the years continue on we get similar trends and that can be explained by the students progressing further with their educational prowess-
-The upwards swing is what is going to take us back to the promise land-

Average Basket Value(2019-2020)



-The Promise Land -

Top 3 Preferred Cuisine



-Providing Loss Leader Strategies to our larger customers base will not only incentives our customers to order more but also boost surrounding economies and as well help spread word of mouth of Zomato's services as well-

-With these three types of Cuisines we can better identify what we are doing right and expand on it-

-Due to certain holidays that are celebrated Navarati(India) & The Mid-Autumn Festival (China)-

-These festivals breathe life into the downtowns of every celebrating country & thats were we can implement Loss Leader Strategies to increase sales-

