



Introduction

Zomato is a multinational restaurant aggregator and food delivery company.

Zomato customer and sales analysis to find out the key issues by using different KPI's and charts based on age, occupation, etc.

This project will focus on analyzing customer segmentation based on their purchase behavior.

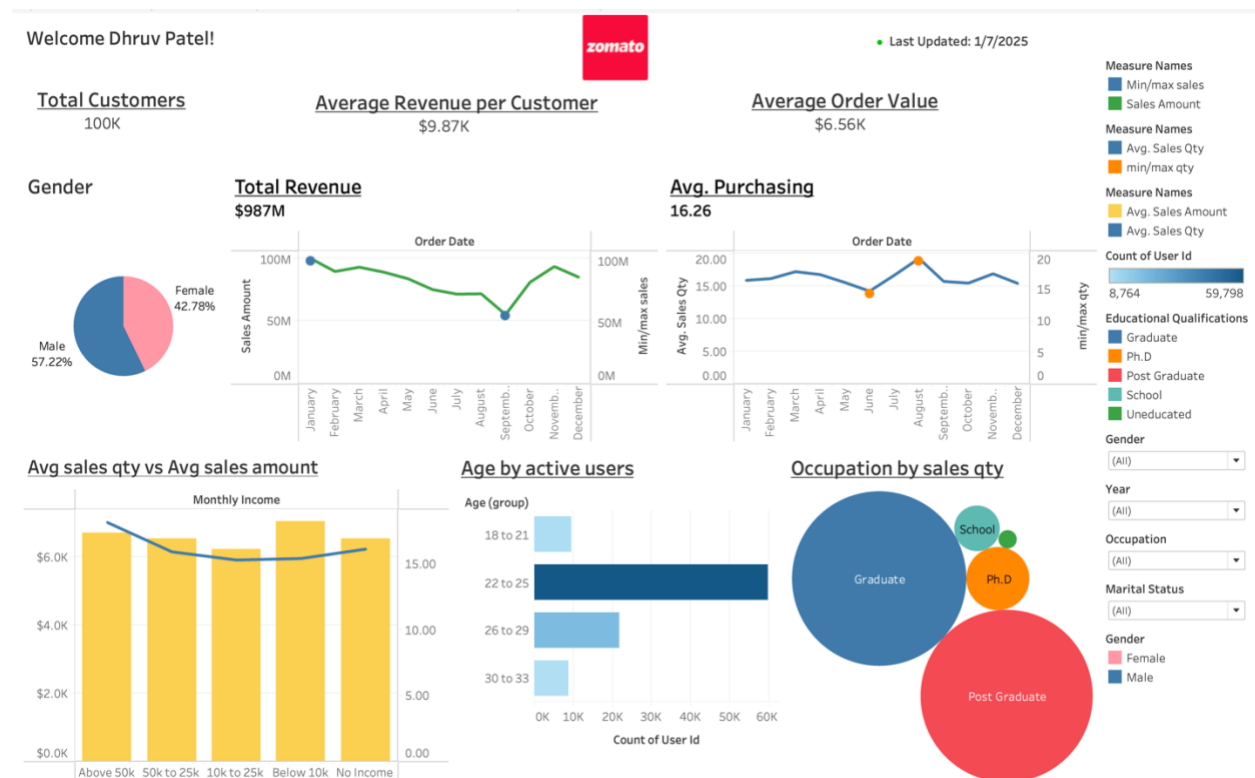
Tables



Customer Segmentation

This dashboard provides different types of kpi's and charts to understand customer behavior of purchasing:

- Key metrics used like Average revenue per customer, average order value where $ARPC = \frac{\text{SUM}([\text{Sales Amount}])}{\text{COUNT}([\text{User Id}])}$ and $AOV = \frac{\text{sum}([\text{Sales Amount}])}{\text{count}([\text{Sales Qty}])}$
- Total revenue and Average purchasing of customers over the years total with respective line chart of month with minimum and maximum values highlighted.
- Avg. sales qty v/s avg sales amount based on monthly income
- Bar chart number of users by age groups
- Bubble chart of occupation by purchasing frequency like total count of sales qty done by each occupation
- Total number of customer and Pie chart of gender: male and female
- Filters used in dashboard are gender, year, occupation and marital status.



Outcomes

- Total customers are approx. 100k using Zomato services
- Average Revenue per customer is \$9.87k and Average order value is \$6.56k
- Total revenue from 2017 to 2020 is \$987M Where we can see some fluctuation dips the curve from June to September from \$75m to \$55m which make the lowest revenue month from 2017 to 2020 the actual reason may way as summer vacations gets over and people choose to eat at home and opting some lighter meals
- Average purchasing curve has ups and downs in the curve which shows customer are preferring to purchase item during June to august because of summer holiday and later on it peaks during the November due to black Friday
- Almost 57.22% customers are male whereas, 42.78 are female
- Most customers by the age group are between 22 to 25 with almost 60k
- Graduates and post-graduate have highest total orders among all other occupation
- Avg sales qty vs Avg sales amount correlation with monthly income shows that above 50k income has the highest income size but, below 10k has more purchase value with \$7.1k
- Using filters like Gender, year, occupation, and marital status we can interpret data and dig more deep information

Recommendation

- Zomato should introduce new marketing promotion strategies like exclusive offers, discounts like holiday's discount on, local restaurant deals, Zomato pass which includes free delivery, reduced service fees, etc.
- Focus on digital marketing channels like social media: Instagram, snapchat and twitter, online advertisement campaigns like promoting quick delivery to young professionals or students during certain times of the day
- Zomato Gather feedback from customer from: after order ratings and post-delivery survey will help business to make data-driven decision which highlights customer needs and preference.
- Zomato should invest in technology area to improve app to ensure its user friendly, personalized recommendation of food and restaurants, high quality images, etc.

Conclusion

By implementing those actionable strategies and A/B testing of promotions, deals, etc. will surely aim to increase the key metrics and the areas affected like female sector, age 26 to 40, and occupation to 5 to 10% in near future

Link for Tableau dashboard

https://public.tableau.com/views/zomatofinal_17361052016640/Dashboard?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link