

Zomato Analytics Report - Business Insights Summary

Customer Intelligence

1. Power Users Identified:

- John Johnson is the top customer with a total spend of \$23,964 and an average order value of \$55.6.
- Other high spenders include Emma Rodriguez and Sophia Brown (over \$22,000).

2. Customer Segmentation:

- Gold customers: 4062 orders, \$220,061 revenue.
- Silver customers: 5938 orders, \$307,829 revenue.
- Gold: High value, low volume | Silver: High volume, lower value.

3. Consistent Loyalists:

- Customers like Alice Davis & Alice Jones order monthly, ideal for retention strategies.

Order Trends & Seasonality

4. Peak Hours:

- 6 PM to 8 PM is the most active order window.

5. Seasonal Preferences:

- Winter favorites: Biryani, Noodles, Pizza.
- Summer: Burgers and lighter items dominate.

Restaurant Operations

6. Top Performers:

- Sushi Zen leads in revenue but also has high failed orders.
- Bangkok Bites and Bella Cucina show strong monthly growth.

7. Busiest Days:

- Thursday and Sunday see the most orders.

8. Menu Insights:

- Each restaurant has a top-performing item ideal for combo deals and upselling.

Rider Performance

9. Fastest Rider:

- Mary Garcia (29 mins).

10. High Performing Riders:

- Olivia Johnson has high earnings and high 5-star rating count.

11. Rider Ratings:

- Incentivize riders with more 5-star reviews. Provide feedback to low-rated performers.

Failures & Cancellation

12. Failed Orders:

- Sushi Zen, Luigis Kitchen, Lemongrass Kitchen each reported 220+ failed orders.

13. Cancellation Trend:

- Bangkok Bites sees fluctuations in cancellations indicates inconsistency.

Growth & Sales Trends

14. Monthly Growth:

- Bangkok Bites and Bella Cucina display positive growth trends.

15. Sales Volatility:

- Dips in Feb and Sept; peaks in April and December.

16. Delivery Rate:

- Bella Cucina showed 100% improvement in Nov delivery success.

Key Takeaways

- Launch Zomato Elite for top-spending users.
- Investigate fulfillment issues in high-failure restaurants.
- Scale up performance-based incentives for top riders.
- Introduce seasonal menus.
- Target Gold customers for retention and Silver for upselling.
- Promote growing restaurants within the app.