Greg Rogers

Zomato Final Project

Report

Through the data provided by Zomato I looked to help them personalize marketing campaigns for different groups of customers. The first step in doing this was to figure out who the customer was. The data provided from zomato looked at one hundred thousand customers which is shown by the KPI card. The other charts show key customer traits that help show who is traditionally using the app. It can be seen that most of the users are Graduate or Post graduate. It can also be seen that a large majority of the users have no income source. A third key metric shown is that over fifty percent of users reported being a student as their occupation. The majority of the users are in their twenties as well.

When diving into the purchasing behavior of the users the first thing that was examined was the time of year most purchases were made. It is shown that both male and female purchasers followed a similar pattern in this respect and may through October should be targeted with promotions. A suggestion to drive sales in low months would be to make monthly themed promotions, such as halloween in october. Another purchasing behavior observed through the family size chart was that 2-3 person sized families spent the most on the app. One way to increase drive through other sized families would be solo deals for single person families and targeted larger family order size deals for 4-6 person families. The other two charts on the dashboard show that a large majority of the orders made, and amount spent are by a fraction on the user base. A suggestion would be to look at the names who tend to spend and use the app less and offer special promotions such as free delivery on the first week of orders.

The segments customers were split into are By ordering frequency and spending patterns. When manipulating the data the charts that showed education level greatly affected how often people were spending and ordering. Post graduate and graduate students spend the most and the most often so it is critical for zomato to target the users who marked Ph. D, school and uneducated with promotions to increase use. When observing the same metrics with marital status, single was by far ordering and spending the most. Zomato also needs to target married people and prefer not to say users with promotions to drive sales.