

Zomato Data Analysis Report

User data was analyzed alongside total sales numbers to look for key groups. Sum of sales used due to large difference in sales values between groups, while most groups spend at roughly the same average. Basic analysis followed by recommendation.

Dashboard 1

Gender:

57% of sales are by male and 43% female.

Not a huge split in gender difference. Focus could be directed to other areas

Age:

Our best group is 22-25. This group makes up 60% of total sales.

Advertising could be focused to bring in more customers in this age group or expand to older age groups. Our oldest user is only 33.

Monthly income:

Users with no income make up most sales by far. This lines up with data when we look at occupation.

Marital Status:

Most users are single and most of our sales also come from these single users.

Ads could be focused at sites and apps that have a large young single user base.

Occupation:

Student and Employee categories make up the largest percentage of sales.

Ads could be placed around colleges and universities, as well as around major employers.

Education:

Lining up with occupation data most sales come from student categories, mainly Graduate and Postgraduate education. Ads focused around colleges and universities.

Family Size:

2 and 3 person families are making up most of our sales. This implies since most of our users are single and students that they are including parents or other relatives.

Dashboard 2

Dual comparison analysis based on total sales

Age x Gender:

Data shows 2 outlier groups that could be focused on. 23F and 25M are leading in sales. Still over all 22-25 year olds should be the ad focus. 26M could also be included due to higher sales.

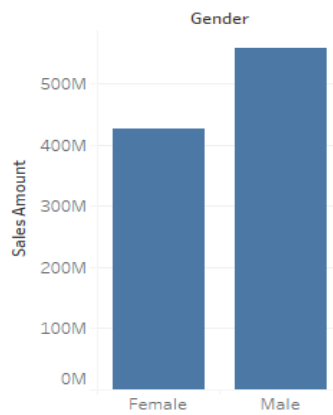
Gender x Income:

Most categories are about even in gender distribution, with the exception being "more than 50000". Ads for "more than 50000" should be directed at males.

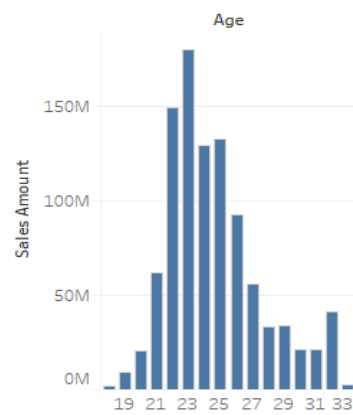
Gender x Occupation:

The 2 biggest groups for sales would be "student" and "employee". Gender distribution for both are relatively balanced but with both being more heavily male. When targeting the 2 groups with ads focus could be pushed a little more to the male direction to make ads slightly more effective.

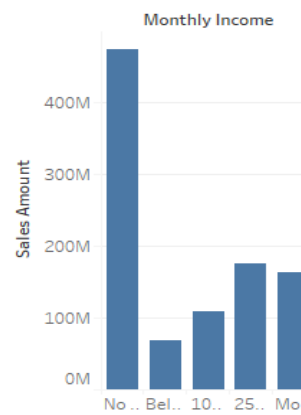
Gender Sales Total



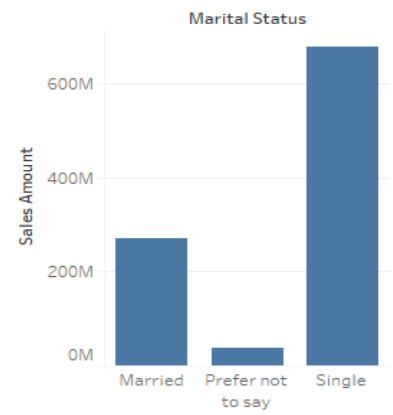
Age by Total Sales



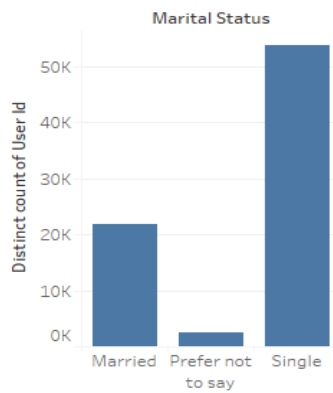
Income by Total Sales



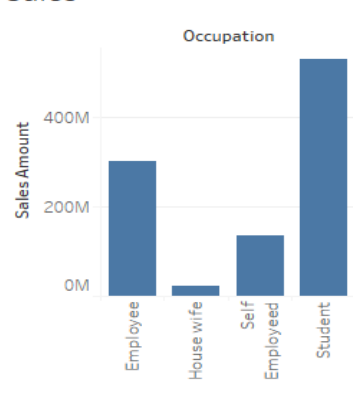
Marital Status by Total Sales



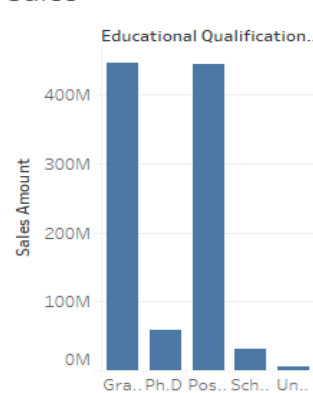
Number of Users by Marital Status



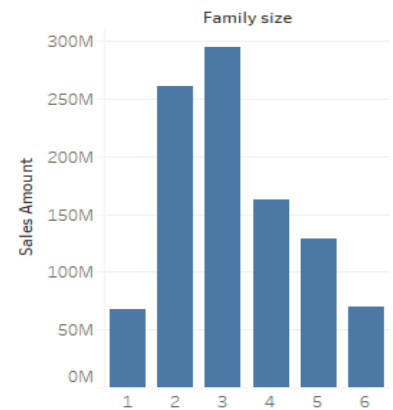
Occupation by Total Sales



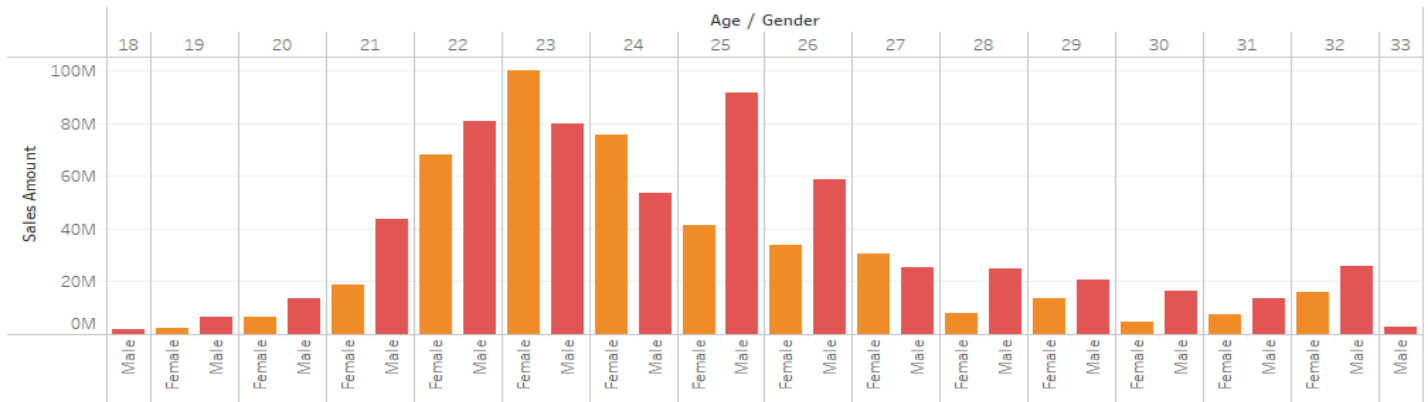
Education by Total Sales



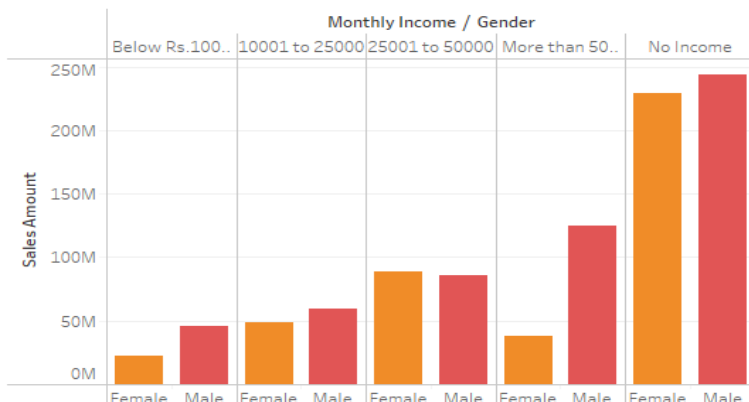
Family Size by Total Sales



Age x Gender Total Sales



Gender x Income



Gender x Occupation

