

# ***zomato***

## **Customer Analysis**

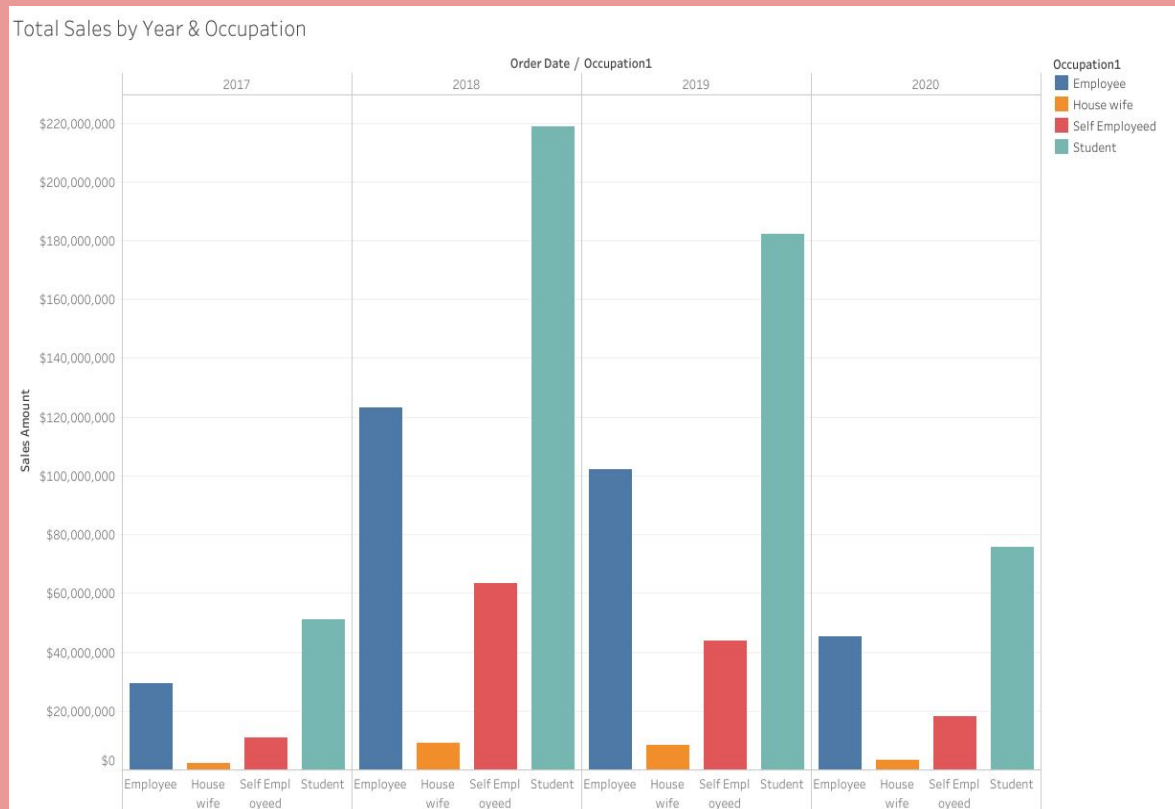
# Introduction

Zomato has tasked us with performing an analysis on its Customers. The primary objective of this analysis is to gain deeper insights into Zomato's customer base, understand their spending behaviors, and identify distinct customer segments. By uncovering these patterns, Zomato can tailor its marketing strategies, enhance customer experiences, and optimize operational decision-making.

The Zomato logo, featuring the word "zomato" in white lowercase letters on a red square background.

# Total Sales by Year & Occupation

In our analysis, we found that **Students** made up a majority of the Total Sales by a wide margin every single year. Followed by Employee customers in second place and Self Employed customers in third place.

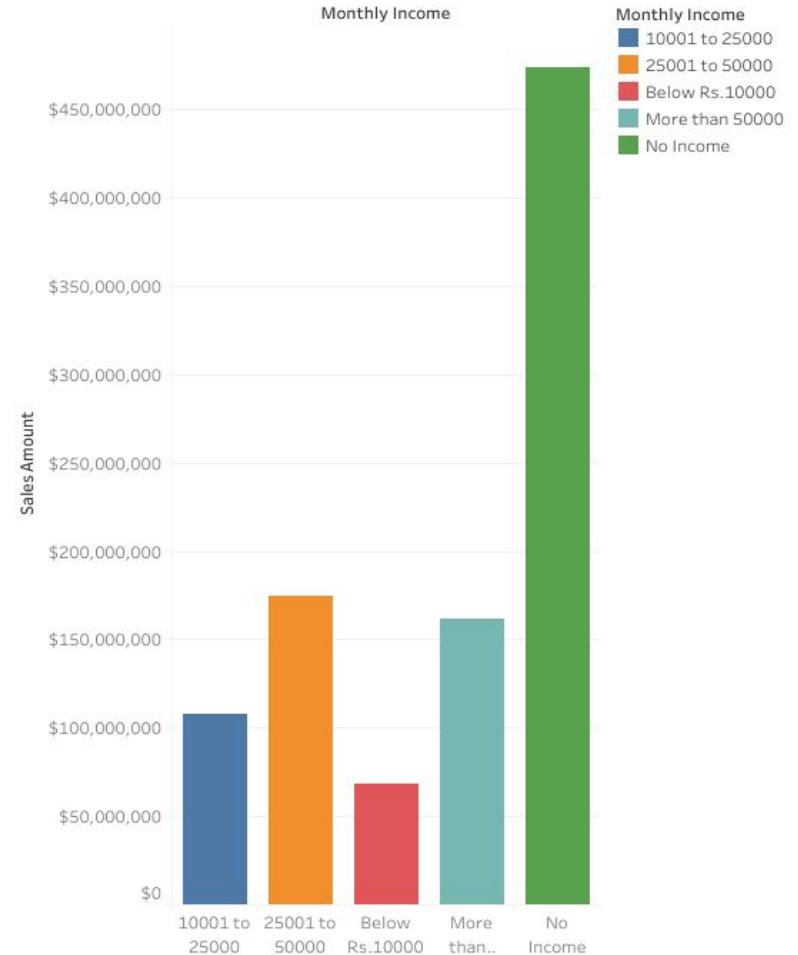


# Total Sales by Monthly Income

We wanted to cross reference our first chart (Total Sales by Year & Occupation) with our customers Monthly Income.

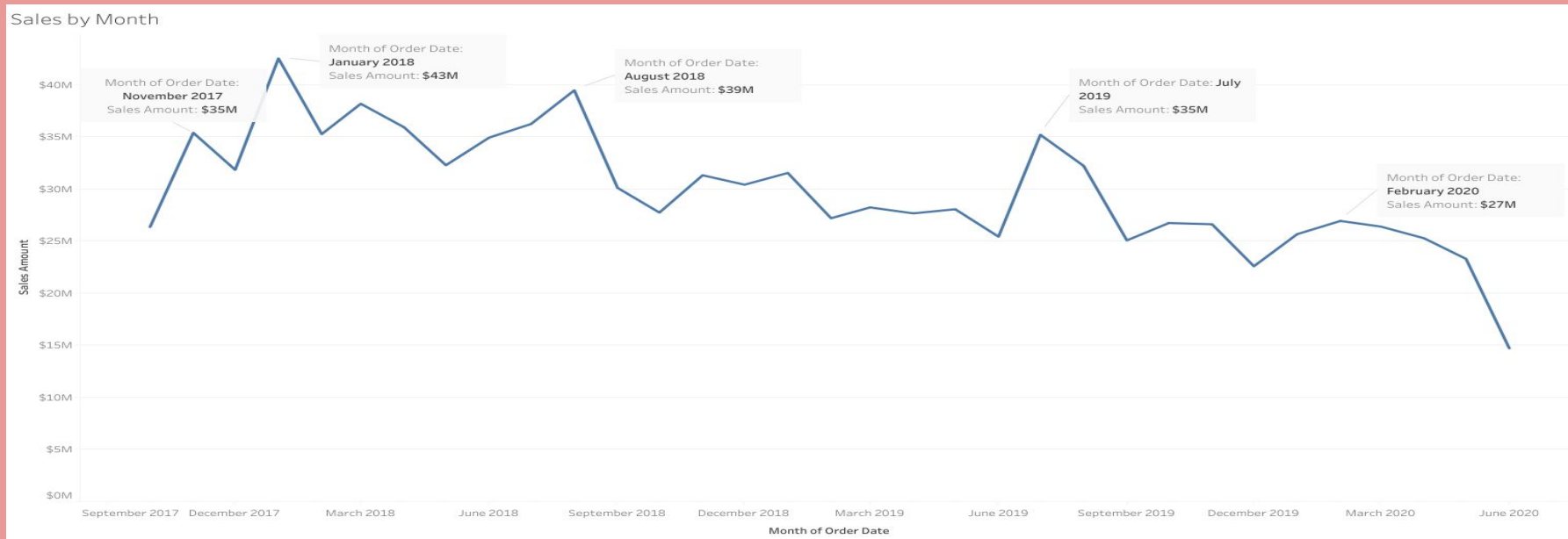
Customers that fall under the, “**No Income**” category, made up a majority of Total Sales for Zomato’s. This confirms that a very large portion of Zomato’s customers are indeed, **Students**.

Total Sales by Monthly Income



# Total Sales by Month

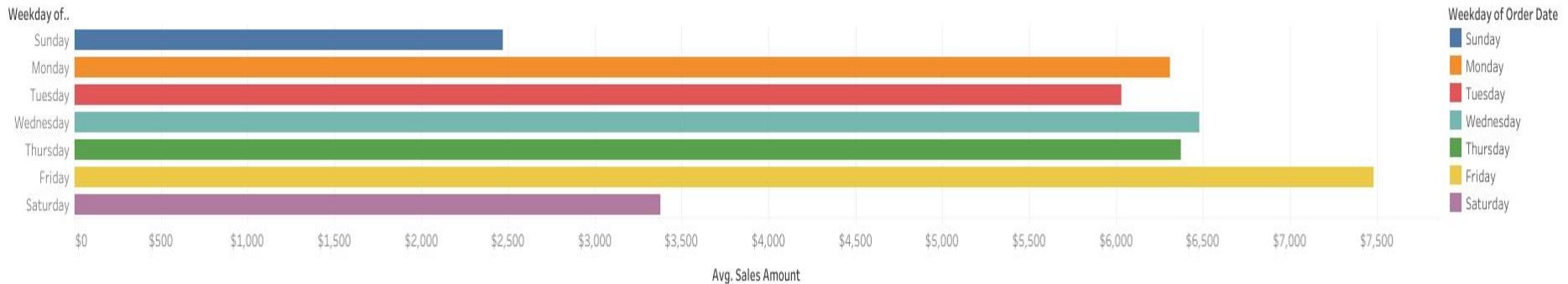
We analyzed the Total Sales for Zomato from the extracted Data. We tend to see an **increase** in Sales over the **Summer months** for Zomato and a **decline** in the **Winter months**. Note that the year 2020 is substantially lower compared to previous years, this is most likely due to the Covid-19 pandemic.



# Average Sales by Weekday

We wanted to evaluate what days of the week, Zomato's customers were most active/what days were most profitable. We see in our chart below that **Friday**, **Wednesday**, and **Thursday** were the 3 **most profitable** days, in that order. Saturday & Sunday were the two least profitable days for Zomato's, by a wide margin.

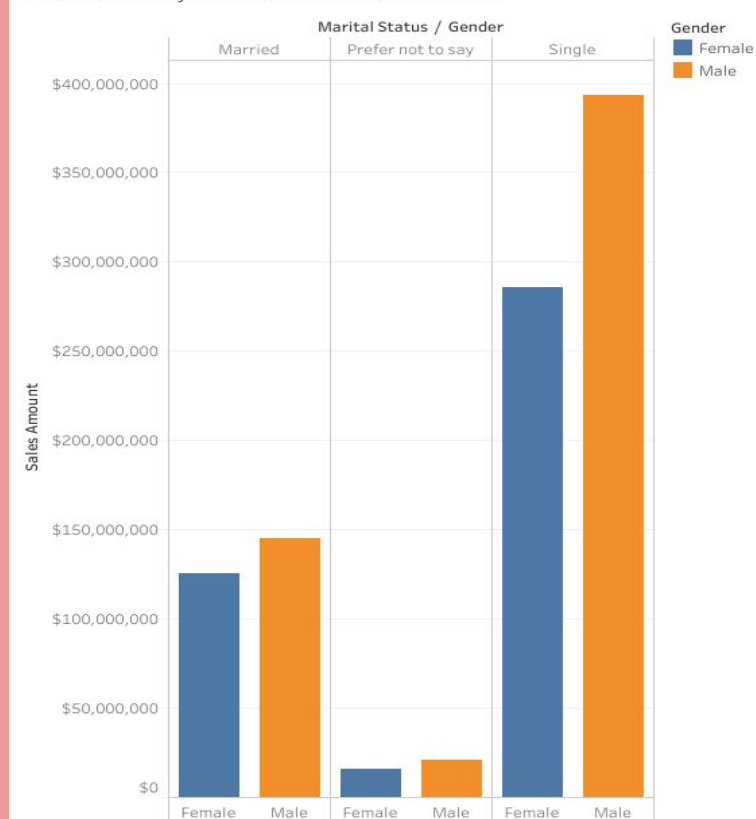
Avg Sales by Weekday



# Total Sales by Marital Status & Gender

Last but not least, we wanted to segment our customers by Marital Status and Gender. We see in our chart, **Single-Male** customers were Zomato's primary/biggest contributor to sales with \$393 Million. **Single-Female** customers was second to Single-Male customers in sales contributions with nearly \$286 Million in sales. While both Married-Male & Female customers combined for a total of nearly \$271 Million in sales.

Total Sales by Marital Status & Gender



## Conclusion & Suggestions

Based on our Analysis, Zomato's customers are primarily young, single students who use their services primarily during the week, Monday through Friday, most likely during the school/work week.

In order to boost overall Sales, Zomato's should consider incorporating the following:

1. Student discounts
2. Study Hour Promotions
3. Campus Sponsorships
4. Delivery Bundles

The Zomato logo is displayed in a bold, italicized, red sans-serif font. It is contained within a white rectangular box with a thin grey border and a subtle drop shadow.