**Matin Tabibian**

Zomato Customer Analysis

Zomato, a multinational restaurant aggregator and food delivery company, faces the challenge of understanding its customer base and their ordering behaviors. As part of the onboarding process, the analysis focuses on customer segmentation by education level to uncover insights that can drive business decisions.

To conduct this analysis, I utilized data provided by Zomato, including customer information (users table) and order details (orders table). The data was cleaned to handle duplicates and missing values. I then created calculated fields such as Average Order Value and Total Orders per Customer. Visualizations were developed in Tableau Public to explore trends in customer behavior by education level.

Key Findings:

1. **Average Order Value by Education:**
   o Customers with a school education tend to have the highest average order values at 6,736.3.
   o Postgraduate customers follow closely with an average order value of 6,634.5.
   o Ph.D. customers have an average order value of 6,533.8.
   o Graduate customers show an average order value of 6,492.4.
   o Customers without formal education exhibit the lowest average order value at 6,274.1.
   o Despite expectations, higher education levels (graduates, postgraduates, and Ph.D.) do not show a clear correlation with higher spending patterns. Instead, customers with a school education exhibit the highest spending, indicating an unexpected high-value customer segment.
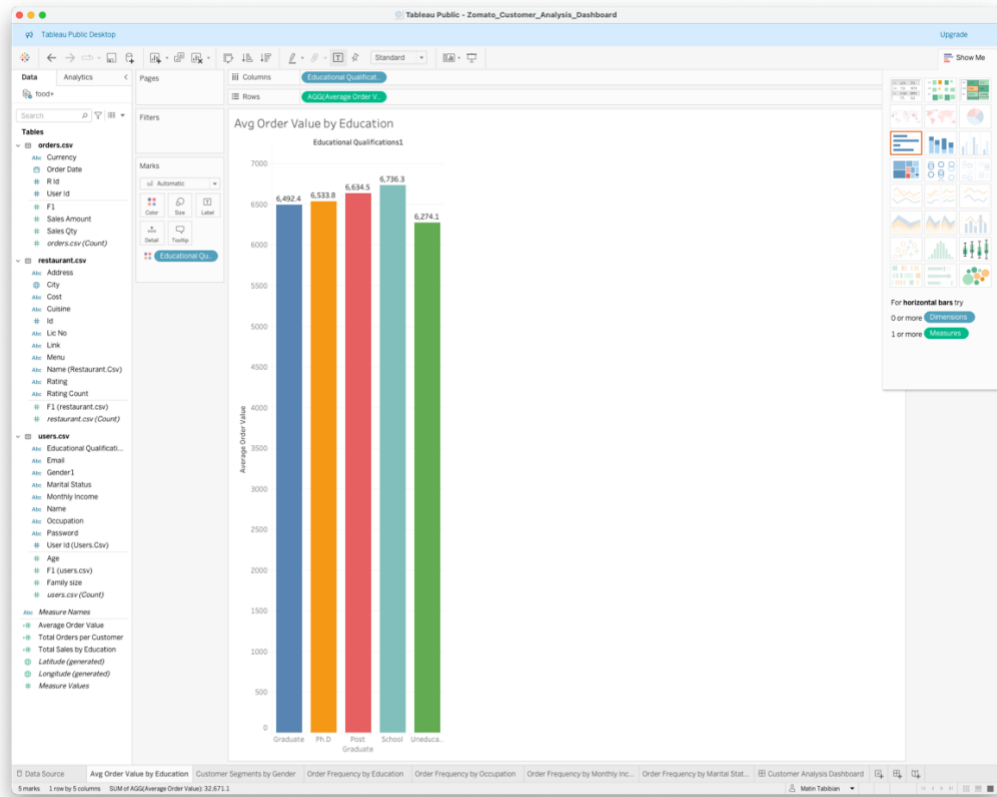
2. **Customer Segments by Gender:**
   o   The majority of Zomato customers are male, totaling 44,582.
   o   Female customers total 33,347.
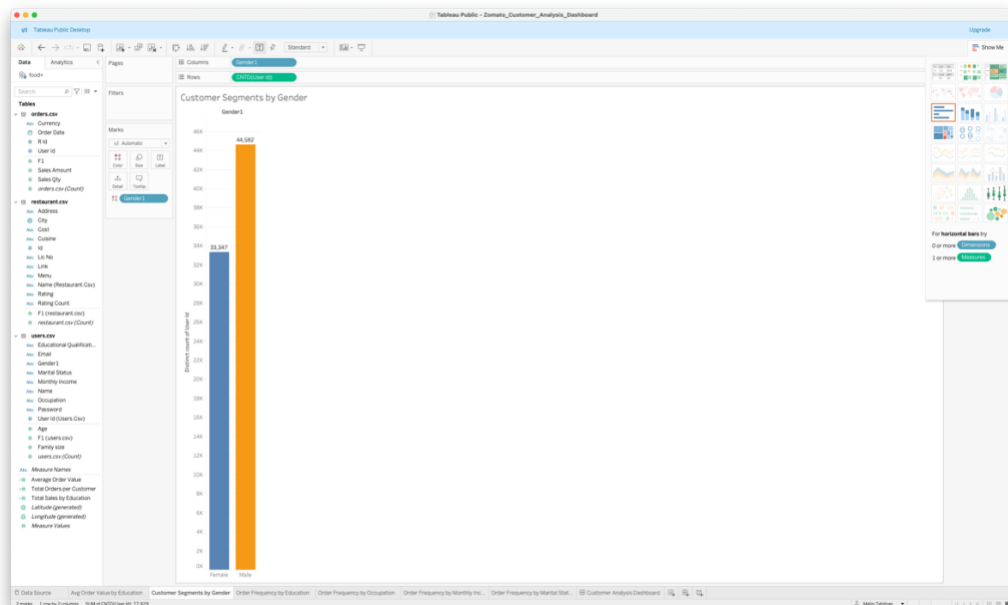
3. **Order Frequency by Education Level Over Time:**

- Graduate customers exhibit the highest order frequency with 68,738 orders.
- Postgraduate customers follow closely with 67,083 orders.
- Ph.D. customers have placed 9,000 orders.
- Customers with a school education have made 4,697 orders.
- Customers without formal education have the lowest order frequency with 763 orders.
- Other education levels show more variability in ordering frequency, with peaks during certain periods, possibly tied to seasonal or promotional influences.
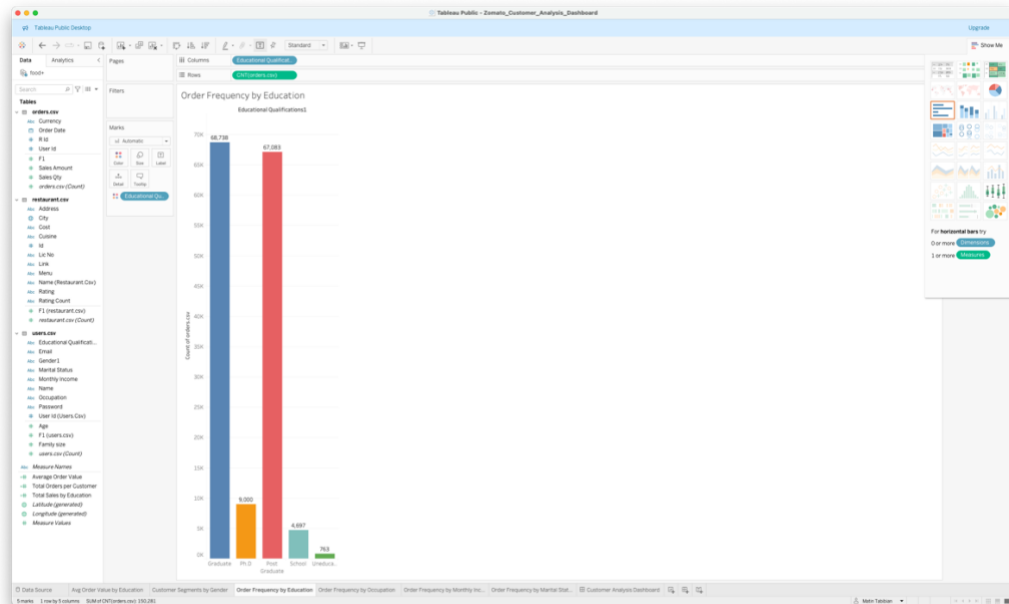

4. **Order Frequency by Occupation:**
   - Students exhibit the highest order frequency with 80,032 orders.
   - Employees have placed 45,798 orders.
   - Self-employed individuals have made 20,980 orders.
   - Housewives show an order frequency of 3,471.
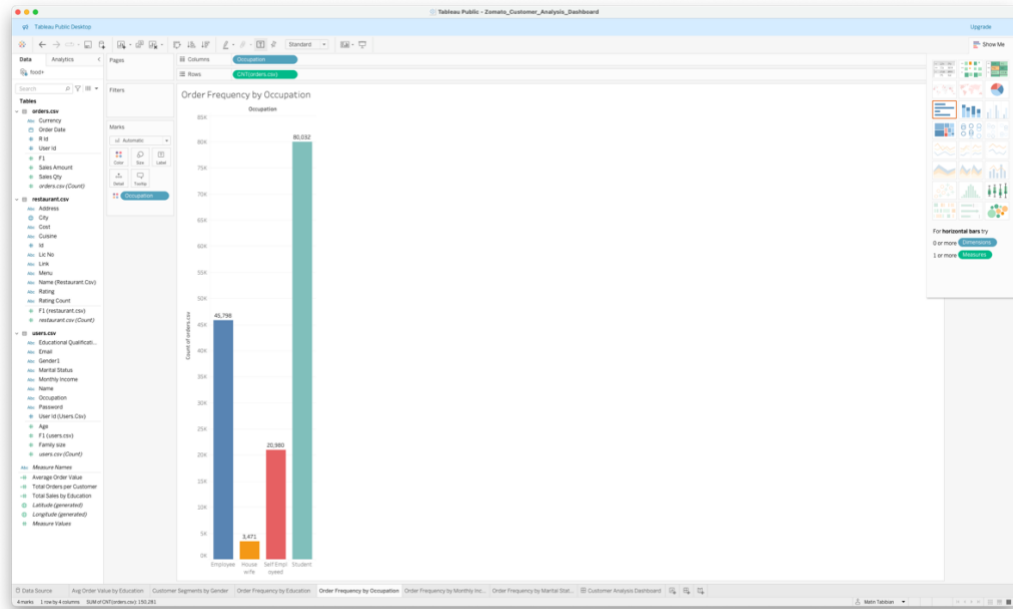
5. **Order Frequency by Monthly Income:**
   o Customers with no income exhibit the highest order frequency with 72,416 orders.
   o Customers earning $25,001-$50,000 have placed 26,691 orders.
   o Customers earning more than $50,000 have made 24,184 orders.
   o Customers earning $10,000-$25,000 have placed 17,295 orders.
   o Customers earning below $10,000 show the lowest order frequency with 9,695 orders.
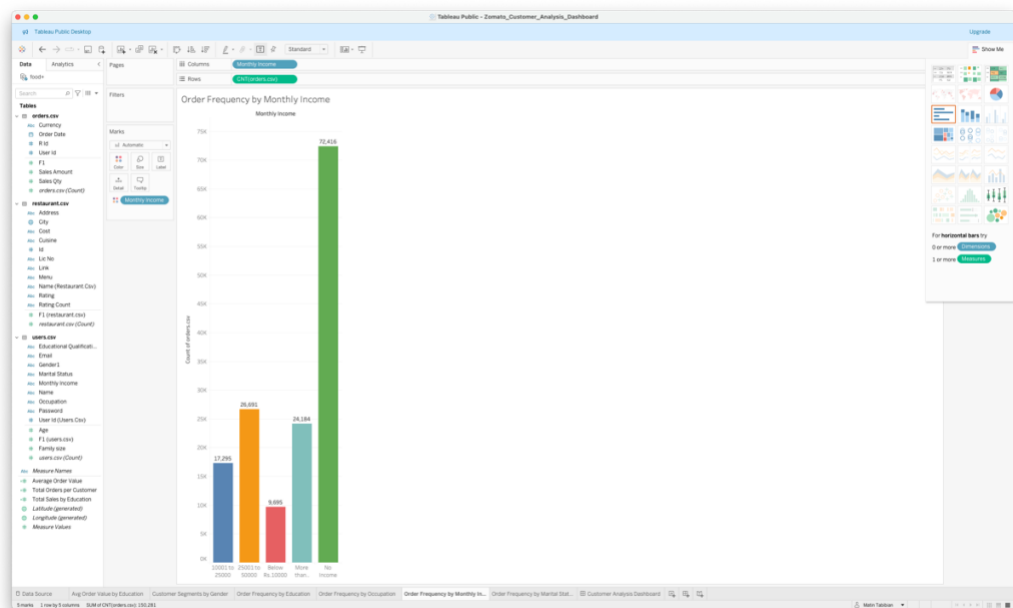
6. **Order Frequency by Marital Status:**
   o Single customers exhibit the highest order frequency with 103,577 orders.

o Married customers have placed 41,989 orders.
o Customers who prefer not to say their marital status have made 4,715 orders.
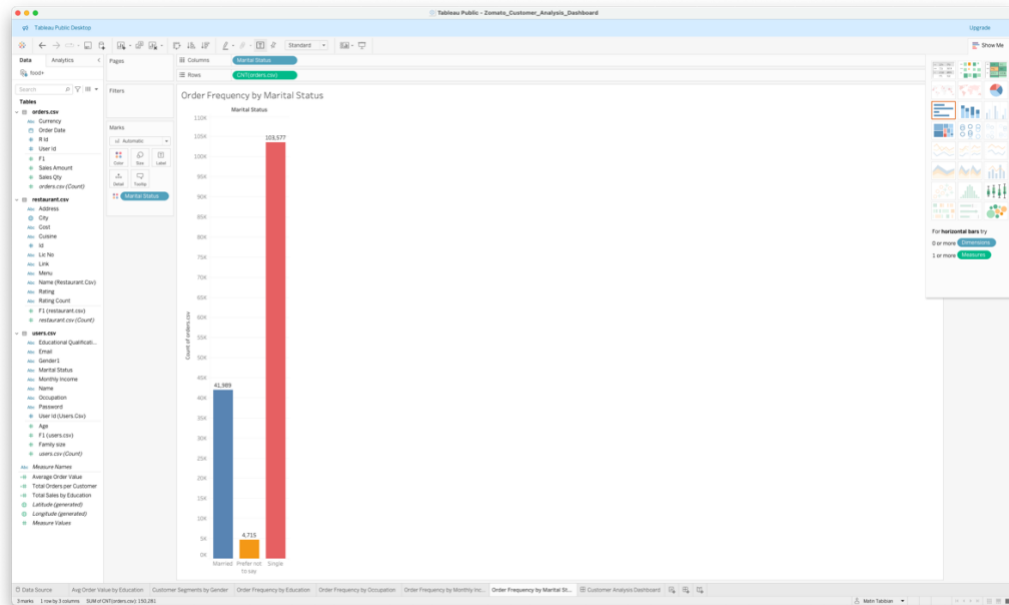
Recommendations: Based on the analysis, here are actionable recommendations for Zomato:

1. **Targeted Marketing Campaigns:**
   o Develop targeted marketing strategies aimed at customers with a school education who exhibit the highest average order values. Highlight premium offerings and personalized promotions to enhance engagement and capitalize on their spending potential.

2. **Gender-Specific Offers:**
   o Consider offering exclusive deals or loyalty programs to enhance customer retention and boost revenue from male customers, who form the majority of the customer base.

3. **Seasonal Promotions:**
   o Leverage insights into order frequency variations among different education levels to plan seasonal promotions. Align marketing efforts with periods of increased ordering to maximize impact and sales, focusing on the consistent and frequent ordering patterns of customers with a school education.

4. **Occupation-Based Strategies:**
   o Focus marketing efforts on students and employees, who show the highest order frequencies. Develop tailored promotions to engage these segments further.

5. **Income-Based Offers:**
   o Create special offers for customers with no income, as they exhibit the highest order frequency. Consider budget-friendly options and loyalty programs to retain this segment.

6. **Marital Status Segmentation:**

- Implement targeted campaigns for single customers, who have the highest order frequency. Promote social dining experiences and group discounts to attract this segment.

7. **Increasing Orders from Low-Frequency Segments:**
   - Develop strategies to increase orders from low-frequency segments such as customers earning below $10,000 and housewives. Consider providing incentives like discounts or special offers to encourage more frequent ordering from these segments.

Conclusion: This analysis provides valuable insights into Zomato's customer base, highlighting opportunities for strategic growth through targeted marketing and enhanced customer engagement strategies. By focusing on education-based segmentation and gender-specific preferences, Zomato can optimize its service offerings and drive sustainable business growth. Understanding that customers with a school education present a high-value segment and single customers have a higher potential for frequent ordering, Zomato can tailor its marketing efforts to these insights for maximum impact. Additionally, occupation, income, and marital status segmentation offer further avenues for targeted marketing strategies.
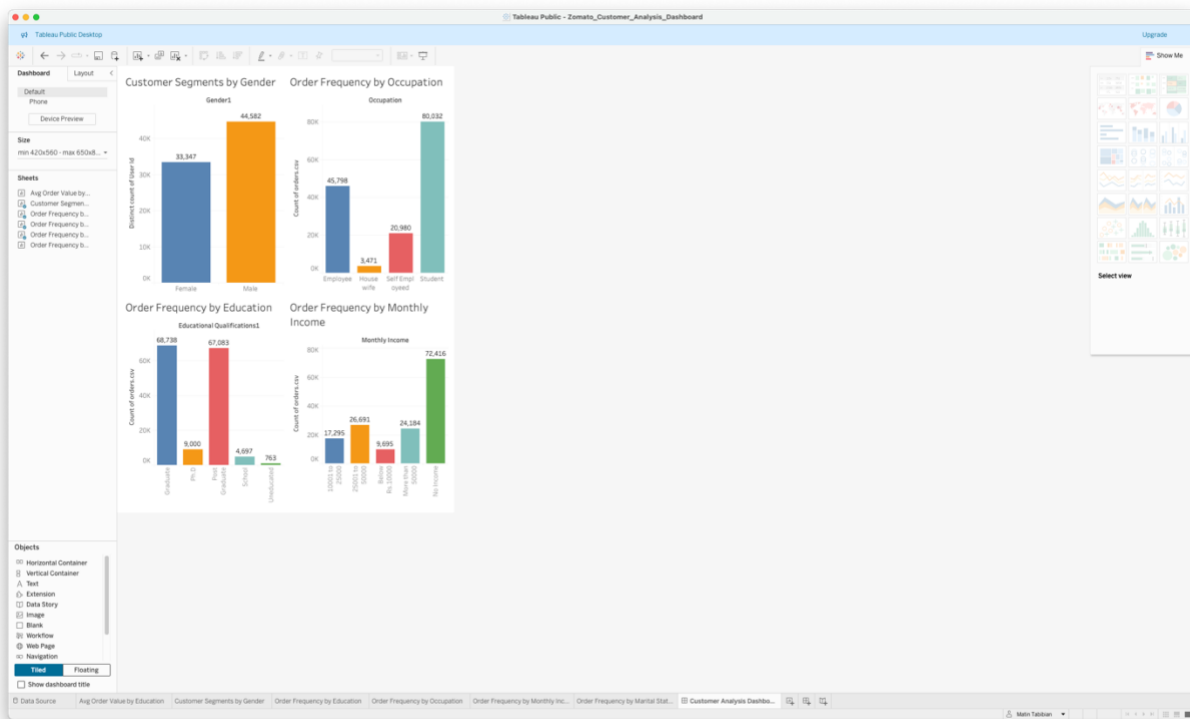
https://public.tableau.com/views/Zomato_Customer_Analysis_Dashboard/CustomerSegmentsbyGender?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link