

Who are Zomato's customers?

100K

Number of Customers

11.8M

Total Revenue in USD

79.6

Avg Revenue per Customer

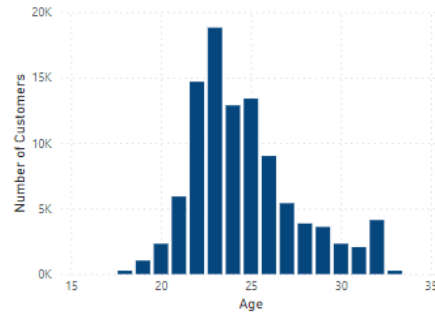
2.43M

Total Quantity Sold

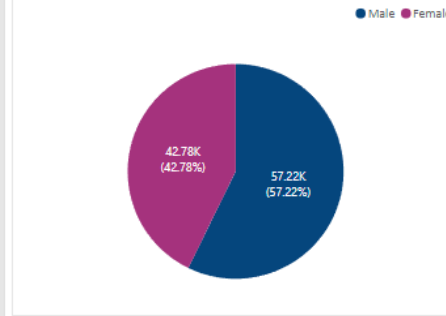
16.4

Avg Qty Sold per/Customer

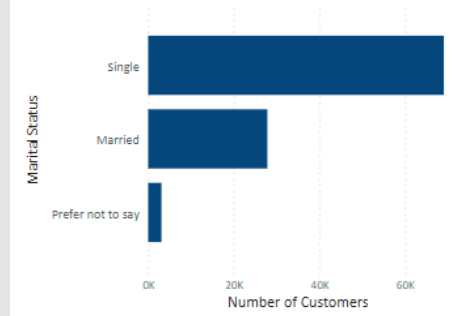
Customers by Age



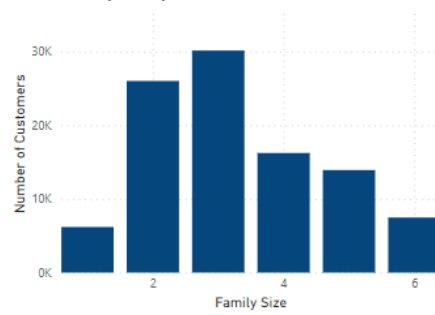
Customers by Gender



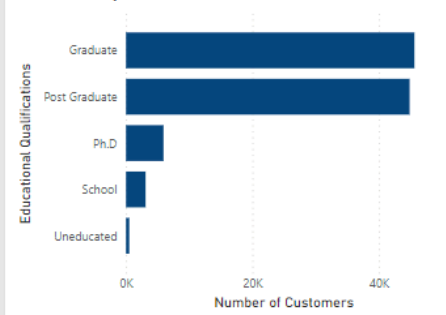
Customers by Marital Status



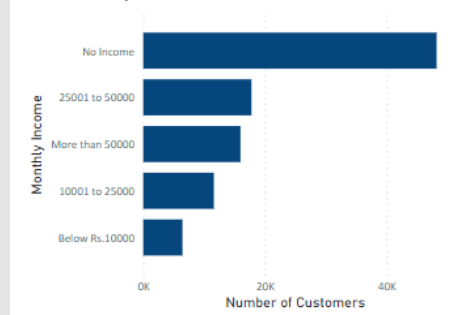
Customers by Family Size



Customers by Education



Customers by Income



RFM Analysis

417

Avg Recency in Days

1.92

Average Frequency

153

AVG USD Spent

Customer Segmentations



High-value:

- **Champion:** High recency, frequency, & value (Retain: exclusive offers & service)
- **Loyal** High recency & frequency, moderate value (Engage: promotions & loyalty programs)
- **Promising:** High frequency low value (Monetize: Product recommendations based on past purchases, spending-based incentives.)
- **Cannot Lose:** High Frequency and Value low recency (Retain: Listen to feedback, new product suggestions, platform-specific offers)

At-risk:

- **At-risk:** Low recency or frequency, high value (Re-engage with targeted campaigns)
- **Hibernating:** Low recency and frequency (Re-engage: Product recommendations for other categories, personalized offers.)
- **Lost:** Lowest recency, frequency, and monetary scores (Reconnect: Targeted campaigns, brand presence reminders.)
- **Needs Attention:** High recency low frequency and value (Engage: Limited-time offers)

New:

- **New:** Recent first purchase, unknown RFM (Welcome & encourage repeat purchases)
- **Potential Loyalist:** High recency one time visit (Engage: Long-term offers, loyalty programs, product category suggestions)

Segments	Scores
At Risk	222
At Risk	223
At Risk	232
At Risk	233
At Risk	322
At Risk	323
At Risk	332
At Risk	333
Cannot Lose	155
Cannot Lose	255
Champion	555
Hibernating	133
Hibernating	134
Hibernating	143
Hibernating	144
Hibernating	233
Hibernating	234
Hibernating	243
Hibernating	244
Lost	111
Lost	112
Lost	121
Lost	122
Lost	211
Lost	212
Lost	221
Lost	222
Loyal	344
Loyal	345
Loyal	354
Loyal	355
Loyal	444
Loyal	445
Loyal	454
Loyal	455
Loyal	544
Loyal	545
Loyal	554
Needs Attention	311
New	511
Potential Loyalist	411
Promising	422
Promising	423
Promising	432
Promising	433
Promising	522
Promising	523
Promising	532
Promising	533

- Calendar
 - Date
 - Day
 - Month
 - Month_num
 - Quarter
 - Year
- Measures Table
 - Column
 - Frequency
 - Last Order Date
 - Monetary
 - Recency
- Orders
 - Currency
 - Order Date
 - PK
 - R ID
 - RFM Buckets
 - Sales Amt
 - Sales Qty
 - Total Sales in USD
 - User ID

- RFM Table
 - Frequency
 - Frequency Score
 - Monetary
 - Monetary Score
 - Recency
 - Recency Score
 - RFM Score
 - User ID
- Segmentations
 - Index
 - Scores
 - Segments
- Users
 - Age
 - Educational Qualifications
 - eMail
 - Family Size
 - Gender
 - Marital Status
 - Monthly Income
 - Name
 - Occupation
 - Password
 - PK
 - Recency
 - User ID

