

Zomato Customer Analysis Report: Research Plan

In this analysis, I want to help Zomato define their marketing segments using a detailed customer analysis. I also want to identify which segment places the most orders and which segment brings in the most money. Identifying these segments will help Zomato develop future marketing campaigns. I will be using the Users table for demographics and the Orders table for sales and order history. No additional data processing or cleaning will be done as both tables have clean data columns based on my preliminary data exploration. I will be using Tableau to present my findings.

Part I: Demographics

In this section, I plan to explore the current Zomato customer base. Zomato collects good demographic data on its users. I will explore this data by a few demographics and present a dashboard with filters.

- 1) What are the occupations of Zomato users? Are there more male users or female users?
 - a. Visual: [bar chart], dual chart to represent male/ female
- 2) What are the income levels of our users?
 - a. Visual: [bar chart], dual chart to represent male/ female
- 3) What is the education level of our users?
 - a. Visual: [bar chart], dual chart to represent male/ female
- 4) What is the Marital Status of our users?
 - a. Visual: [bar chart], dual chart to represent male/ female

Part II: User Activity

I want to identify which combination of demographics has the highest orders and sales volume in order to create marketing segments. I will explore the ordering and sales activity of occupation, marital status, education, and monthly income demographics. I will join the orders and users table data together and present a dashboard that shows which segment(s) places the most orders and has the most sales.

- 1) Who places more orders based on Marital Status?
 - a. Visual: [orders count bar chart] & [sales bar chart]
 - b. *Hypothesis*: I believe single persons place more orders but married people bring in more money.
- 2) Who places the most orders based on education?
 - a. Visual: [orders count bar chart] & [sales bar chart]
 - b. *Hypothesis*: I believe higher the education level, the more orders placed.
- 3) Who places the most orders based on income?
 - a. Visual: [orders count bar chart] & [sales bar chart]
 - b. *Hypothesis*: I believe higher the income, the more orders placed. I also believe that sales will increase with income level.
- 4) Who places the most orders based on occupations?
 - a. Visual: [orders count bar chart] & [sales bar chart]
 - b. *Hypothesis*: I believe higher the income, the more orders placed. I also believe that sales will increase with income level.

Part III: User Activity Trends

In this final section, I will further explore the sales activity of the customer segment(s) based on the findings in Part II. I will look at past ordering trends to identify seasonality, and I will look at which segment has the most growth potential.

- 1) First, I will define 2 marketing segments on which I will conduct further analysis by creating an If/Then calculated field and parameter on which to filter the dashboard.
- 2) Which 2 Segments have the most sales growth?
 - a. Visual [Line Chart]
- 3) What is the best time of year to market?
 - a. Visual [text card]