

## **Zomato Customer Analysis Report**

### **Executive Summary**

This report presents an in-depth analysis of Zomato's customer base, focusing on demographics, spending habits, and temporal trends. Our goal is to unearth insights that can drive strategic decisions, enhancing customer satisfaction and boosting Zomato's market position.

### **Introduction**

We'll take a close look at Zomato's customers. Who are they? When and what do they like to order? We've got the data from cities, ages, and favorite foods to tell us more. With simple charts and maps, we'll show you the patterns in how people use Zomato. This isn't just about numbers—it's about understanding what makes our customers click "order" again and again. Dive in to see the story that our data tells and how it can help Zomato serve everyone a little better.

### **Methodology**

The analysis utilizes data from Zomato's **users.csv**, **orders.csv**, and **restaurant.csv** focusing on gender, age, marital status, occupation, educational background, and monthly income, etc. Advanced analytical techniques and Tableau visualizations were employed to dissect and present the data.

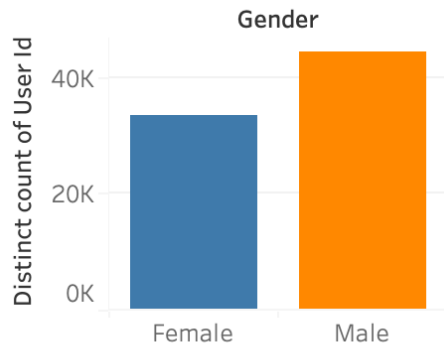
## **Findings and Analysis**

### **Customer Demographics**

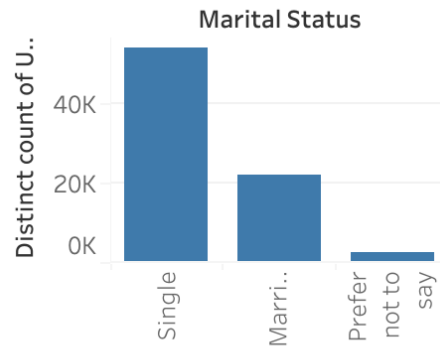
We took a look at our customers details like their gender, if they're married, their jobs, age, education, and how much they earn. It turns out, most of Zomato's customers are guys who are single, still studying, not earning yet, and working on their college degrees.

# Customer Analysis

## Gender



## Marital Status



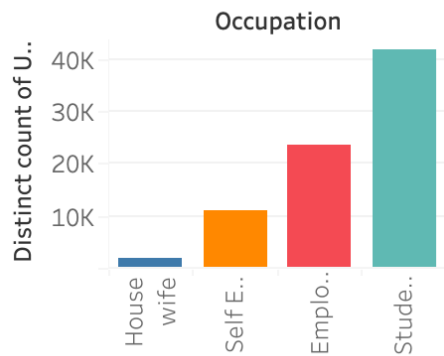
## Monthly Income

- ☒ Below Rs.10000
- ☒ 10001 to 25000
- ☒ More than 50000
- ☒ 25001 to 50000
- ☒ No Income

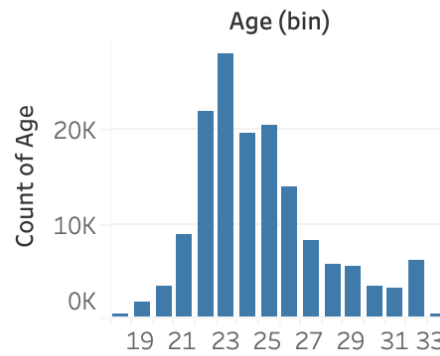
## Educational Qualifications

- ☒ (All)
- ☒ Graduate
- ☒ Ph.D
- ☒ Post Graduate
- ☒ School
- ☒ Uneducated

## Occupation



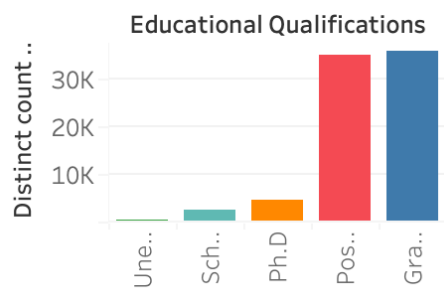
## Age



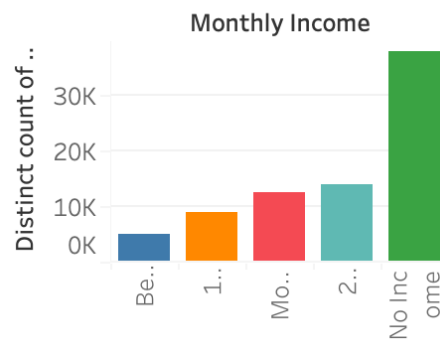
## Occupation

- ☒ (All)
- ☒ Employee
- ☒ House wife
- ☒ Self Employeed
- ☒ Student

## Educational qualification



## Monthly Income



## Marital Status

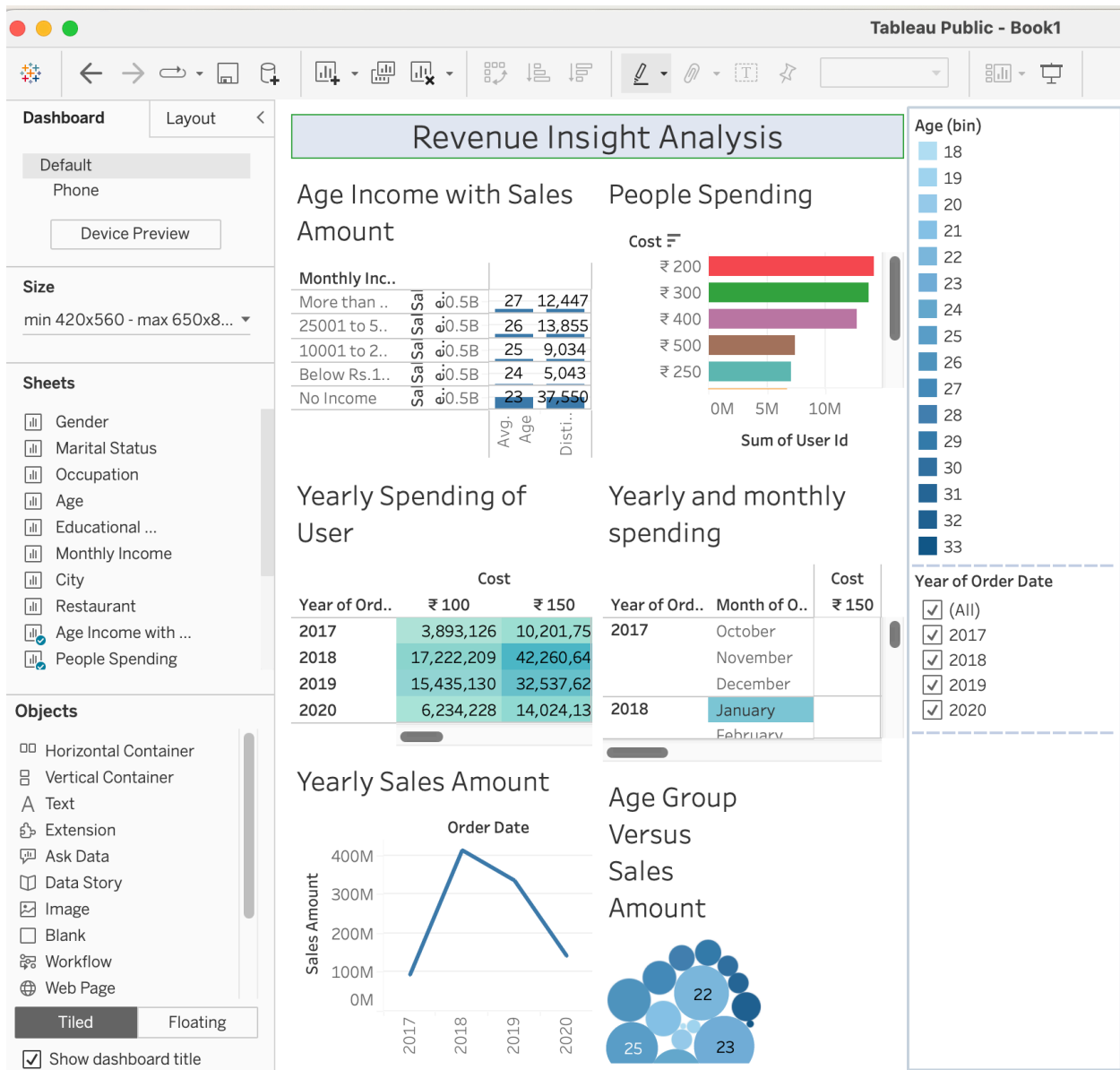
- ☒ (All)
- ☒ Married
- ☒ Prefer not to say
- ☒ Single

## Gender

- ☒ (All)
- ☒ Female
- ☒ Male

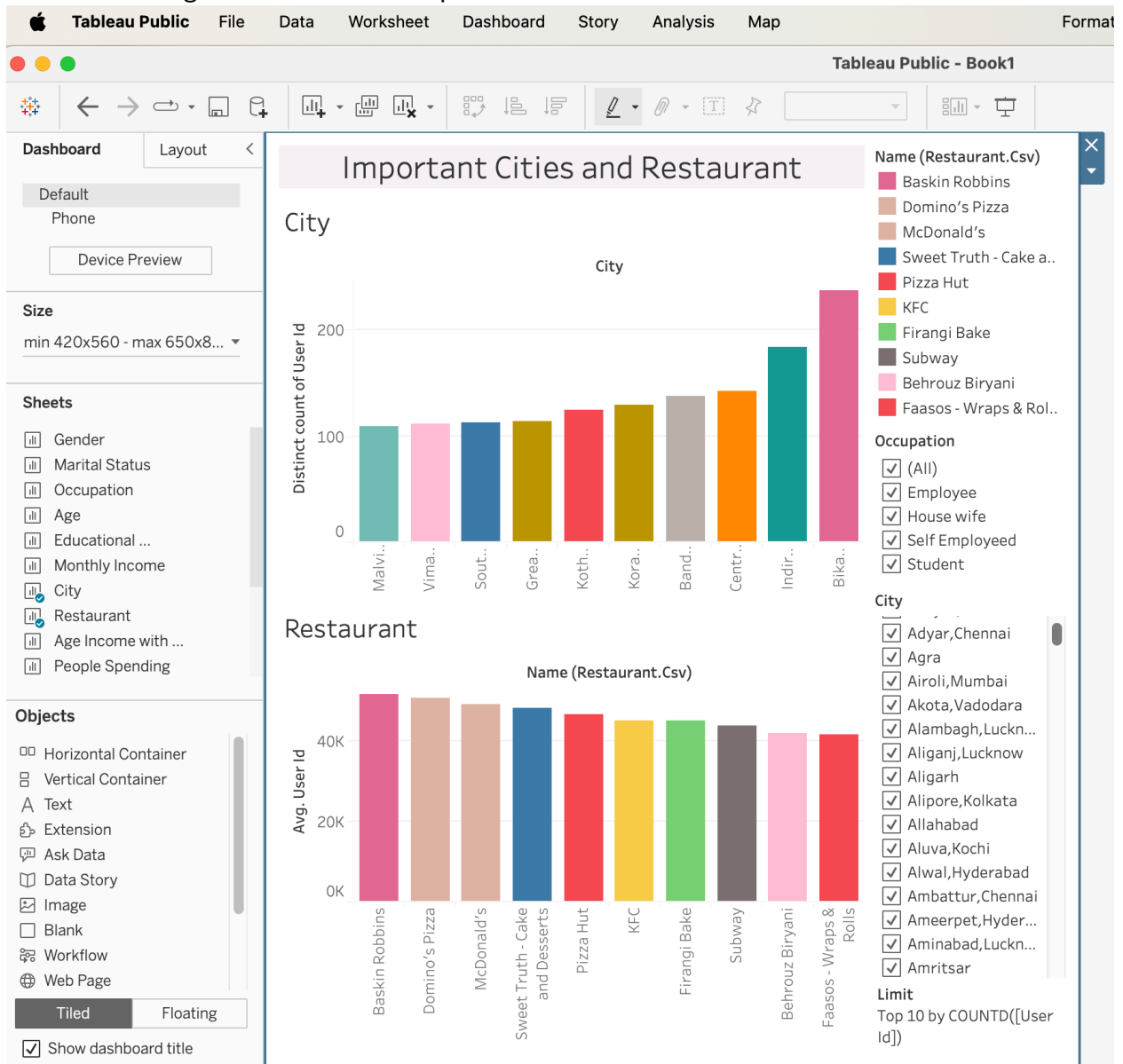
## Spending Patterns

- Analysis reveals a significant preference for budget-friendly options, with spending around 200 being most common.
- Yearly trends showed 2018 as a peak spending year, particularly highlighted in February 2019, where expenditures around 400 soared.



## Geographical Insights

- Bikaner emerged as a city with high customer engagement, with Baskin Robbins standing out as the most frequented restaurant.



## **Recommendations**

### **Tailoring Offerings**

- Introduce value meal options and promotions tailored to the dominant student demographic to maintain and potentially increase market share in this segment.

### **Marketing Strategies**

- Deploy targeted advertising campaigns aimed at family units and housewives to diversify and expand the customer base.
- Leverage insights into peak spending times and preferences to optimize menu offerings and promotional activities.

### **Future Directions**

- Conduct further research into underrepresented customer segments to identify untapped market opportunities.
- Explore strategic partnerships with popular establishments in key cities to boost brand visibility and customer reach.

## **Conclusion**

The analysis underscores the importance of understanding customer behavior and preferences in shaping Zomato's offerings and marketing strategies. By focusing on the identified customer segments and adapting to their needs, Zomato can enhance its service delivery, customer satisfaction, and ultimately, its market standing.