The Zomato story

Zomato customer analysis

As a multinational restaurant aggregator and food delivery company, Zomato needed to analyze the business performance of restaurants and customers registered in the service.
This analysis covers two segmentations: Customer Analysis, and
Sales Analysis

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Zomato Data

To conduct this analysis, we have used the data collected from Zomato.

To better understand the results we specifically focused on three tables: users, orders, and restaurants.

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What the data means and how it was used

To carry out the analysis we have used different ways of measuring data but the common factor was using the average count.

In the first visual, we compared the average sales quantity by cities in India to see what impact the population of each city has on sales.

In the slides to follow, we used the Average and espcially the average of sales amount to understand sales by: City, time,occupation, family size, and age group.

In the last two visuals we took a look at the effect of Order volume over time, and order volume of unique users by using very similar measures to determine that there is indeed a trend.

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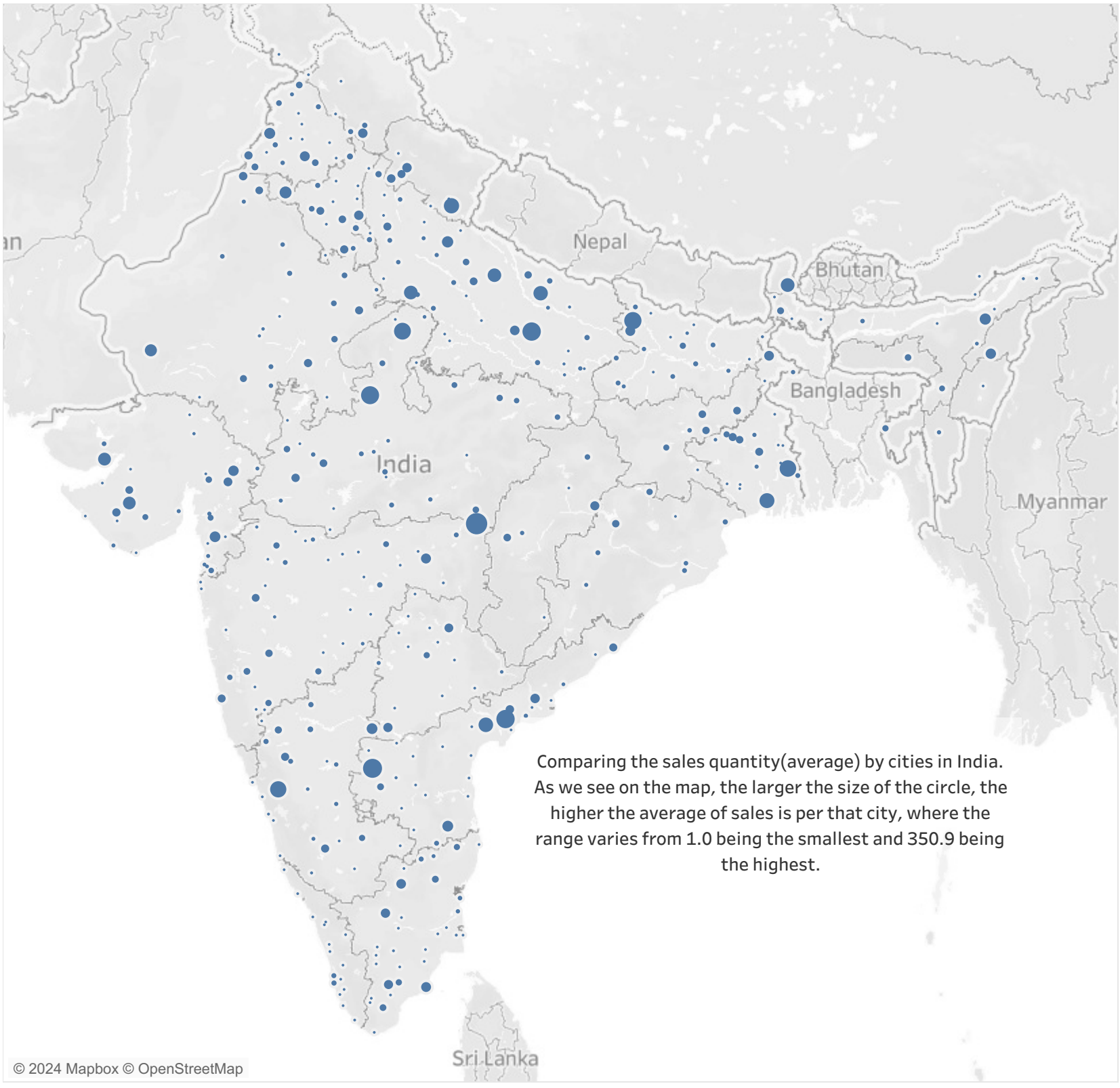

Comparing the sales quantity(average) by cities in India. As we see on the map, the larger the size of the circle, the higher the average of sales is per that city, where the range varies from 1.0 being the smallest and 350.9 being the highest.

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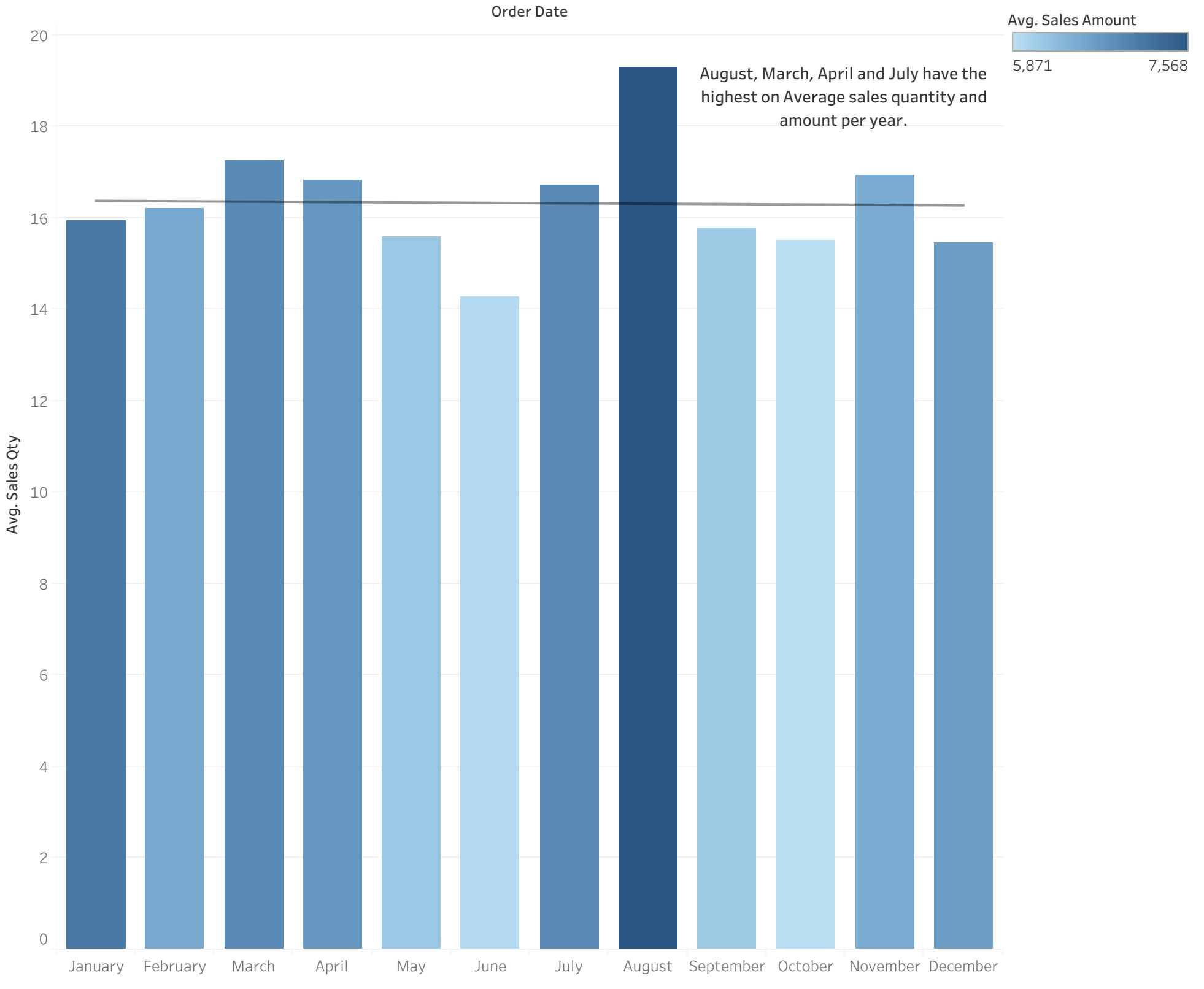
Data Used | Methodology | Comparing Sales by City | Comparing Sales over Time | Comparing Sales by Cuisine | Comparing Sales by Occupation | Comparing Sales by Family Size



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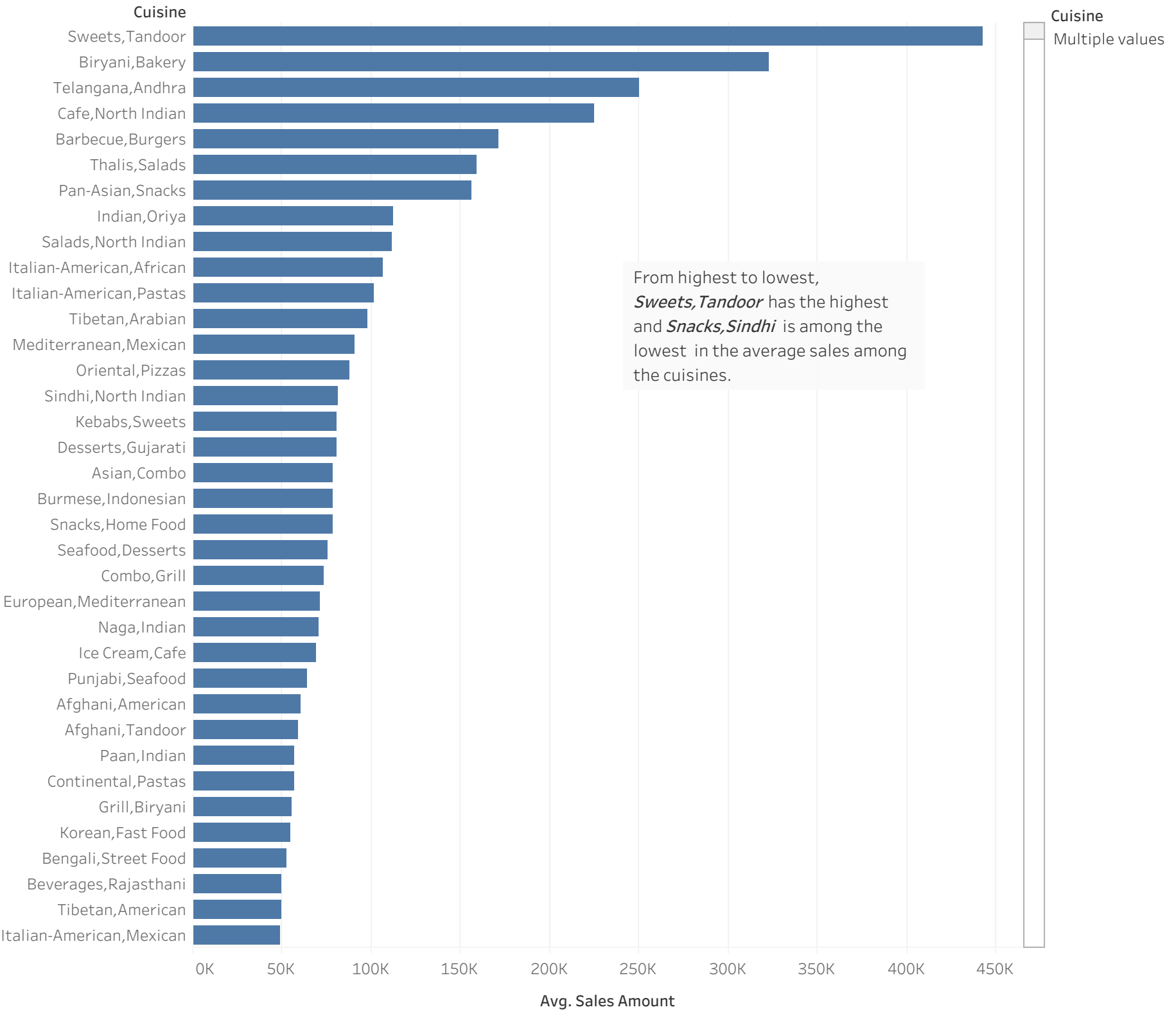
Methodology | Comparing Sales by City | Comparing Sales over Time | **Comparing Sales by Cuisine** | Comparing Sales by Occupation | Comparing Sales by Family Size | Comparing Sales by Age group



From highest to lowest, ***Sweets,Tandoor*** has the highest and ***Snacks,Sindhi*** is among the lowest in the average sales among the cuisines.

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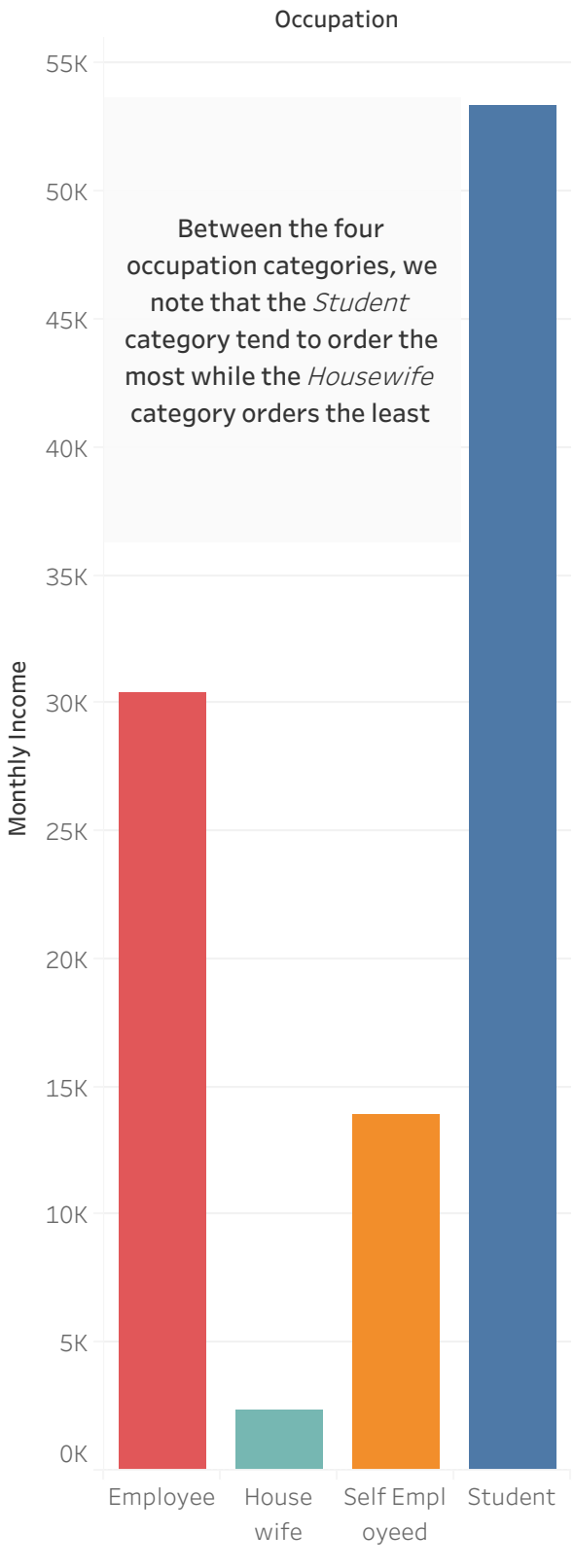
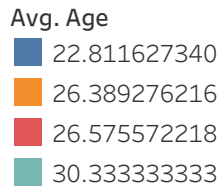
Comparing Sales by City | Comparing Sales over Time | Comparing Sales by Cuisine | **Comparing Sales by Occupation** | Comparing Sales by Family Size | Comparing Sales by Age group | Comparing Order volume by time





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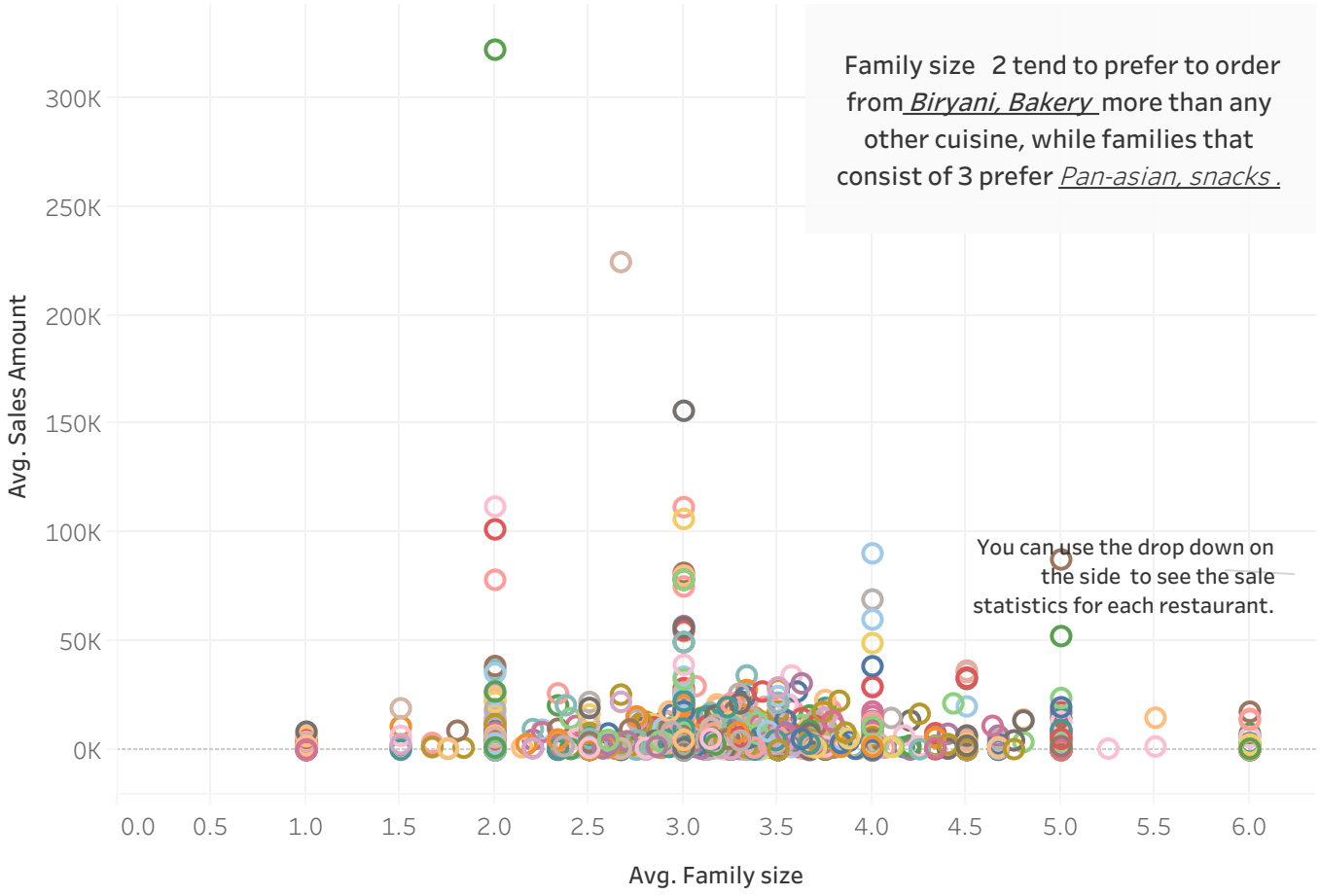
Comparing Sales over Time | Comparing Sales by Cuisine | Comparing Sales by Occupation | **Comparing Sales by Family Size** | Comparing Sales by Age group | Comparing Order volume by time | Comparing Order volume of Unique u..



Cuisine
Multiple values

Cuisine
- Afghani
- Afghani,American
- Afghani,Arabian
- Afghani,Bangladeshi
- Afghani,Barbecue
- Afghani,Bengali
- Afghani,Biryani
- Afghani,Chinese
- Afghani,European
- Afghani,Hyderabadi
- Afghani,Indian
- Afghani,Italian
- Afghani,Mughlai
- Afghani,North Indian
- African,Bakery
- African,Continental
- African,Indian
- American
- American,Andhra
- American,Arabian
- American,Asian
- American,Assamese
- American,Bakery
- American,Barbecue
- American,Bengali
- American,Beverages
- American,Biryani
- American,British
- American,Burgers
- American,Cafe
- American,Chaat
- American,Chinese
- American,Combo
- American,Continental
- American,Desserts
- American,European

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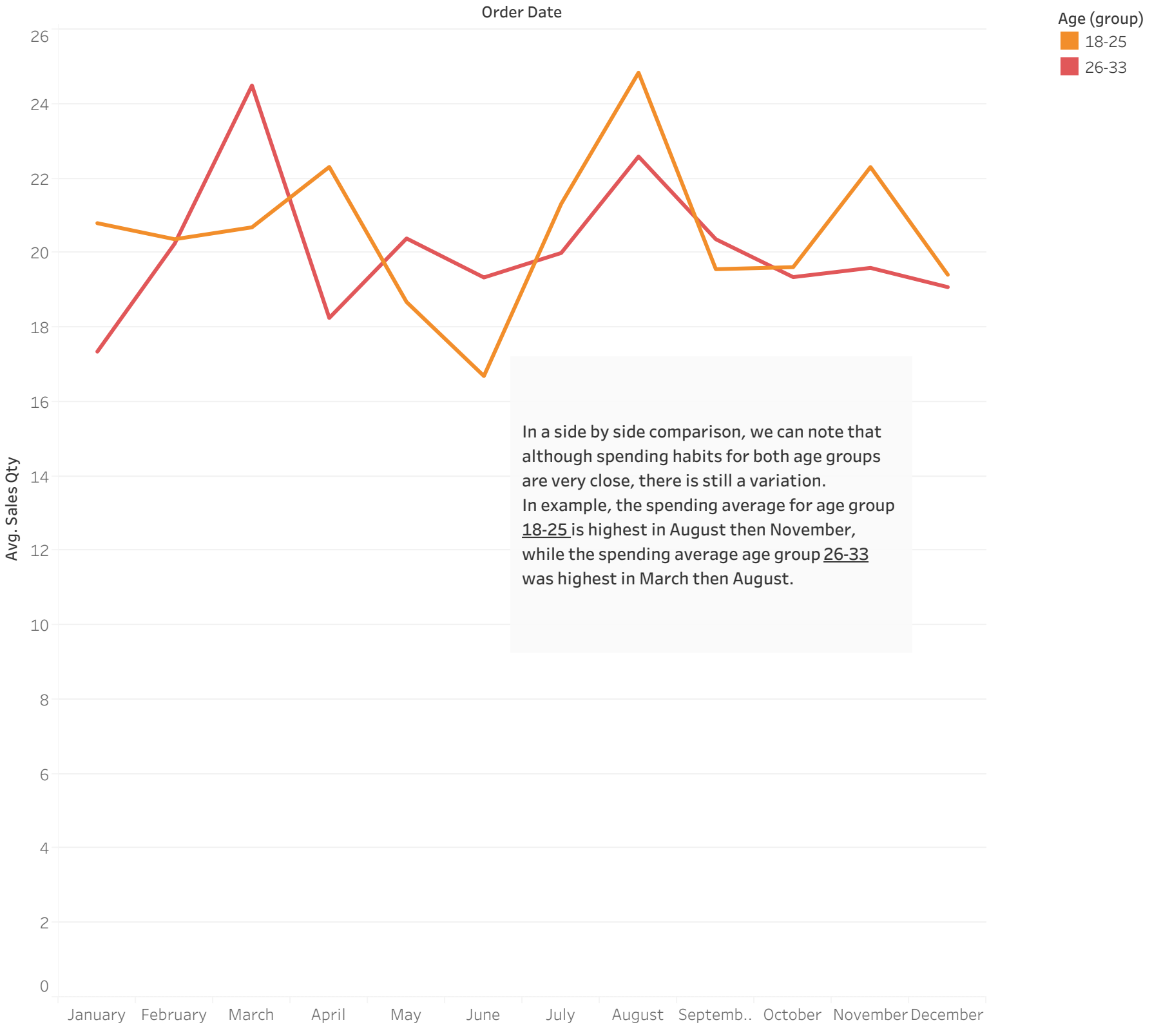

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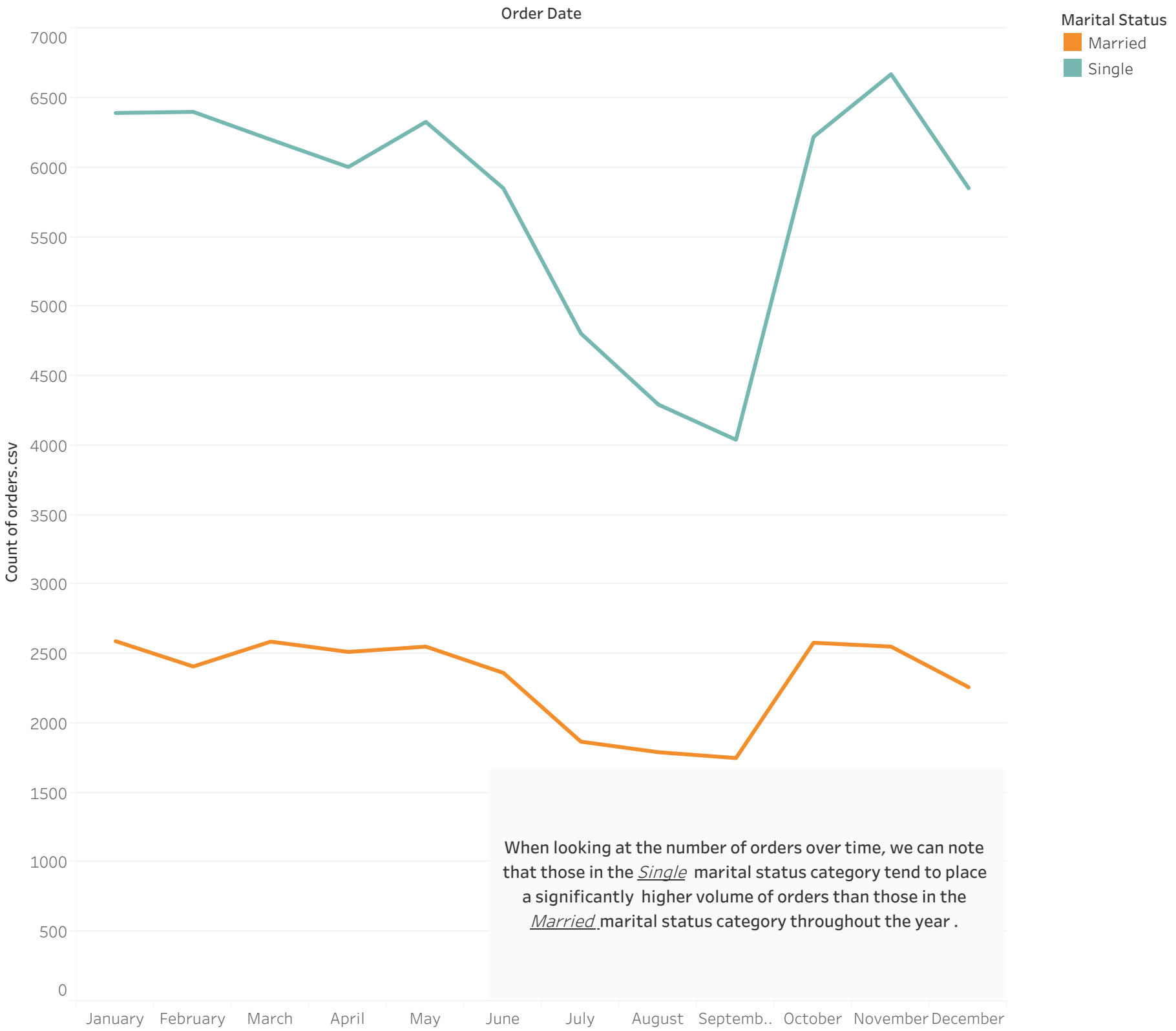

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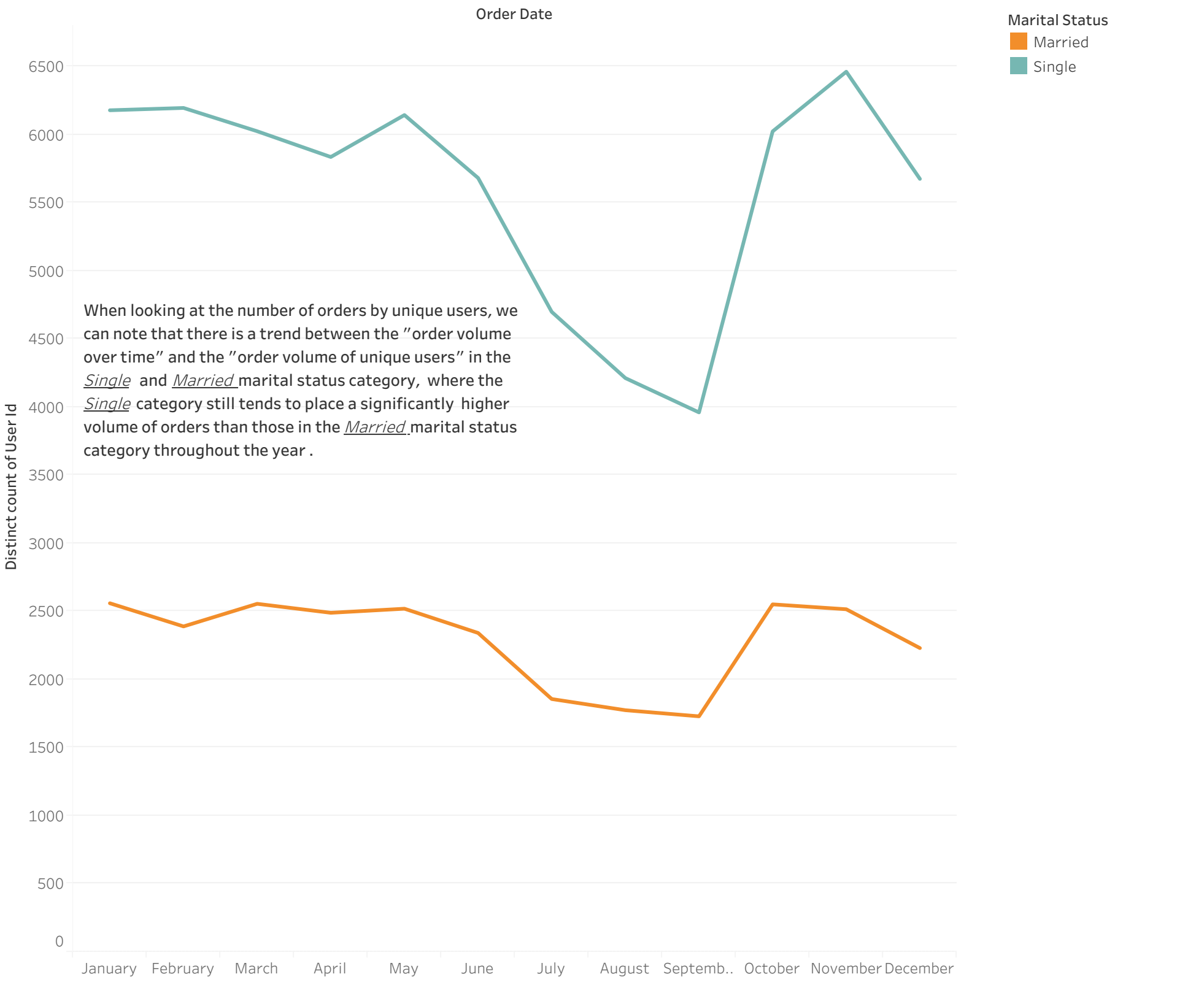

When looking at the number of orders by unique users, we can note that there is a trend between the "order volume over time" and the "order volume of unique users" in the *Single* and *Married* marital status category, where the *Single* category still tends to place a significantly higher volume of orders than those in the *Married* marital status category throughout the year .

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Conclusion

Sales should be measured by average, as it paints a more clear and effective picture of business performance.

Due to size and Population orders and sales in India are at a higher volume than Bangladesh and Nepal.

August, March, and **April** are highest in Sale amount and quantity during the year.

Sweets,Tandoor and **Biryani, Bakery** have the highest sales amount between the Cuisine category, while *Students* and *Employees* have the highest sales between the occupations.

Cuisine prefernce also varies depending on family size, in example a family of 3 prefers orders from **Pan-asian, snacks** over others.

Although very similar in spending behavior, age groups **18-25** spend more in **August** then **November**, while age group **26-33** spend more in **March** then **August**.

There is a trend between **order volume over time**, and **order volume of unique users** where those in the *Single* marital status category tend to place a significantly higher volume of orders than those in the *Married* marital status category throughout the year ...

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Recommendations

Focus on India especially during August, March and April.

Target marketing to other occupation categories like the **self-employed** and the **Housewife** to increase sales.

Offer a reward system, freebie, or a sign-up bonus to use Zomato to maintain and increase sales/performance all across the board.