

Zomato

User Reviews & Rating Milestone # 2

Nextleap



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Target User Segments for Zomato

Metrics	Description	Measurement
No. of Text Reviews	Total count of reviews written by users for restaurants on Zomato	Count
Engagement Rate Review	Percentage of users interacting with reviews (like, comment, share)	Percentage
Quality Score Review	Aggregate rating based on sentiment analysis and user ratings of text reviews	Score (1 - 5)
Review Completion Rate	Percentage of orders resulting in the submission of a text review	Percentage
Review Visibility	Number of reviews featured prominently on Zomato's homepage and restaurant pages	Count
Review Response Rate	Percentage of reviews responded to by restaurants	Percentage
Review Impact	Measuring relationship between review sentiment and restaurant performance metrics	Correlation

Working Professionals

Aged 25-35 in Urban Areas.

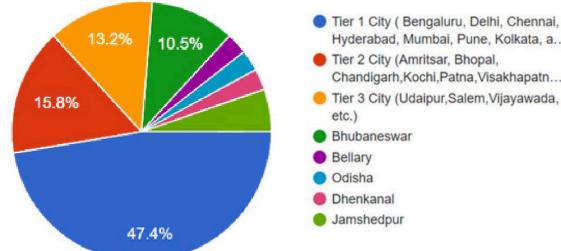
Nextleap

- This segment represents a significant portion of Zomato's user base and is likely to have a high impact on key user review and rating metrics.
- Actively uses food delivery due to busy lifestyles, favoring convenience & cultural trends.
- Likely to offer valuable feedback given frequent use of food delivery services & help others make transparent decisions while ordering food.

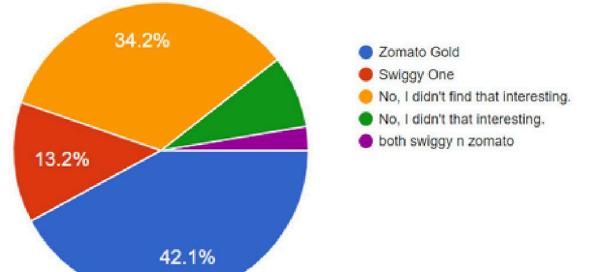


Survey Questions

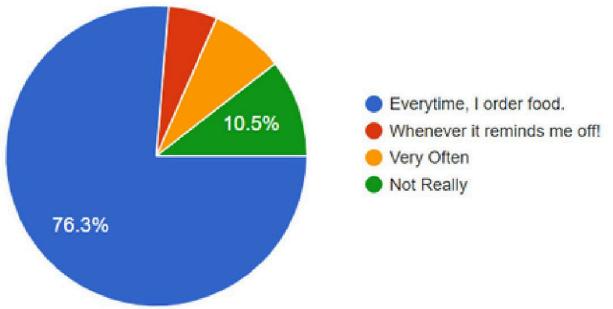
- Q - What is your age?
- Q - What is your gender?
- Q - How frequently do you use zomato to order food online?
- Q - Where do you Live?
- Q - Do you order food online?
- Q - Which food delivery app do you use the most?
- Q - Which elements plays a role in your decision to place an online restaurant order?
- Q - Are you Enrolled in any Loyalty Program by Swiggy or Zomato?
- Q - How often do you check star ratings before ordering food?
- Q - Do you read the text reviews left by previous customers before making a purchase?
- Q - If you leave text reviews, what influence you to do so?
- Q - How can zomato encourage you to leave more reviews?



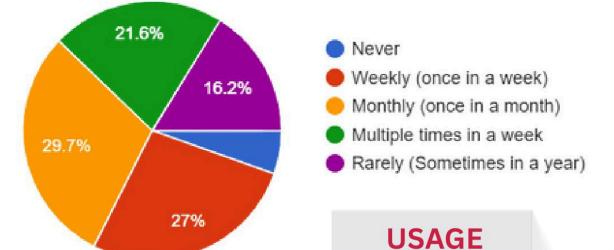
LOCATIONS



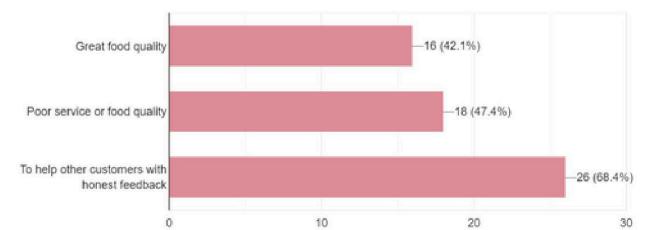
Are you Enrolled in any Loyalty Program by Swiggy or Zomato?



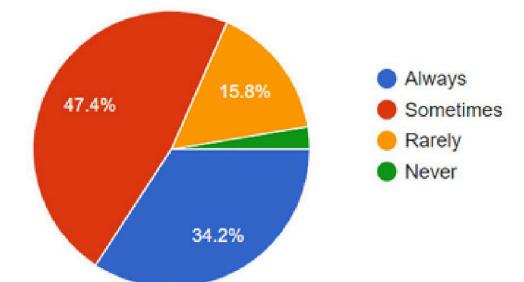
How often do you check star ratings before ordering food?



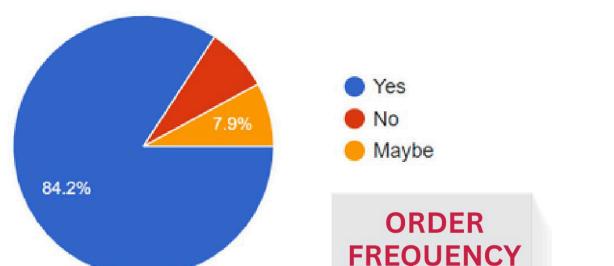
USAGE FREQUENCY



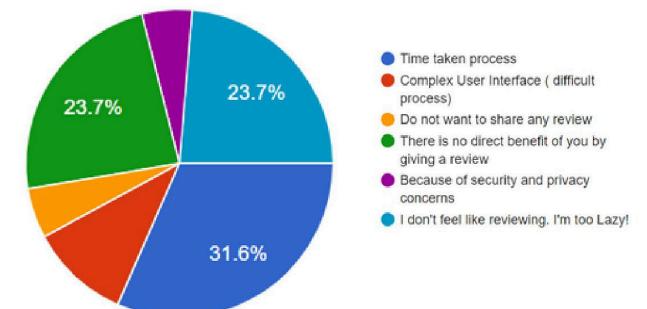
If you leave text reviews, what influence you to do so?



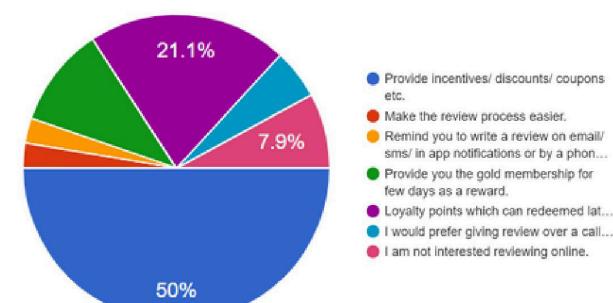
Do you read the text reviews left by previous customers before making a purchase?



ORDER FREQUENCY



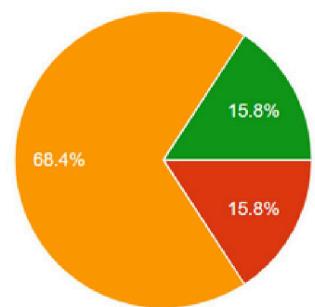
If you do not leave text reviews then what are the reasons?



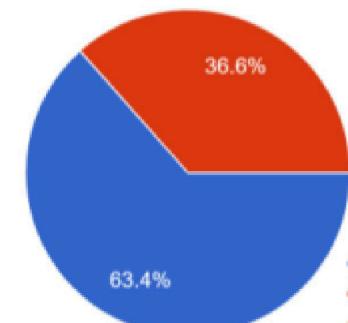
How can zomato encourage you to leave more reviews?

Survey Results

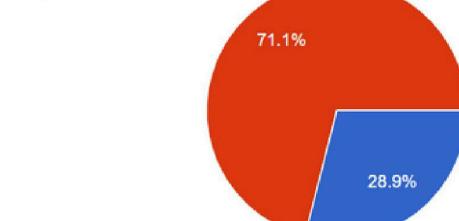
Total Response Received = 38



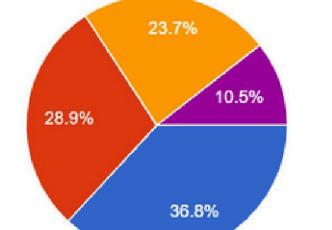
AGE



GENDER



PLATFORM PREFERENCE



Which elements plays a role in your decision to place an online restaurant order?

Call Survey - Why they don't Review!

- Yaad nahi rehta hai
- I'm too lazy.
- Food Received. Rest, I don't care.
- I want to, often forgotten.
- Review dena kya jaroori hota hai!



What is true Problem?

Consumer frequently overlook leaving time reviews because they are Unnecessary and take too much

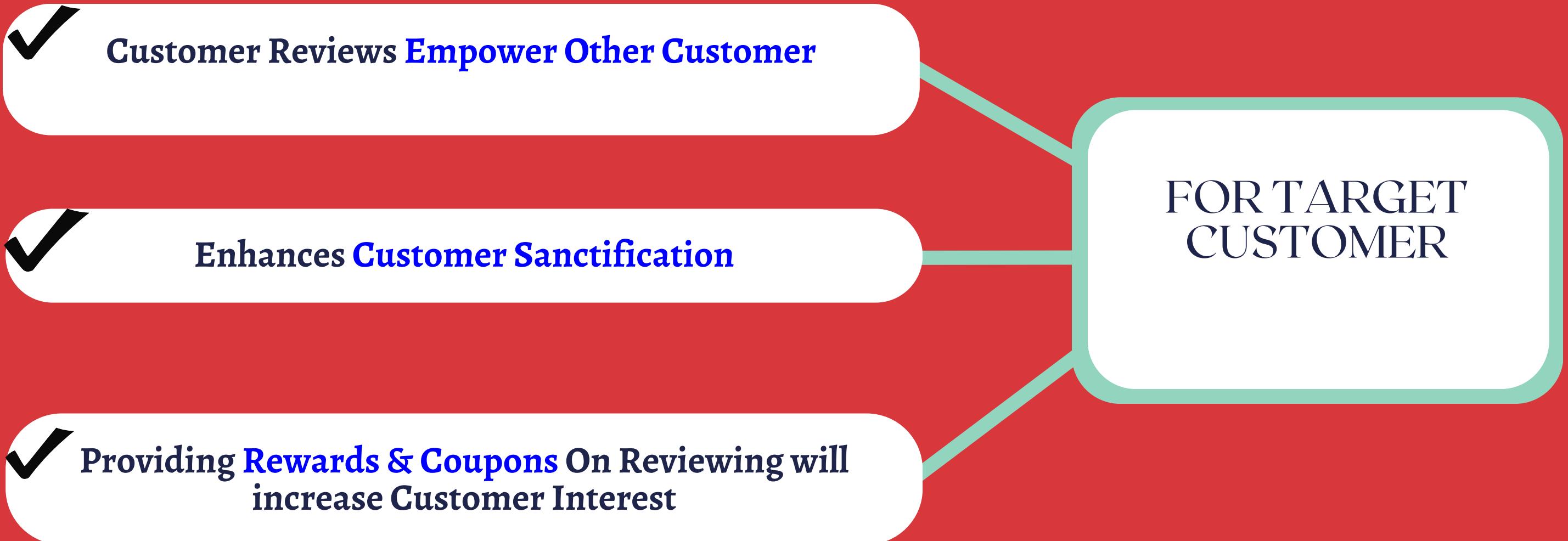
Who are Customer facing the Problem?

Individual in Tier 1 and Tier 2 cities who are 18-35 yr old and frequently utilise Food Delivery. Urban Professional order Online but don't leave review.

Why Should we solve this Problem?

- When selecting meals and dining options,a significant number of Users rely on rating and Reviews
 - Their can be an Uplift in Sales.
- Reviews help in increasing Business for Restaurant as well.

WHAT IS VALUE GENERATED BY SOLVING THE PROBLEM?



WHAT IS VALUE GENERATED BY SOLVING THE PROBLEM?





Thank You