

# Introduction

## Overview:

This was a Customer Analysis Segmentation to uncover who Zomato's customers are, segment them based on behavior, and understand their purchasing habits. It was the first assignment in the onboarding process as a junior analyst for Zomato.

- *Target audience:* Team Lead at Zomato, the multinational restaurant aggregator and food delivery company.
- *Date range:* 2017-10-4 to 2020-6-26

## Dashboard Details:

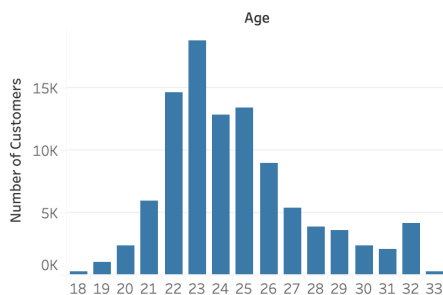
This dashboard consists of two pages. The first page is a customer demographics analysis with 5 KPI cards, 5 Bar charts, and 1 Pie Chart. The second page is a customer analysis using RFM with 3 KPI cards, 1 Treemap, 2 Bar charts, and 1 text.

- KPI cards on the Demographics page show totals and averages for the number of customers, revenue, and quantities sold.
- Bar and Pie charts show customers segmented by various demographics.
- KPI cards on the RFM Analysis page show averages for Recency, Frequency, and Monetary values from all orders.
- The Treemap shows the segmentations by group while the Bar chart shows Avg. R-Score, F-Score, and M-Score for each segment.
- The other Bar chart shows the revenue for each segment.
- The text lists the segments and the recommended actions for each group.

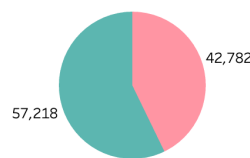
## Dashboard Analysis:

- Customers mostly consist of 23-year-old unmarried men. There is a natural distribution for age however the range is small at 18-34. Women are close behind, but there are significantly more customers who are single than married.

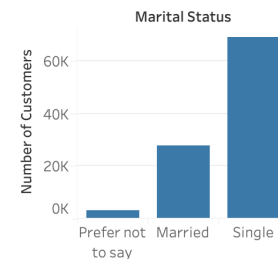
Customers by Age



Customers by Gender

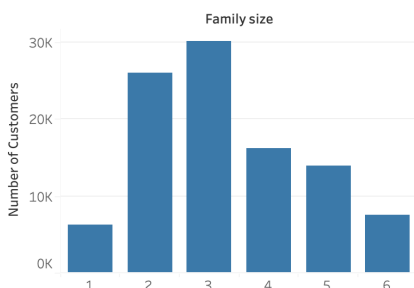


Customers by Marital Status

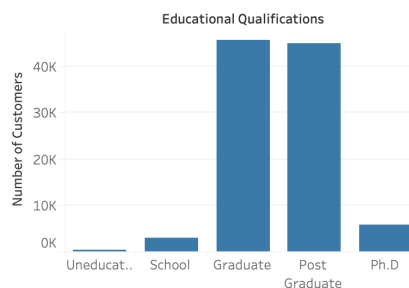


- Zomato's customers usually have small family sizes (2-3), educated, but unemployed. Employed customers tend to be below the middle class (50,000 INR/yr).

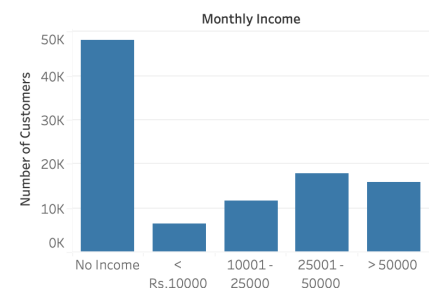
Customers by Family Size



Customers by Education

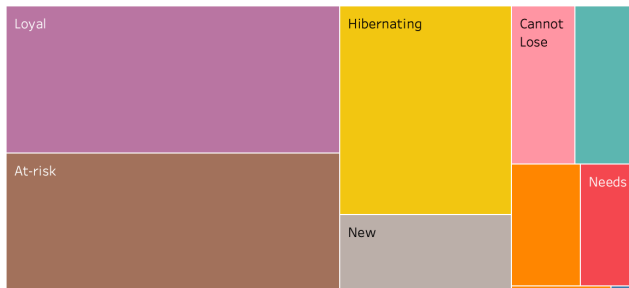


Customers by Income

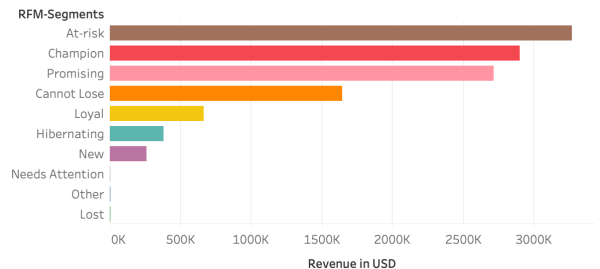


- The Loyal Customer Segmentation has the most number of customers with At-risk as a close second while customers in the At-risk segmentation bring in the most revenue.

Customer Segmentation



Segmentation by Revenue



## Actionable Recommendations:

Based on the insights from the dashboard analysis, suggested actions can be summarized as retain, engage, monetize, re-engage, reconnect, or welcome. Specific recommendations are based on RFM segments.

- These recommendations are specific, actionable, and tied to the data presented in the dashboard.
- High-impact recommendations are to focus on segments that increase recency or frequency as these two factors have low averages in the RFM analysis.

### High Value:

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

### At Risk:

- **At Risk:** Low recency or frequency, high monetary value (Re-engage with targeted campaigns)
- **Hibernating:** Low recency & frequency (Re-engage product recommendations for other categories, personalized offers)
- **Needs Attention:** High recency, low frequency & monetary value (Engage: limited-time offers)
- **Lost:** Lowest recency, frequency, & monetary value (Reconnect: targeted campaigns, brand presence reminders)

### New:

- **New:** Recent first purchase, unknown RFM (Welcome & encourage repeat purchases)

## Additional Information:

- Data was taken from the CSV files: Orders and Users. Joined by Customer ID's.