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.
- 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).

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.

Additional Information:

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