Final Project

By: Anne Delatour

**Key Topic:** Customers

**Data:** Customer Analysis Segmentation

**Tables:** Users & Orders

**Informational Questions:**

* How do customer demographics influence order frequency?
* Does marital status relate with the number of orders placed?
* What is the relationship between educational qualification and total spend at the restaurant?
* How does customer income influence the size of orders?
* What is the distribution of orders across different days of the week? Are there trends in customer ordering patterns?
* How does order frequency vary based on customer occupation?
* Do customers in higher income groups tend to place more expensive orders?
* What is the average order size for customers in different income groups, and how does this vary by gender?
* Are there holiday seasonal trends in customer orders?
* How does the frequency of orders vary based on the length of time a customer has been going to the restaurant?