

Summery of the analysis	Sales by Gender	Sales by Age	Sales by Marital status	Sales by Family Size	Sales by Educational qualification	Sales by Occupation	Sales by Income	Sales by Order date(Weekday)	Cuisine Sales
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### Summery of the Customer Analysis

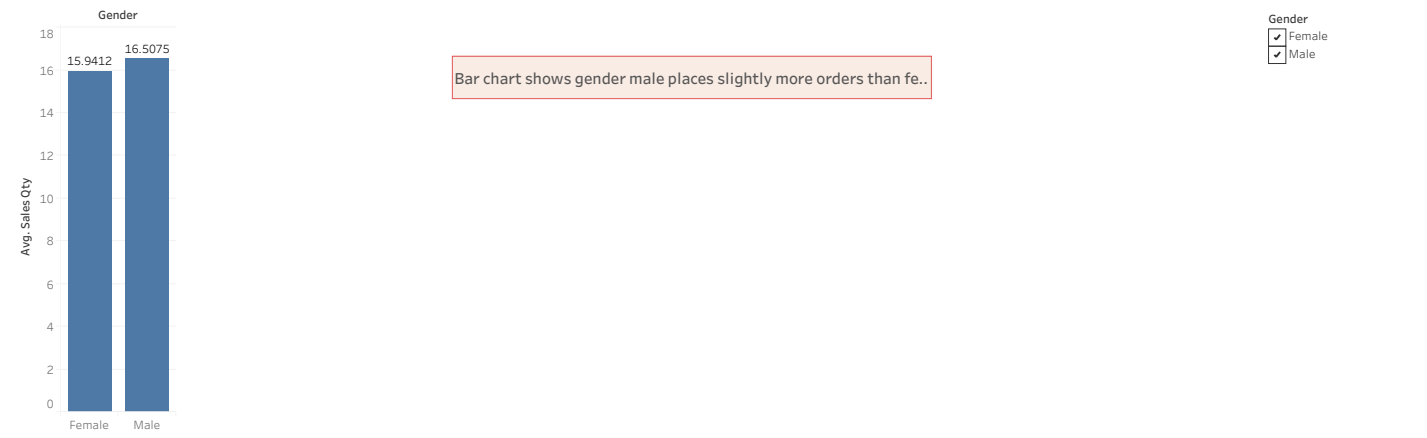
The analysis is conducted to identify who are zomato's customers and what is their purchasing behaviour.

-Customer behaviour is measured by taking average of Sales quantity(orders) in this analysis.

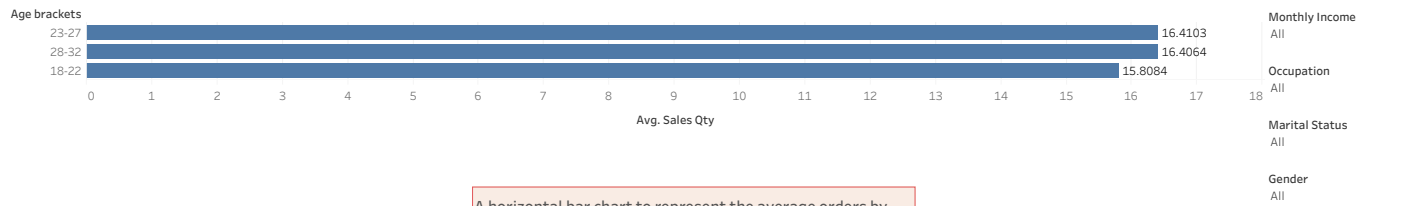
-Many factors were taken into consideration to conduct the analysis like gender, age, marital status, family size, occupation, income range, cusine sales and sales by date etc.

-Detailed visualizations can be seen in the next several worksheets.

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A horizontal bar chart to represent the average orders by age. A calculated field named Age brackets was created. Age between 23-27 has the highest orders quantity. With single dropdown filters of measures like monthly income, occupation, marital status and gender, we can see the change in orders .

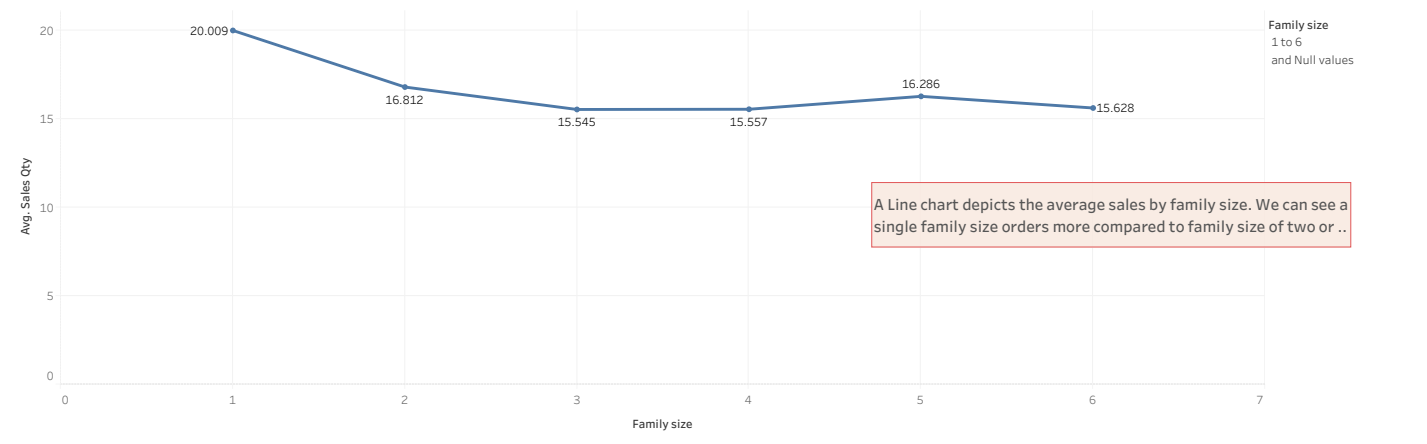
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Marital Status	
Married	16.265
Prefer not to say	22.612
Single	15.976

People who prefer not to mention their marital status can be seen with highest average sales orders.

Marital Status	
All	
Occupation	
All	
Avg. Sales Qty	
<div><div></div></div>	
15.976	22.612

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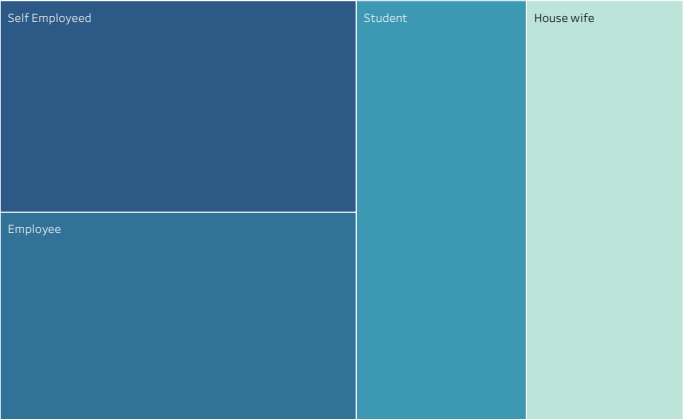


Summary o...	Sales by Gender	Sales by Age	Sales by Marital status	Sales by Family Size	Sales by Educational qualification	Sales by Occupation	Sales by Income	Sales by Order date(Weekday)	Cuisine Sales	Customer Analys...
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Educational...	
Graduate	16.128
Ph.D	16.696
Post Graduate	16.202
School	18.365
Uneducated	16.081

A highlight table represents the sales by educational qualification. Which clearly indicats school students are making ..





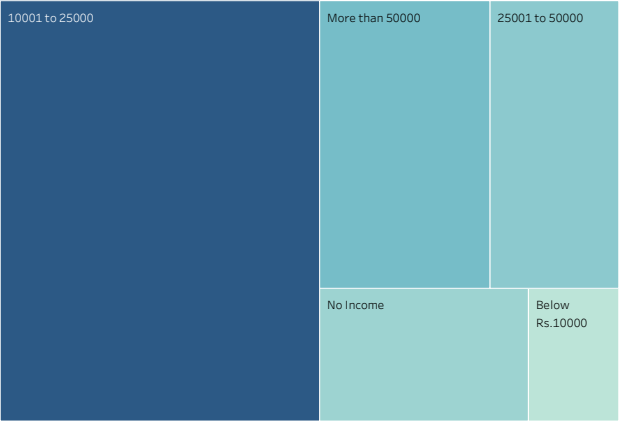
Currency  
All

Monthly Income  
All

Avg. Sales Qty  
14.740 16.936

A Treemap representaion of sales quantity by Occupation.  
Self employed and Employees has more orders followed by students and Housewifes has the lest agerage sales quantity compared to the others.

Sales by Age	Sales by Marital status	Sales by Family Size	Sales by Educational qualification	Sales by Occupation	Sales by Income	Sales by Order date(Weekday)	Cuisine Sales	Customer Analysis Dashboard	Conclusion
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Currency  
INR

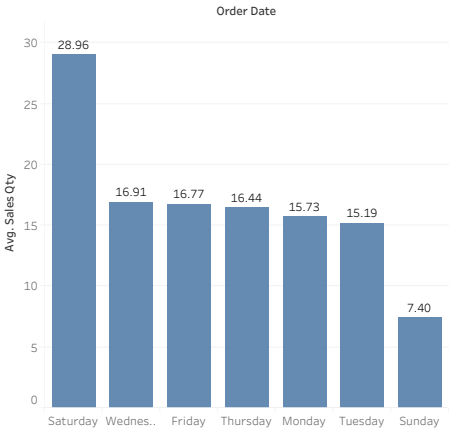
Monthly Income  
All

Avg. Sales Qty  
2.24 25.14

A Treemap representation of average sales quantity by income .  
Income range between INR 10k to 25k shows more average sales.  
Below Rs.10k has the lowest average sales qu..



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A vertical bar chart represents the average sales by order date(weekday). Saturday with 29 is the most popular day and sunday with just 7.4 has the lowest orders rate.



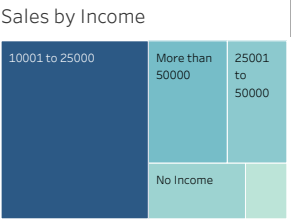
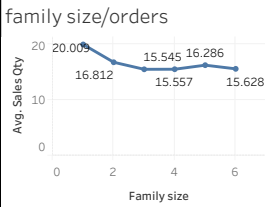
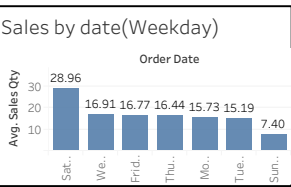
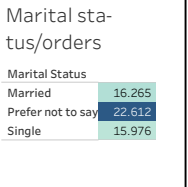
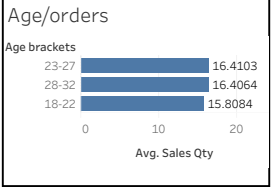
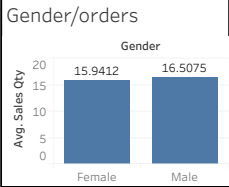
- Cuisine
- North Indian,Pastas
  - Fast Food,Bakery
  - Seafood,Asian
  - Indian,Asian
  - Sweets,Beverages
  - Chaat,Italian-American
  - Continental,Pastas
  - North Indian,Ice Cream
  - Coastal,Indian
  - Japanese,Thai

A Packed Bubble chart is to represnt the average sales quantity by Cuisine.  
North indian, Pastas are the most popular with an average sales of 317 followed by Fast Food, Bakery with 259. Japanese,Thai has the lowest average sales quantity of 84. Conditional filtering was applied to show only the top 10 popular cuisines based on their average sales quantity.

Customer Analysis

**Discription:** The Visualizations are to understand the type of customers and their purchasing behaviour.

- Bar chart: Sales by Gender(bottom left)
- Horizontal Bars: Sales by Age(bottom second left)
- Highlight tables: Sales by marital status (bottom middle)
- Vertical bars: Sales by date(bottom second right)
- Highlight tables: Sales by education qualification(bottom right)
- Line chart: Sales by family size(top left)
- Treemaps: Sales by occupation and income(top middle)
- Packed bubbles : Cuisine sales(top right)..



Gender	All
Monthly Income	All
Marital Status	All
Avg. Sales Qty	<div><div></div></div> 15.97622.612
Cuisine	All
Currency	INR

Sales by Age	Sales by Marital status	Sales by Family Size	Sales by Educational qualification	Sales by Occupation	Sales by Income	Sales by Order date(Weekday)	Cuisine Sales	Customer Analysis Dashboard	Conclusion
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**Conclusion:**

With the dashboard demonstration of customer analysis we can understand who are zomatos customers and what is their purchasing behavior. Many factors like age group of the customer, income range, family size, and type of cuisine etc., can contribute to orders quantity.

**Suggestions:**

- \* Conducting extensive surveys on the factors identified in our analysis will boost the sales.
- \* Accurate website description and attractive visuals will help the customers to place the orders smoothly.
- \* Paying attention to the delivery time will also plays a role in sales.
- \* Promotional coupons to loyal customers.
- \* Collaborating with restaurant vendors for the optimum quality of the services will be helpful to increase in sales.
- \* Further analysis on popular cuisine sales is suggested...