Decomposition for Zomato

What questions do you want to answer with your dashboard?

- What restaurants are popular?
- What restaurants generate the highest revenue?
- Why are they popular?
- Why do some restaurants generate the highest revenue?

What hypotheses do you have?

- The city with the most customers will be the most popular.
- Students and employees will have the most orders.
- Vegetarian dishes are more popular than non-vegetarian.
- Sales qty and sales amount will tell us which restaurants are the most popular.
- The restaurants with the most reviews are the most popular.

What visualizations will be used?

- Bar charts for highest sales by restaurant
- Text tables to show which occupations order the most
- Scatterplots to see correlations
- Maps for location of restaurants (size based on sales quantity)

How do you need to work with the data prior to assembling the dashboard?

- Joining the restaurant and orders by restaurant ID
- There needs to be some level of data cleaning to make it usable, for example, the sales amount is in INR and USD