

Zomato Decomposition plan

Description

Zomato is a restaurant and meal delivery service based in India. It is currently Operating in several countries across the world. The Analysis will provide insights into sales trends, Customer behavior and restaurant Performance.

Decomposition

1. **Data collection** – Import the sales data from .csv files.
2. **Data cleaning and preprocessing** – Missing values, spaces, Uppercase and lowercase letters, errors.
3. **Exploratory Data Analysis**- Analyze sales over time (e.g. daily, weekly, monthly).
 - Examine customer behavior.
 - Investigate on sales, ratings and review.
4. **Data visualization** - Create interactive dashboards and reports to visualize sales trends. Customer behavior and restaurant performance.
 - Use Data Visualization tool (power BI, Tableau) to communication insights effectively.
5. **Insights and Recommendations** -
 - Identify key insights and trends from the analysis.
 - Provide recommendations for improving sales, customer engagement and restaurant performance.
6. **What questions I'm going to answer?**
 - What are the top selling menu items or cuisines?
 - Total no. of Restaurants in India?
 - In which there are most no. of restaurants?
 - How many Ordered online Delivery?
7. **Hypothesis**
 - Tables used and linked: Restaurants
 - Orders
 - Users
 - Menu
 - Food
 - Find average rating of restaurants through power BI?
 - Find the highest sales either in urban/rural places?

Restaurants id column in restaurant table and r_id column in Orders table can be joined to find how many orders came for each the restaurant with relation One to Many (Restaurant table to Orders table).

User_id column in User table and User_id column in Order table to find how many orders are ordered by each User with relation One to Many (Users table to Orders table).

f_id column in Menu table and f_id column in Food Table to which items are related to which cuisine by joining one to many (Food table to Menu table).