Decomposition \_ TripleTen\_Final\_Project

* Your decomposition should include a detailed and structured research plan. What questions do you want to answer with your dashboard? What hypotheses do you have? What visualizations will be used? How do you need to work with the data prior to assembling the dashboard?

Sales Analysis: Dynamics of sales/revenue overtime, main KPIs, change in distribution of sales

For the Data for Zomato, I believe we want to focus on sales and revenue analysis.I believe that the sales analysis will show us a lot of good data. Data like the following:

* Where we succeed the most
* Where are our shortcomings?
* What is the most profitable?
* Which cuisine should be invested in?
* What city or state is most profitable?
* Where are we most profitable?
* Break-even Analysis

Visualizations Plan of Action

* Bar Chart
  + By month comparisons
  + By cuisine comparisons
* Line Graphs
  + Over time trends in profit
  + Show if there is seasonality
* Dashboard with call outs
  + Using marks and text boxes to explain why we are calling something out.
* Pie chart
  + Show share of whole. Using cuisine
  + Using states would like to see how much of the pie is certain states or types of resturants
* Heat map
  + Where are we the most profitable.
  + Do we know why? Is there causality between state and cuisine or maybe even another factor.

Hypothesis section

* I believe we will see trends in Italian and American cuisine
* I think we will see California and New York be most profitable states.
* I believe there will be some type of seasonality.

Data Plan

* Data does need to be organized and some rows need to be deleted
* I feel this can be solved by using Tableau or Power BI and joining the tables and using the columns that we need.
* I believe 3 tables will have to be combined with a vlookup or join in tableau to be effective for data analysis.

Our plan is to show what sales look like in the past and present, while also aiming to share call outs for the future. Through the dashboard and active filters we will be able to paint a clear picture of this for Zomato and for the team.