Zomato Customer Segmentation Analysis

For this analysis, I will be working with the users and orders sheets from the Zomato data archive.

Prior to assembling the dashboard, I need to work with the data in the following ways:
First I must check the data and perform any necessary cleaning.
I will then open the files in Tableau and create a relationship between the spreadsheets connecting them on the "user_id" columns.
After that I will create my visualizations. I will include relevant filters in my visualizations.

The questions I want to answer with my dashboard are:

1. What age range generates the highest total order amounts?
2. Is one gender more prevalent among our customers who generate the highest total order amount?
3. What is the occupation of our customers who generate the highest total order amount?
4. What is the monthly income for our customers by occupation?
5. Does monthly income seem to correlate with the order amounts?
6. What educational qualifications do our highest order amount generating customers have?
7. Who is our key customer?

My hypotheses are:

1. Monthly income is positively correlated with the amount of sales generated.
2. Customers with higher education qualifications generate higher sales amounts.

The following visualizations will be used:

- Sum of sales amount by age
- Sum of sales amount by gender
- Sum of sales amount by monthly income and occupation
- Sum of sales amount by educational qualifications

Dashboard Mockup

Dashboard Title

Explanation of Visuals

Sum of Sales Amount by Monthly Income and Occupation

Measure: total sales amount
Dimentions: monthly income, occupation

Sum of
sales Amount by Gender

Measure: total sales amount
Dimention: gender

Sum of Sales Amount by Age

Measure: total sales amount
Dimention: age

Sum of Sales Amount by Educational Qualifications

Measure: total sales amount
Dimention: educational qualifications