

# Zomato Sales Analysis Project Requirements

## Project Role and Purpose

As a Junior BI Analyst at Zomato, you are tasked with completing an onboarding assignment. The goal is to demonstrate your ability to independently plan and execute a business analysis using real company data. You will develop a structured research plan (decomposition), build a professional dashboard, and present your findings and recommendations in a formal report.

You will be expected to apply business intelligence skills, critical thinking, and communication skills throughout the project, just as you would in a real work environment.

## Main Responsibilities

- **Decomposition:** Create a clear, detailed research plan outlining your analysis approach.
- **Dashboard Creation:** Build a professional dashboard based on your research findings.
- **Report Writing:** Provide a report summarizing your conclusions, insights, and recommendations to the business.

You will work under the supervision of a "Team Lead" (your tutor) and communicate via Discord. Your Team Lead will review, provide feedback, and approve your decomposition plan, dashboard, and final report.

## Area of Focus

You must select **one** analysis focus area for the project:

- **Customer Analysis:** Segment customers, analyze purchasing behavior, and identify customer trends.
- **Restaurant Analysis:** Identify popular restaurants, analyze revenue generation, and assess performance drivers.
- **Sales Analysis:** Study the dynamics of sales over time, assess main KPIs, and explore changes in revenue distribution.

For this project, we will focus on **Sales Analysis**.

## Data Provided

The available datasets include:

- **Food**
- **Menu**
- **Orders**

- **Restaurant**
- **Users**

You are free to use one or several tables depending on your analysis needs. Joining datasets is allowed and encouraged where appropriate. No external data is required.

## Deliverables

You must submit the following:

### 1. Decomposition (Research Plan)

Your research plan must be detailed and structured, including:

- **Research Questions:** Clearly define what business questions you will answer through your analysis.
- **Hypotheses:** State any initial assumptions you plan to test.
- **Data Preparation Steps:** Outline how you will clean, join, or transform the data before analysis.
- **Metrics/KPIs to Investigate:** Define the key indicators you will focus on for the sales analysis.
- **Visualizations:** Identify which types of charts/graphs will best represent your findings and how they will support the story of your dashboard.
- **Dashboard Layout Idea:** Provide a general idea of how your dashboard will be structured.

Your decomposition should give your Team Lead a clear understanding of what will be included (and excluded) in your dashboard and report.

### 2. Dashboard

- Must be created using **Tableau Public** or **Power BI**.
- Must align with your selected research focus (Sales Analysis).
- Should present a logical, coherent story through the visuals.
- Every visualization must serve a clear purpose in answering your business questions.

### 3. Final Report

The final report must include:

- **Summary of Key Findings:** Present the insights uncovered during your analysis.
- **Conclusions:** Interpret what the findings mean for Zomato's sales performance.
- **Recommendations:** Offer data-driven advice for improving or maintaining business performance based on your analysis.