

## Decomposition:

**Analysis I will be performing:** Sales Analysis - Dynamics of sales/revenue overtime, main KPIs, change in distribution of sales and so on...

**Goals for this Analysis:** Find the best KPI's to look at to track overall performance of the company. Track sales over time and build visualizations that show exactly where the most money is being made in regard to consumer behavior. Find supporting data that shows why the numbers are the way they are.

- **Hypothesis** - Average Review Rating will be tied to **performance**. Revenue KPIs will tell us where to begin crafting a focused marketing strategy to maximize profit to who we sell to most. This should also tell us where revenue is lacking so we can begin to understand why that is as well.
- **Questions that need answering**
  - o Where are we performing the best and worst in regard to revenue?
  - o What do our customers think about us and their experience with the food they are getting?
  - o Why do they think this way?
  - o Are there any trends or relationship between the customers who come back for more and those who don't?
- **I will start** with laying out and organizing the data to figure out what all of it is and what datasets will be important to me. I will try to see which sets of data could help me take a look at the overall sales over time, and also try to find KPI's that are supporting numbers to the overall questions we are trying to solve for.
- **KPI's will include:**
  - Revenue KPIs:
    - o Total sales by restaurant or category.
    - o Average order value (AOV).
    - o Revenue trends by date or location.
  - Customer KPIs:
    - o Number of repeat customers. - 116825 (total orders:150282 and user IDs:150282 technically unknown since not all user id's are listed.)
    - o Popular cuisines or menu items.
  - Operational KPIs:
    - o Average delivery time.
    - o Order cancellation/refund rates. **No data available for cancellations or delivery dates.**
- **Data I will be using:**
  - o Menu
  - o Restaurant
  - o Orders
  - o Users
- **Graphs/Charts that will help:**
  - o Category performance - tree map or horizontal bar chart
  - o Text cards for less important KPIs
  - o Multiple line graphs showing KPIs changing as time goes on
  - o Graphs to show data that represent a substantial finding
- **Data cleaning:**
  - o Category column added to 'menu' file. =TEXTBEFORE([@cuisine], " ", 1,,[@cuisine])
  - o All excel files merged into one
  - o Formatted each sheet with color to differentiate rows
  - o Aligned left on all sheets to see data evenly
  - o Convert all sales to USD on orders page so I understand the numbers
  - o Clean names to match format - got rid of Mr. and Mrs. using =TRIM(SUBSTITUTE(SUBSTITUTE(C2, "Mr. ", ""), "Mrs. ", ""))
  - o Split up the categories that all the restaurants have listed for their cuisines in order to find categorical metrics.

I will be conducting a Sales Analysis. Once data is analyzed I will create all graphs needed in Tableau. Within Tableau I will have a story created starting with a main dashboard page overviews some of the graphs we will be diving in to, leading into the story of different findings I will have to present for this Sales Analysis with conclusions to the findings, and recommendations on how to move forward.