

## Decomposition:

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

**is 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.

- 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 coming from to understand why that is as well.

### What I need answering

Are we performing the best and worst in regard to revenue?

How do our customers think about us and their experience with the food they are getting?

How do they think this way?

Are there any trends or relationship between the customers who come back for more and those who don't?

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 supporting numbers to the overall questions we are trying to solve for.

### What I will include:

**KPIs:**  
Sales by restaurant or category.  
Average order value (AOV).

Growth trends by date or location.

**KPIs:**  
Number of repeat customers. - 116825 (total orders:150282 and user IDs:150282 technically unknown since not all user id's are listed.)  
Number of cuisines or menu items.

**Additional KPIs:**  
Average delivery time.  
Cancellation/refund rates. **No data available for cancellations or delivery dates.**

### Tools I will be using:

Restaurant

### Visualizations that will help:

Geographic performance - tree map or horizontal bar chart

Charts for less important KPIs

Line graphs showing KPIs changing as time goes on

Tables to show data that represent a substantial finding

### Code snippets:

Created a new column added to 'menu' file. =TEXTBEFORE([@cuisine], ",", 1,TRUE,[@cuisine])

Excel files merged into one

Highlighted each sheet with color to differentiate rows

Zoomed left on all sheets to see data evenly

Converted all sales to USD on orders page so I understand the numbers

Renamed names to match format - got rid of Mr. and Mrs. using =TRIM(SUBSTITUTE(SUBSTITUTE(C2, "Mr. ", ""), "Mrs. ", ""))

Sorted by the categories that all the restaurants have listed for their cuisines in order to find categorical metrics.

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 overviewing some of the graphs we will be diving into.

Based on the different findings I will have to present for this Sales Analysis with conclusions to the findings, and recommendations on how to move forward.