Task:
3D Maps Visualization and Business Objectives - Restaurant Promotion Campaign

Overview:
This project focuses on utilizing **3D Maps in Microsoft Excel** to analyze and visualize data for a restaurant promotion campaign. The 3D maps help identify optimal locations for brand awareness, postal code segmentation, and provide feasibility studies for promotional activities. The analysis is supported by location-based data, filtered records, and custom sorting to align with business objectives.

Key Components:

3D Maps Visualization (Microsoft Excel):

- **Business Objective #1 (Optimal Location):**
  The analysis was based on identifying which neighborhood would be the most optimal for generating brand awareness. The **Manhattan** neighborhood was found to have the highest number of monthly customers based on filtered data from participating restaurants.
- **Business Objective #2 (Postal Code Segmentation Analysis):**
  A further postal code analysis for **Manhattan** narrowed down the top three optimal postal codes (**10019, 10003, 10036**) for executing the promotion. Data was filtered to focus on participating restaurants, and zip codes were sorted by ComBoard and Business ID counts.
- **Business Objective #3 (Feasibility Study):**
  A calculation was performed to determine the total sunk cost for the promotional giveaway campaign. With each restaurant receiving enough coffee grinds to make 1,500 cups at a sunk cost of 0.07 cents per cup, the total sunk cost across all participating restaurants was found to be **$34.40**.
- **Business Objective #4 (Best Location for Promotion):**
  The data was further filtered to identify ComBoard areas where more than 1,500 cups of coffee could be sold within 30 days. **ComBoard 102** was determined to be the optimal location for the promotion, based on forecasting models that took into account the probability of purchase and monthly sales projections.

Skills Utilized:

- **Microsoft Excel** (3D Mapping, Data Visualization)
- **Data Analysis** (Location-based Segmentation, Feasibility Study)
- **Forecasting** (Sales Projections, Sunk Cost Calculations)
- **Decision Support Systems** (Optimal Location and Segmentation Analysis)