🍔 Zomaggy 🍕

## **Introduction**

There are 2 apps most of us use on a regular basis. Especially the usage would have gone significantly high during this pandemic. Yes! I am talking about **Swiggy** & **Zomato** (drooling already 🤤). Every party order is still an excitement, irrespective of how long we are using these services. For some of us, these services became part of our everyday life.

## **About Zomaggy**

For the purpose of this Mini Project, we shall consider an imaginary food ordering platform “**Zomaggy**”, where hundreds of unique users are registered across India, majorly located in the Metropolitan cities. Zomaggy receives thousands of food orders every day placed by the registered users and Zomaggy provides the logistics services of delivering the food to the doorstep of the customer by picking up the food from the restaurant once it is ready. Zomaggy also offers additional features like Order Tracking, Prompt quick delivery, Discount Codes, 24/7 Support (Chat/Call), etc.

## **Problem**

Part 1 - Zomaggy does not have a Data Analytics Pipeline setup, which would help the company analyze the ordering pattern amongst various factors and make smarter business decisions such as where to channelize which resource. ***For example***, by knowing at which region the users wait for a longer time to get their food delivered, Zomaggy can work on deploying more Delivery personnel in that region to address this problem.

Part 2 - The users are currently **not** provided with any insight on how much they use these services, the overall spending pattern, category of food ordered, nutrition information, etc. Zomaggy users would love to have some Insightful Dashboards for themselves where the user can see his/her food ordering activity, eating habits, spending pattern over the years and make healthy decisions based on that to improve their personal self.

Part 3 - Restaurants are the building blocks of business for Zomaggy. Few restaurants are capable enough to have their own Data Analyst team who can analyze data and make useful insights for their business. Hence, it can be a revenue generating area for Zomaggy to get subscriptions from restaurants and share the data specific to their restaurant via Snowflake’s Data Sharing functionality Snowsight. The restaurant can then use that data to build Dashboards using the tool of their choice and make smarter decisions based on the insights.

## **Project Goal**

Listed below are the high-level goals of this project.

1. Build a robust data pipeline to source Orders data (JSON) from Zomaggy service, which is continuously generated from the App.
2. Cleanse and Model the data in a form which will be helpful to build Dashboards out of it.
3. Automate the entire pipeline as much as possible while ensuring good quality, security & integrity of the data throughout.
4. (Part 1) Build useful Dashboards for Zomaggy which will contain insightful information about the orders and usage of the customers across India.
5. (Part 2) Build useful Dashboards for individual Zomaggy users which will contain insightful information about their eating & spending pattern historically.

## **Important KPIs Required**

**Part 1 - Dashboards for Zomaggy**

1. Food ordering pattern (food category, Veg vs Non-Veg, etc.)
2. Promised delivery time Vs Actual delivery time.
3. Top restaurants in each city based on the Order volume/frequency or Sales INR.
4. Prime time in each city based on the order volume. (either 1 PM to 2 PM, 7 to 9 PM, etc.)

+Add more Visualizations as per your creativity and Use Cases.

**Part 2 - Dashboards for Users**

1. Eating pattern over the years (Top dishes ordered, Calories, etc.)
2. Spending pattern (Breakup of amount spent each month, Saved amount by using Discount Codes, etc.)
3. Top restaurants the user has ordered from.
4. Usual Breakfast, Lunch, Dinner timings of the user and highlight some outliers which would showcase those off time (late midnight) food orders placed by the user.

+Add more Visualizations as per your creativity and Use Cases.

**Part 2 - Data Sharing for Restaurants**

1. A restaurant should only be able to see the data related to their restaurant.
2. Customer’s sensitive information should never be shared.
3. Data should be anonymized before sharing to the restaurants.
4. Restaurants would prefer to see Time-wise & Food item-wise order patterns to make stocking decisions appropriately.
5. Varieties & Distribution of customers (gender, age, etc.) who order food from the restaurant.

+Add more Visualizations as per your creativity and Use Cases.