# **Zomato Gold Users Signup Analysis Project**

* **Project Description**

This project is an analytical exploration of user signups for the Zomato Gold program, focusing on sales transactions and user engagement with various products. Leveraging a dataset that includes sales records, product details, and Zomato Gold membership signups, this project applies SQL queries to extract meaningful insights and patterns. The analysis covers user behavior before and after signing up for Zomato Gold, the impact of membership on product purchases, and the overall effectiveness of the Zomato Gold program in enhancing user engagement and sales metrics.

* **Dataset Overview**

The dataset consists of three primary tables:

1. `sales`: Records of product sales, including user ID, product ID, and the date of purchase.
2. `product`: Details about products, including product ID, name, and price.
3. `goldusers\_signup`: Information on users who signed up for Zomato Gold, including user ID and the date of signup.

* **Key Objectives**

**1. User Engagement Analysis:** Understand how Zomato Gold membership affects user purchasing behavior.

**2.Product Popularity:** Identify the most popular products among Zomato Gold members compared to non-members.

**3. Membership Impact:** Evaluate the impact of Zomato Gold membership on sales volume and frequency.

**4. Temporal Analysis:** Assess how user engagement with Zomato Gold varies over time, from initial signup to sustained membership.

* **Insights and Findings**

**1. Increased Purchase Frequency:** Preliminary analysis indicates that users increase their frequency of purchases after signing up for Zomato Gold, suggesting enhanced user engagement.

**2. Popular Products Among Gold Members:** Certain products see a significant increase in popularity among Gold members, pointing towards varying consumer preferences within this segment.

**3. Membership Duration Effect**: The duration of Zomato Gold membership correlates with an increase in spending, with long-term members showcasing a higher total spend on products.

**4. Seasonal Trends:** Seasonal trends impact signup rates and product purchases, with specific periods showing heightened activity, potentially influenced by promotional campaigns.

* **Technical Approach**

-SQL Queries for Data Extraction: Utilized advanced SQL queries, including JOIN operations, window functions, and aggregate functions, to manipulate and analyze the dataset.

- Temporal Analysis: Employed date and time functions to explore patterns over different time frames, including before and after Gold signup.

- Ranking and Segmentation: Applied ranking functions to compare user activity levels and product popularity, segmenting data based on membership status.

* **Conclusions**

The Zomato Gold program significantly influences user purchasing behavior, with marked differences in engagement levels before and after signup. The program not only enhances the frequency of purchases but also seems to alter the types of products that users are interested in. This analysis provides valuable insights for strategic decisions related to marketing, product offerings, and membership benefits enhancements.

This project showcases the power of data analysis in uncovering insights into consumer behavior and program effectiveness, serving as a foundation for data-driven decision-making in enhancing the Zomato Gold program.