Description of Dashboard with Results and Findings

The dashboard I created for the final project includes two user-interactive slicers that help display all of the information we’ve analyzed. The first slicer, “Order Date Selector,” allows you to change the time variable between “Day”, “Month”, “Quarter”, and “Year.” The second slicer, “User Parameter Selector,” has the following values “Age”, “Gender”, “Maritial Status”, “Family Size”, “Occupation”, “Educational Qualifications”, and “Monthly Income,” which allows us to split the total customers of the company Zomato into smaller groups depending on which variable we choose.

The dashboard also includes three bar graphs that dynamically change depending on which variables are selected in the slicers we described above. The first bar graph shows the total sales quantity vs. the User Parameter Selector variable that is selected, and the second bar graph shows the total sales amount vs. the User Parameter Selector variable that is selected. These two graphs always look very similar since the customer orders with high quantities will always correspond to customer orders with high sales amounts. Our final bar graph plots the Distinct Count of User IDs vs. Order Date Selector variable that has been selected, and each bar in the graph is also split into groups depending on the User Parameter Selector variable. This final bar graph allows us to see which times are the busiest for the company Zomato, while at the same time splitting up our users into groups depending on the “User Parameter Selector” variable.

By analyzing these graphs, we have found many patterns in customer orders and found times when certain groups of customers are more likely to place orders. In terms of the customers’ “Educational Qualifications,” we have found that the majority of customers who use Zomato's services have either a Graduate or a Post-Graduate Degree. In terms of “Gender” and “Marital Status,” we have found that a majority of the customers are single men; however, there are still plenty of women customers, and a good section of customers are also married. In terms of “Family Size,” the most common customers have a family size of 2 or 3 (where a family size of 3 is the most popular). In terms of “Monthly Income,” we have found that strangely, the largest group of customers has NO monthly income at all. However, when we examine the graphs in terms of “Occupation,” we find that the most common occupation among customers is being a student, which helps explain why a majority of Zomato’s customers have no monthly income. Our final parameter that we can split our customers into is “Age,” which we see that the age range of our customers goes between 18-33 years old, with the most common age of customers being 23 years old.

By examining the graph with time on the X-axis, we see that when we select Months from the “Order Date Selector,” the slowest times of the year for Zomato are the months July, August, and September, and the busiest month of the year is November. We can use these trends to help Zomato save more money by hiring fewer helpers during the slow months of July, August, and September, but then Zomato will need to hire more people around the end of the year to help with the increased orders when the company is at its busiest. Now, if we select Day from the “Order Date Selector” Slicer, we can see how busy each individual day of the month is for our company. With this option selected, it is very obvious that the 2 slowest days of the month are the first day of the month and the last day of the month. In order to increase the profitability of Zomato, I would recommend different ways to boost sales for these two days, and then we can have consistent, steady sales numbers throughout the entire month. One way to do this is to introduce a promotional campaign, only during the first and last days of the month, that would give customers discounts on their orders once they purchase above a certain dollar amount of food.

Since such a large base of Zomato’s customers are single, unemployed, or students, I would recommend creating a special, discounted, value menu to create more options to help people who earn a very low or no monthly income. That way Zomato can still offer special and expensive options on their menus without having to worry about losing their large section of unemployed students as their paying customers. I’ve also noticed quite a few families are using this service as well, with the most popular family size being 3, and the largest family size in our data is 6. Therefore, I would recommend setting up a kids’ menu or kids’ meals at restaurants that don’t have them, and then we could increase the number of larger families that use Zomato with a size of 4, 5, 6, and more. Another way to help draw in larger families would be to allow kids to eat for free or at a very discounted price on certain days of the week. Finally, I’ve noticed from the graphs that a majority of Zomato’s customers are age 25 or younger, and there is a big drop-off in the number of customers that are in their late 20s and early 30s. In order to increase the number of customers using this service who are in their late 20s or early 30s, I would first recommend creating a discounted drinks and appetizers “Happy Hour” menu that can help draw in more of these older customers and increase profits. Another way to help increase this demographic of customers would be to advertise special “fun” nights of the week at different restaurants, such as having a karaoke night. This can help generate a lot of new customers of all ages without adding much extra work for the people who work with Zomato.