Decomposition Plan

Project title: Sales Analysis for Zomato

1. **Objective of the Analysis:**
The aim is to analyze sales trends, identify key performance indicators (KPIs), and provide actionable insights to optimize sales strategies and improve overall business performance.

2. **Research Questions:**
- What are the overall sales trends over time?
- Which cities or regions generate the highest revenue?
- What is the Average Order Value (AOV)?
- Which restaurants contribute the most to revenue?
- Are there seasonal patterns or spikes in sales?

3. **Hypothesis to Test:**
- Sales are higher during weekends and holidays.
- Restaurants with higher ratings generate more revenue.
- Certain cities dominate in terms of sales volume.

4. **Data Preparation:**
- Load and clean the data (handle missing or inconsistent values).
- Join relevant tables: orders, restaurant, menu, users, and food.
- Create calculated columns, such as order_month or total_revenue.

5. **Planned Visualizations:**
- **Time-Series Chart:** Sales trends over time.
- **Bar Chart:** Top 10 restaurants by revenue.
- **Heatmap:** Sales distribution across cities.
- **Pie Chart:** Revenue contribution by food category.
- **KPI Cards:** Total Revenue, Total Orders, AOV.

Dashboard Structure:
Section 1: KPIs and Sales Overview
Section 2: City/Regional Performance
Section 3: Restaurant and Food Insights
Section 4: Seasonal and Time-Based Trends