

TripleTen Final Project - Jacob Irsan

Research Plan: Sales Analysis for Zomato

Objective:

I want to analyze how Zomato's is doing in terms of sales over time. Specifically, I'll be looking into a few key things : how sales have been trending over time, which restaurants are performing the best, which regions are generating the most revenue, and is there any interesting patterns like seasonal trends or changes in customer spending.

1. Key Questions We Will Answer

- **How are our sales changing?** Are the sales going up, down, or staying the same? Do we notice any seasonal trends?
 - **Which restaurants are bringing in the most money?** What makes these restaurants stand out from the rest?
 - **Where are our best sales coming from?** Are there specific cities or regions that generate more sales than the others?
 - **How much are customers spending on average?** Are customers spending more or less on average over time?
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2. My Hypotheses

Here's what i expect to find:

- Sales might be higher during certain times of the year (like holidays)
 - A small group of restaurants will likely account for most of the sales.
 - Certain cities or regions will consistently generate higher sales, likely because of high population or restaurant popularity..
 - Customers might be spending more over time, possibly due to promotions or changes in menus
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3. What Will Be on the Dashboard?

The dashboard will be simple and focused. Here's what I'll include:

- **Sales Over Time:** I'll use a line chart to show how our sales are changing month by month. This will help us spot any growth, dips, or seasonal patterns.
 - **Top Restaurants:** I'll use a bar chart to rank restaurants based on how much revenue they're generating.
 - **Sales by Region:** A map or chart that shows which regions or cities are contributing the most to our total sales.
 - **Average Order Value:** A trend line that shows if customers are spending more or less on their orders over time.
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4. How I'll work with the Data

1. **Clean the Data:** Make sure the sales data is accurate and organized.
 2. **Key Metrics:** I'll calculate things like total sales per month and the average amount customers spend per order.
 3. **Group the Data:** I'll organize the data by time, restaurant, and region to see where the patterns are.
 4. **Visualize in Tableau:** I'll create easy-to-understand charts that show trends, top performers, and regional breakdowns.
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5. Final Report

The final report will include:

- **Sales Trends:** I'll highlight whether sales are increasing, stable, or seasonal.
 - **Top Restaurants:** I'll make a list of the best-performing restaurants.
 - **Regional Performance:** I'll point out which regions or cities are our biggest revenue contributors
 - **Customer Spending:** I'll show how much customers are spending per order on average and how that's changing over time
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What I Won't Include

Since the focus is on **sales performance**, I'm not going to dive into detailed customer analysis (like age, gender, etc.) or restaurant menu analysis or ratings. I'll be focusing on sales performance and revenue drivers.

The Final Dashboard Overview

1. Sales Trends (Line Chart): to track how Zomato's sales have changed over time.
2. Top Restaurants (Bar Chart): to rank restaurants by total revenue.
3. Sales by Region (Map or Heatmap): to visualize which cities or regions are performing the best.
4. Average Order Value (Trend Line): to show how much customers are spending on average.