

Decomposition Final Project

Step 1: Join all data fields in Tableau

Step 2: Analyze all data while asking oneself who the customer is

Step 3: Ask questions that would help businesses understand the targeted demographic

Step 4: Break down who the target demographic is by:

- Gender
- Marital Status
- Occupation

Step 5: Analyze the target demographic to further narrow down their spending habits by:

- Gender of demographic
- Income of demographic
- Average age of demographic

Step 6: After narrowing down the user data into a smaller demographic, use the target demographic to find where they are spending money by:

- City
- Restaurant

Step 7: Answer the question of when the target demographic spends the most money to offer insight on profit/ loss by:

- Average cost of meal
- Year
- Month

Step 8: Draft a dashboard to represent the findings of each chart created

Hypothesis: Single, male, students, are the target demographic in chain restaurants.