

Decomposition Brief

Goals & Objectives

The purpose of this analysis is to deepen our understanding of Zomato's customer base. By examining customer preferences, behavioral patterns, and demographics, this project aims to deliver actionable insights in three critical areas:

1. **Areas of Opportunity:** Which demographics represent untapped growth potential?
2. **Effective Advertising:** Which channels, timing, and audience segments yield the highest engagement?
3. **Retention Insights:** What factors drive repeat purchases, and who are the most loyal customers?

Methodology

To address these objectives, the analysis will focus on three core categories:

1. **Identity Exploration:** Demographic and social identifiers (e.g., age, location, occupation, income level).
2. **Behavioral Patterns:** Purchase frequency, spending habits, and channel interactions.
3. **Preferences & Satisfaction:** Customer feedback, product preferences, and service expectations.

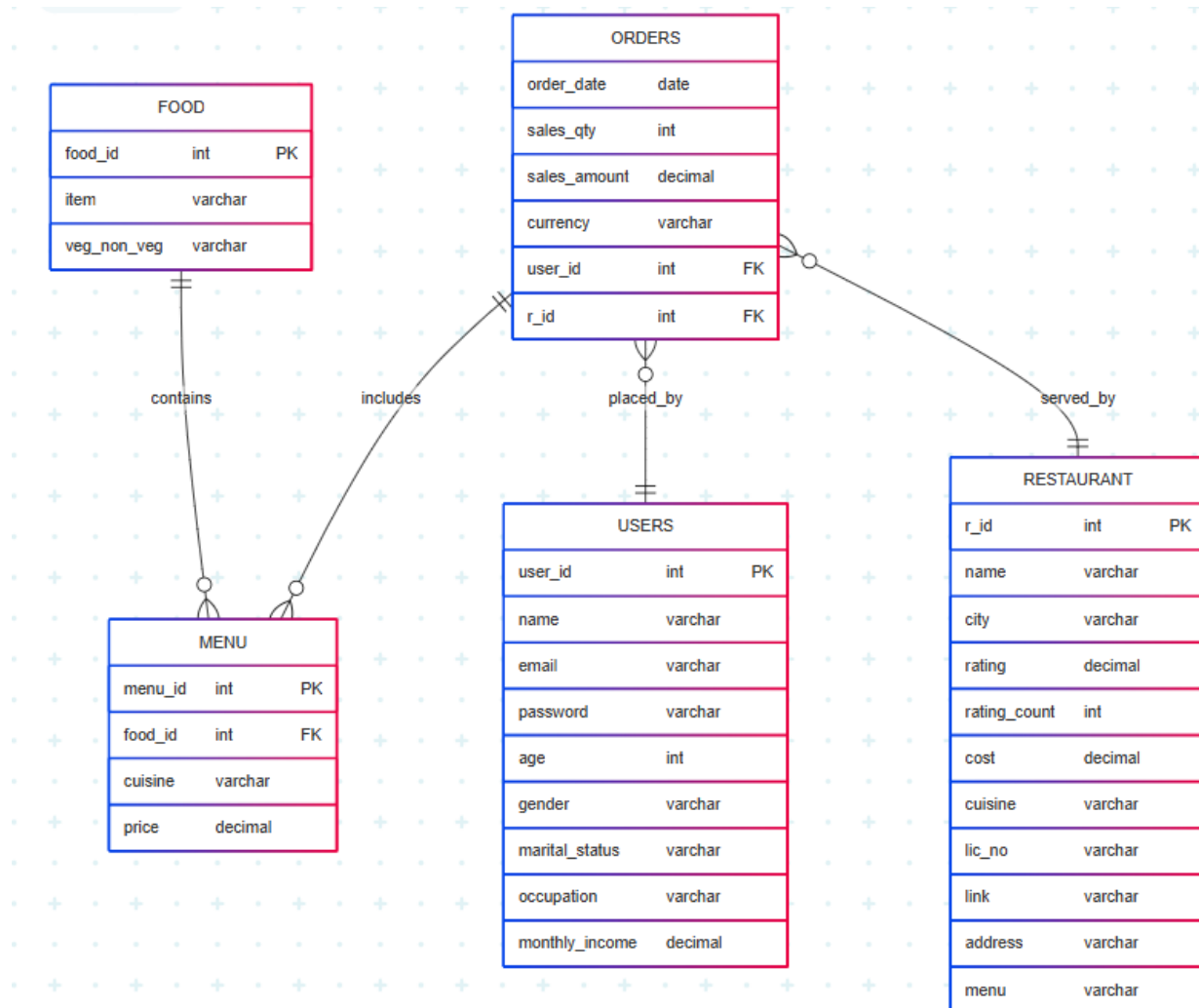
Each category will include targeted sub-questions answered through rigorous data analysis. Findings will be visualized in clear, easy-to-understand graphs to facilitate decision-making.

Project Phases

1. **Analysis:** Synthesize data to identify trends, correlations, and actionable opportunities.
2. **Exploration:** Leverage insights from the three core categories to refine key questions and hypotheses.
3. **Conclusions:** Present strategic recommendations, summarized discoveries, and actionable advice directly aligned with the goals outlined above (growth opportunities, advertising optimization, and retention strategies).

Data- Outline

Entity-Relationship Diagram



Graph Planning

Cards

Power-Bi cad graphs will be essential to present general quantities averages such as: age of average customer, retention/churn rates, reviews and other factors that will be important in the overall analysis. This project will highlight the most important factors using the card graph.

Line Chart

Line Charts are great to display simple trends over time. This will help us identify behavioral trends and find the answer to questions such as “what is the preferred order time during a day” or “week vs weekend orders”.

Bar Charts

Bar charts can be a great tool for comparison. Once new categories have been established, this analysis will then focus on comparing categories with the help of bar charts to identify the number that establishes each group, what percentage of total sales each category represents and any other pivotal analysis that can be visualized using this method.

Scatter Plot

Scatter plots will be used to investigate relationships between key variables such as income level and average order value, or age and purchase frequency. By plotting individual data points, this method will help identify correlations, trends, or outliers, such as whether higher-income customers consistently spend more per transaction or if specific age groups exhibit unique ordering patterns.

Project-Outline

Data Analysis

1. Identity Exploration

- *Demographic Identifiers:* Age, Gender, Location
- *Social Identifiers:* Occupation, Civil status, family size, income level

2. Behavioral Patterns

- *Retention and Churn Rates*
- *Peak order time*
- *Order Value*
- *Frequency*

3. Preferences/Satisfaction

- *Cuisine popularity*
- *Rating and Review analysis*
- *Retention analysis*

Exploration

How to best categorize Zomato's customers base?

Once we understand the customer base, we can create new categorize that will serve as the basis of new analysis. We can answer the following questions;

- What demographic represents the highest customer base?
- What demographic has the highest total purchases?
- Which demographic has the most potential for growth?
- How does interaction relate with popularity?
- What cuisines are popular with which demographic?

Hypothesis to test for conclusion

- Customers in the 25–34 age group order more frequently than any other demographic
- Orders spike during weekends and evenings
- Customers who leave reviews are 2x more likely to become repeat buyers

- Your decomposition should include a detailed and structured research plan. What questions do you want to answer with your dashboard? What hypotheses do you have? What visualizations will be used? How do you need to work with data prior assembling the dashboard?
- All steps in the plan should relate to your research area. For example, if you choose to focus on customer analysis, you won't need to investigate the product range.
- Your plan should give your team leader a clear picture of what will be presented in the dashboard and report.