

Final project: Plan
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Customer Analysis

Objective:

Understand who Zomato's customers are, segment them based on behavior and demographics, and analyze their purchasing patterns.

Questions:

- Who are the customers?
 - age, gender, and location
- What are the Customers purchasing behavior?
 - Order frequency
 - Day and time of most orders
 - average order value per customer
- Are there factors that influence customer spending?
 - Demographics
 - Menu

Hypothesis:

1. Repeat customers will spend more
2. Younger customers will have more frequency but lower value items
3. Some menu items will have higher cust spending

Visualizations:

Bar chart - Q1 age

Pie chart_ Q1 Gender

Map- Q1 location

Scatter plot- Q2 value vs frequency

Stacked bar chart- Q3 menu preferences

Data steps

1. Load data
2. Join data tables (users to orders) (orders to menu)
3. Create charts to come up with answers to my questions
4. Summarize my findings
5. Come up with recommendations

