Customer Analysis Segmentation: who are Zomato's customers? What segments can we split them into? What is their purchasing behavior?

For the analysis, I will work with the users and order sheets from the Zomato data.

Prior to assembling the data, I will need to work with the data in the following ways:
1. Check the data and perform any necessary cleaning.
2. Open files in Tableau and create relationships spreadsheets connecting them on "user_id" columns.
3. Create visualizations and use relevant filters when presenting the data.

The questions I want to answer on the dashboard:
1. Which ages generate the highest total amount?
2. Does one gender generate more total order amounts?
3. What occupations generate the highest total amount?
4. What is the monthly income of our customers? Does this correlate with the order amounts?
5. What education qualifications generate the highest order amounts?
6. Who are our key customers?

Hypothesis:
1. Higher education qualifications generate higher sales amounts.
2. Monthly income is correlated to higher sales amounts.
3. Younger people generate higher total amounts.

The following visualizations will be used:
1. The sum of sales by age.
2. The sum of sale amounts by gender.
3. The sum of sales by monthly income/occupation.
4. The sum of sales by educational qualifications.

Dashboard mockup

Dashboard title

Sum of sales by monthly income/occupation:

Measurement: total sales
Dimensions: monthly income/occupation

Sum of sales by gender.

Measure: total sales amount
Dimension: gender

Sum of sales amount by age

Measure: Total sales amount
Dimension: age

Sum of sales amount by Educational Qualifications

Measure: total sales amount
Dimension: educational qualifications.