

## Expected Requirements for Zomato Onboarding Project:

### Choose one analysis type:

#### 1. Customer Analysis Segmentation:

- Understand Zomato customers (demographics, behavior, etc.)
- Segment customers based on relevant factors
- Analyze purchasing behavior for each segment

#### 2. Restaurant Analysis:

- Identify popular restaurants
- Determine highest revenue generators
- Explore reasons for success/performance

#### 3. Sales Analysis:

- Analyze sales/revenue trends over time
- Identify key performance indicators (KPIs)
- Investigate changes in sales distribution

### Use provided data tables:

1. food
2. menu
3. orders
4. restaurant
5. users

### Develop a research plan addressing:

- Research questions for your chosen analysis type
- Metrics/parameters to investigate
- Hypotheses to test
- Visualizations to use
- Data preparation steps

### Create a dashboard:

- Relevant to your chosen analysis area
- Uses Tableau Public or Power BI
- Tells a story through its visualizations

**Write a report:**

- Summarizes findings from data analysis and dashboard creation
- Presents conclusions and recommendations for Zomato
- Uses a flexible format (document, PDF with graphs, presentation)

**To Submit**

- Decomposition plan
- Final dashboard and Report

**Remember:**

- Communicate with your team leader throughout the process in a professional manner
- Discuss any changes to your plan