**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