

# Customer Segmentation Analysis Using Power BI

Welcome to our Power BI project on customer segmentation analysis, leveraging various datasets, '**food**', '**menu**', '**orders**', '**orders\_Type**', '**restaurant**', '**users**', to unlock valuable insights.

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# Introduction to Power BI

- Power BI, by Microsoft, is a powerful business analytics tool for transforming raw data into actionable insights.
- It enables interactive dashboards and visually engaging reports, enhancing decision-making.
- Seamlessly integrates data from multiple sources for a unified view of business metrics.
- Essential for simplifying data, uncovering trends, and presenting insights effectively.



# The Data Analytics Journey



1

## Data Gathering

The first step involves sourcing and collecting relevant data, from multiple sources.

2

## Data Preprocessing

Cleaning, transforming, and organizing data.

3

## Data Exploration and Insights

Once the data is preprocessed and in a usable format, the Data Exploration and Insights phase involves examining the data interactively, identifying patterns, trends, and relationships, and generating actionable insights.

4

## Data Visualization

Transforming insights into visual representations to communicate findings effectively for decision-making.



# The Zomato Dashboard Datasets

1

## User Data

Captures user demographics, activity, and engagement to analyze behavior and identify lost and gained users.

2

## Restaurant Data

Provides insights into restaurant details, location, and performance metrics to evaluate operational effectiveness.

3

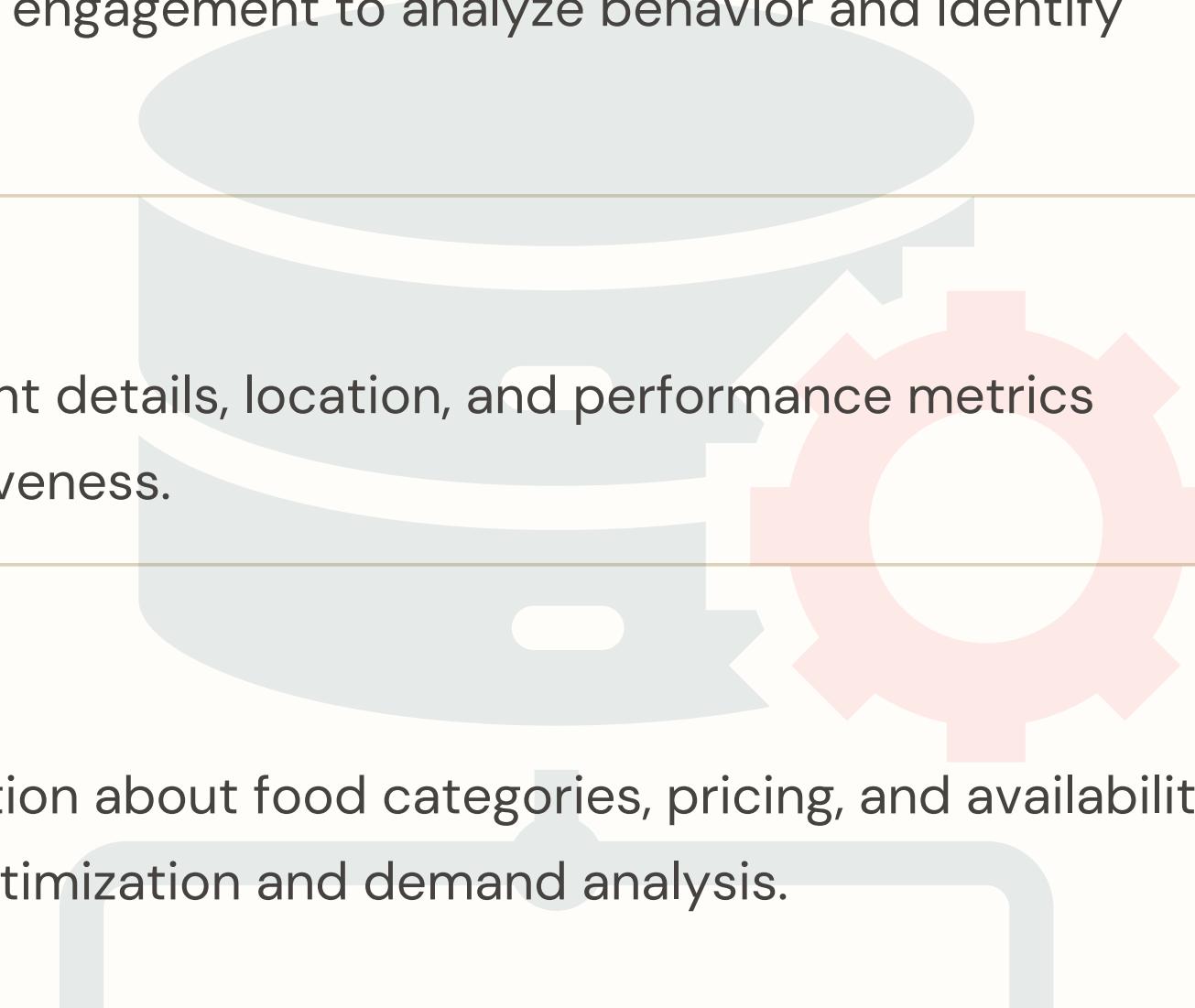
## Menu Data

Contains information about food categories, pricing, and availability, aiding in menu optimization and demand analysis.

4

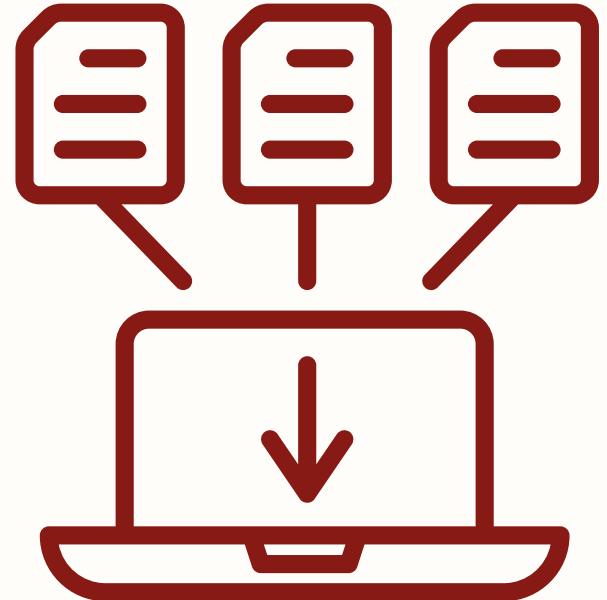
## Order Data

Records transactional details such as order types, date, time, and quantities, uncovering spending patterns and sales trends.



# Data Gathering

-- involves collecting relevant data from various sources for analysis.



- Datasets Used:

User Data: Captures demographics, engagement, and activity trends for users.

Restaurant Data: Provides insights into locations, ratings, and performance metrics.

Menu Data: Includes food categories, pricing, and availability for analysis.

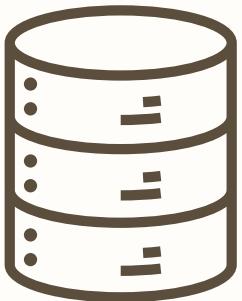
Order Data: Logs order types, quantities, and timestamps for trend analysis.

- Ensuring data quality and relevance and collecting diverse data types.

- Purpose - To create actionable insights for enhancing customer engagement, streamlining operations, and optimizing sales strategies.

# Data Cleaning and Preprocessing

-- cleaning, transforming, and organizing raw data to ensure accuracy, consistency, and readiness for analysis.



## Data Cleaning

Addressing missing values, inconsistencies, and outliers to ensure data accuracy and reliability.

## Data Transformation

Converting data into a suitable format for analysis, including aggregation and feature engineering.

- Added key calculated measures such as:

Active Users: Represents the count of currently active users.

Lost Customers: Tracks churned users over time.

Gain Customers: Measures newly acquired users.

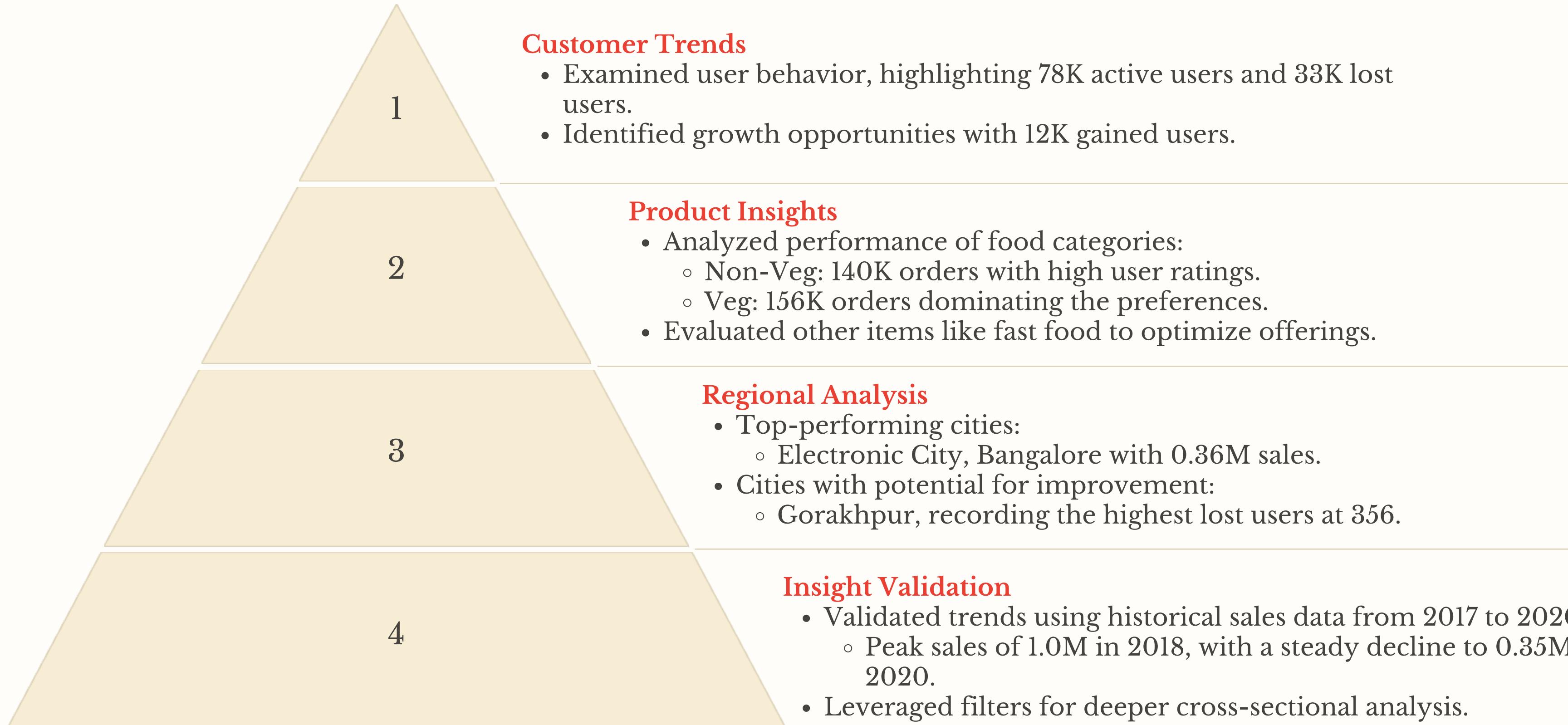
Top N Sales: Highlights top-performing categories or regions.

Dynamic Yearly Comparisons: Enables analysis of sales trends across years.

- Aggregated and converted raw data into usable metrics using DAX for advanced insights.

# Data Exploration and Insights

-- involves examining the data interactively, identifying patterns, trends, and relationships, and generating actionable insights.





# Data Visualization

-- graphical representation of data to simplify understanding and analysis.



Makes complex data more accessible and engaging.



Helps uncover trends, patterns, and insights quickly.



Enhances decision-making by presenting key information visually.



Used various Key Visualizations such as Donut Charts, Bar Charts, Line Charts, Column Charts, etc.



Clear, actionable insights for driving business decisions.



# The Power of Data Visualization

1

## Engagement

Visualizations make complex data more accessible and engaging for audiences.

2

## Insights

They help uncover hidden patterns and trends, revealing valuable insights.

3

## Decision Making

Informed decision-making based on data-driven evidence and compelling visualizations.

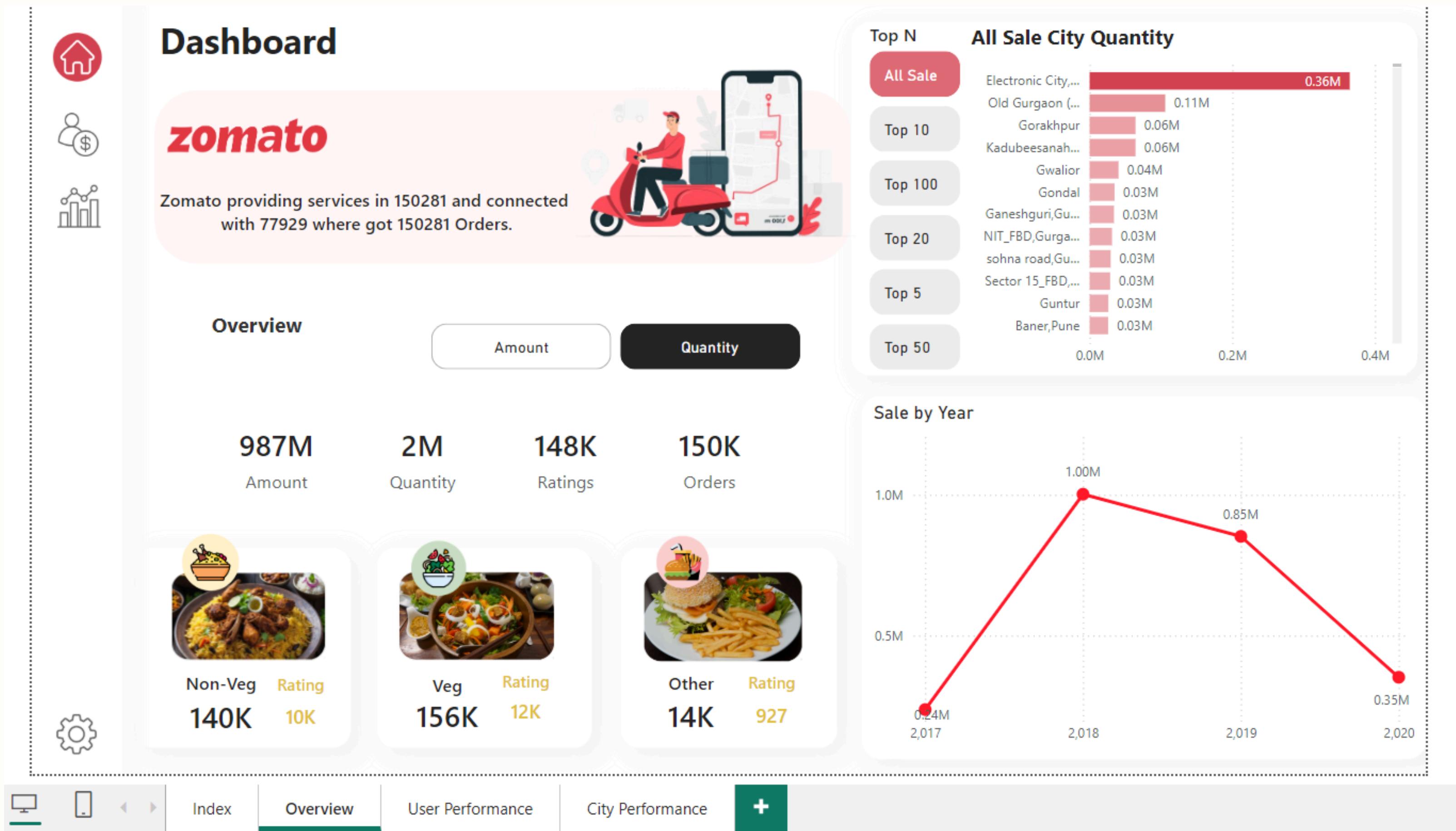
# Dashboard

**zomato**

- Dashboard
- User Performance
- City Performance

Index   Overview   User Performance   City Performance   +

# Dashboard



# Dashboard



## User Performance

### zomato

Zomato providing services in 150281 and connected with 77929 where got 150281 Orders.



12K  
Total

### Gain Users

Male	6.5K
Female	5.1K



33K  
Total

### Lost Users

Male	19K
Female	14K

### Overview

Amount

Quantity

78K

ActiveUser

78K

UserCount

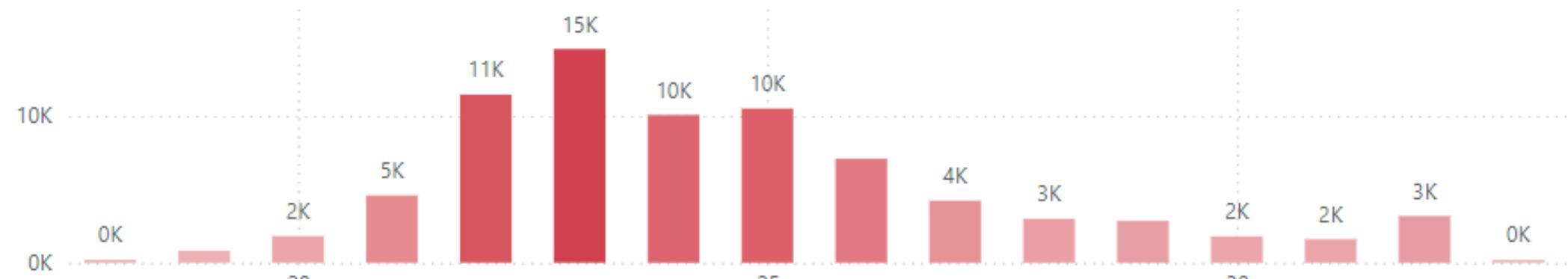
148K

Ratings

150K

Orders

### Users by Age



Index

Overview

User Performance

X

City Performance



# Dashboard



## City Performance

### Overview

987M

Amount

2M

Quantity

148K

Ratings

150K

Orders

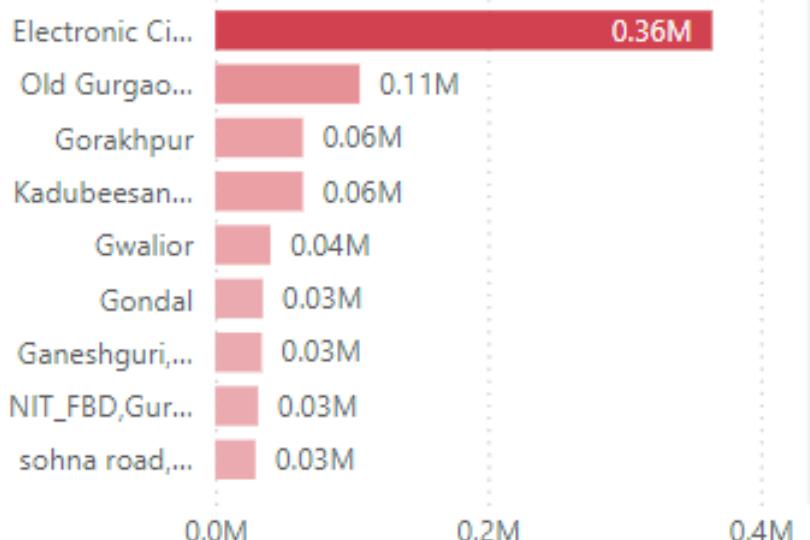
Amount      Quantity

Ratings      Orders

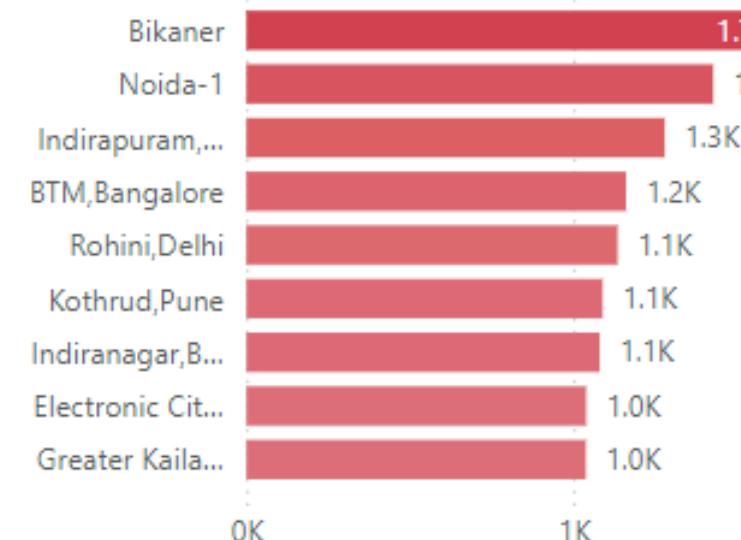
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city	Sales	Lost Users	Gain Users	Orders
Electronic City,Bangalore	364574	323	213	1039
Old Gurgaon (Zone 6),Gurgaon	105928	187		612
Gorakhpur	64308	356	16	374
Kadubeesanhalli,Bangalore	64268	57	35	596
Gwalior	40445			300
Gondal	34849	129		454
Ganeshguri,Guwahati	34068	139	274	427
NIT_FBD,Gurgaon	31342			204
sohna road,Gurgaon	29446	296	109	976
Sector 15_FBD,Gurgaon	28771	79	121	378
Guntur	26173		144	260
<b>Total</b>	<b>2444320</b>	<b>33038</b>	<b>11643</b>	<b>150281</b>

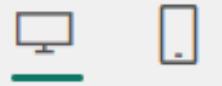
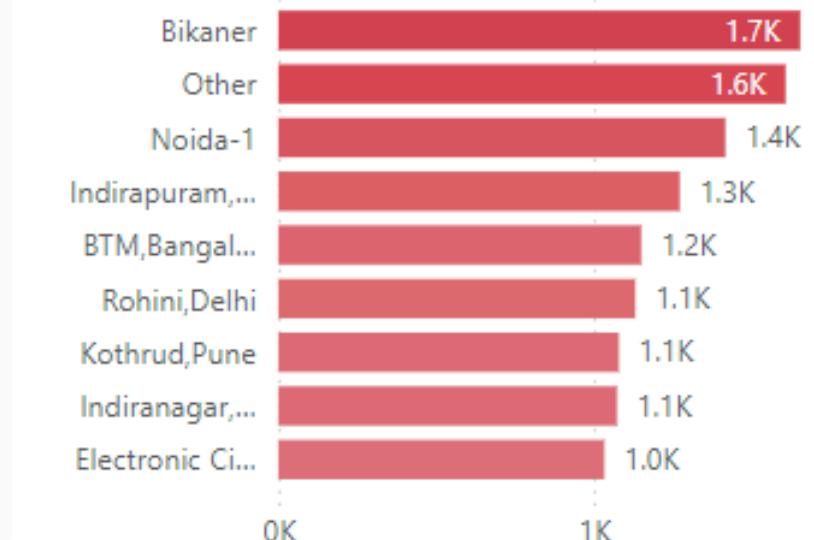
### Sale by City



### Rating by City



### User by City



Index

Overview

User Performance

City Performance

X



# Key Insights and Takeaways



1

## Customer Segmentation

Analyzed active, lost, and gained users for better engagement.

2

## Product Performance

Identified top-performing food categories and seasonal trends.

3

## Regional Trends

Highlighted top-performing and underperforming cities for targeted strategies.

*Thank  
You*