

PLAN OF ACTION

- Download the data
- Choose what area to study (**customers**)
- Go through and study the data
- Clean data! (more than likely using PowerBI and use PowerQuery to transform)
 - Account for null and error values in all tables, especially find and replace
 - Remove unnecessary columns
 - Users: gender (unusable in my mind, not important to the analysis anyway), username, password, email
 - Orders: currency
 - Restaurants: Link, cost, address, menu
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- After cleaning the data
 - Do you need/should you join any tables
 - If I'm going to be studying consumer behavior, I'll obviously want *users* as my primary study
 - Other useful tables/columns
 - Orders: order_date, (PK) user_id, (SK) r_id
 - Primarily for the sake of seeing repeat orders and the like loyalty
 - Restaurant: (SK) id (is r_id elsewhere), city, rating, cuisine, name
 - Again, add info to the above. See which cities have the most restaurants to users, where the most traffic goes, and also the most popular cuisines
 - Would be good to join *users* to *orders* and *orders* to *restaurant*
 - User to orders is going to be a one to many (users to orders)
orders to restaurants will be many to one (orders to restaurants)
 - Customer segments available
 - Gender – unusable, fully jumbled up
 - Age
 - Marital status
 - Occupation
 - Income level
 - Education level
 - Family size
 - All
 - Customer habits to explore
 - Days of week with the most orders (per rest, city, and customer segment)
 - Repeat orders at the same restaurants
 - Family size vs order day of week
 - Income level vs time of month
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- What am I going to study?
 - What questions would I have as a business owner looking to learn about their customers?

- Which days of the week do we get the most orders?
 - What days of the week get most profit?
 - What is the employment status of our most frequent customers?
 - What is the marital status of our top 10%, 20% customers?
 - Are there any times of year where the customers order more than others? Quarterly? Monthly?
 - Are customers more inclined to order from higher-rated restaurants?
 - How many customers are repeat customers? (more than once, and more than 2x)
 - Average order volume per day/week/month per restaurant with
 - NOT *Too Few Ratings*
 - HAS lic_no (license number)
 - What're
- What is my goal for the project?
 - I want to figure out what kinds of promotions we can offer different customer segments
 - Hypotheses
 - People tend to order most often Thursday – Sunday, primarily Friday and Saturday and creating a weekend-based advertisement campaign could increase overall sales.
 - Larger families order out less due to cost, so providing discounts for large orders could increase the probability of larger orders if it saves them some more money.
 - When a loyalty plan or properly-planned promotional campaigns (such as holiday based discounts)
- How will I achieve this goal?
 - I am leaning towards PowerBI however I am not sure yet, my Code Pudding project could lead me to like Tableau more as we will be using Tableau
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- How will I present this goal?
 - I'll be presenting multiple dashboards with basic graphs such as bar/stacked bar, maps, KPI cards, tables, scatterplots, line graphs, and text.
 - I will also be attaching a report of my findings in a PDF format