

Decomposition

Customer Analysis Segmentation

Research Plan:

I will be studying Zomato's customers on the users table and segment them into age, monthly income and marital status to analyze their purchasing behavior. On the orders table, I will review the sales amount. Prior to assembling the dashboard, I will be innerjoining the users and orders tables by the user_id column.

Hypothesis:

Single 25 year olds males who make less than 50k will be the highest spending demographic.

Dashboard will answer:

- What age group is the highest spending demographic?
- Who has the higher purchasing behavior between single and married customers?
- What is the purchasing behavior of customers with different monthly incomes?
- What gender makes the most purchases?

Visualizations will include:

- Sum of sales amount - KPI card
- Age of users and average of sales of amount- bar chart
- Monthly income of users and average of sales amount - bar chart
- Marital status of users and average of sales amount - bar chart
- Gender and average of sales amount- bar chart