This was my Final project for the TripleTen Business Intelligence Analytics Program. It was an independent project designed to showcase what I have learned throughout the TripleTen Program. The purpose was to complete the Zomato onboarding project to showcase analytical skills to the mock company.

Table of Contents

|  |  |  |
| --- | --- | --- |
| File No | Title | Description |
| 1 | [Source Data](https://github.com/mudumbaigth/Dataprojects_Tripleten/blob/main/Zomato/Raw_Data/User_Order_Rest.zip) | Zip file containing source data for users/Restaurants and Orders data |
| 2 |  |  |

| Section Title | Description |

| ----------- |----------- |

| DATA | Describes the source of data, included files, tables, and fields. |

| Description | Describes the final product's purpose, software, format, and included visuals. |

| Assumptions | Describes assumptions to include given by TripleTen and assumptions made based on the data and task. |

| Process | A general outline of how this project formed from start to finish. |

| Findings | Insights learned from the data analysis. |

### Data

TripleTen provided an archived file of 5 separate Excel files from the mock company Zomato. I used 2 for this project.

- `'Zomato data.zip'`: Compressed Excel files provided by team lead

- `'orders'`: All orders made from the menu by all customers at all restaurants between Oct. 4th, 2017, and June 26th, 2020.

- `'users'`: All customers who completed orders during the designated time frame and their demographic information.

- `'Measures Table'`: Created table for analysis and to maintain the integrity of original files. Housing all used measures.

- `'Calendar'`: Created table for analysis and to maintain the integrity of original files. Housing all date information for potential calculations.

- `'Segmentations'`: Created table for analysis and to maintain the integrity of original files. Housing all segments and RFM scores needed for inclusion.

- `'RFM Table'`: Created table for analysis and to maintain the integrity of original files. Housing all RFM calculations.

### Description:

- This was a Customer Segmentation Analysis.

- 2 pages in Power BI.

- Includes KPI cards, Pie charts, bar charts, and RFM analysis.

### Assumptions:

- The provided test datasets are accurate, complete, and consistent.

- Missing values or inconsistencies are minimal and will not significantly impact the analysis.

- The column descriptions accurately reflect the content of each table.

- The provided tables (orders and users) contain all the necessary information for the chosen analysis.

- Zomato's business context and industry trends are considered while interpreting the data.

### Process:

I first learned of the problem presented in its entirety and its requirements for approval.

Then, I chose software and created my first submission, the "Decomposition Plan".

After, I analyzed the data and created visualizations and dashboards for a second submission.

Lastly, I presented my findings in a report as my 3rd and final submission piece.

### Findings:

1. Customers mostly consist of 23-year-old unmarried men.

2. There is a natural distribution for age however the range is small at 18-34.

3. Women are close behind, but there are significantly more customers who are single than married.

4. Zomato’s customers usually have small family sizes (2-3), educated, but unemployed.

5. Employed customers tend to be below middle class ($50,000/yr).