Final Project: Business problem

Problem Description:

You've been hired as a junior analyst for Zomato. Zomato is a multinational restaurant aggregator and food delivery company. As your first assignment in the onboarding process you're given several test datasets to analyze the business performance of restaurants and customers registered in the service.

BI-Analytics Team in Zomato usually performs 3 types of analysis:

1. Customer Analysis Segmentation: who are Zomato's customers? What segments can we split them into? What is their purchasing behavior?...

2. Restaurant Analysis: What restaurants are popular? What restaurants generate the highest revenue? Why?...

3. Sales Analysis: Dynamics of sales/revenue overtime, main KPIs, change in distribution of sales and so on...

Your Team Lead expects you to perform one type of the analysis as well. Choose 1 out of the 3 areas to focus on and build your research plan. At the end of your onboarding process, you should present the dashboard related to the area as well as the main key points of your analysis in the format of report or presentation.

Data

Zomato data.zip

Download the archive with the test data given by your Team Lead. You'll find 5 tables there:

- food

- menu

- orders

- restaurant

- users

It should be more than enough for you to complete your onboarding assignment, there is no need to use additional information. You may use one or several tables from the database, depending on your goal. You may join the data as you wish.

Part 1 – Plan Submission:

- Your decomposition should include a detailed and structured research plan. What questions do you want to answer with your dashboard? What hypotheses do you have? What visualizations will be used? How do you need to work with the data prior to assembling the dashboard?

- All steps in the plan should relate to your research area. For example, if you choose to focus on customer analysis, you won't need to investigate the product range.

- Your plan should give your team leader a clear picture of what will be presented in the dashboard and report and what not.

Part 2 – Report & Visualization Submission:

In this submission you'll include several files:

1. The report, in a format suitable for you. Note: it should be a file, not a link! The report may be submitted as a .pdf or .doc with your findings and graphs. Reports may also be submitted as presentations in .pdf format.

2. A .txt file with a link to the dashboard.

3. Additional: description of the dashboard/instructions in case you use complicated filters/connections.

4. Additional: data you used in .csv format if you joined the data (the .csv file should store the final joined data).

Save all your files as one archive and upload it in the Submission tab. Note that your .zip file shouldn't exceed 10 Mb.

Reminder about requirements to Report and Dashboard before you submit it:

- You may use either Tableau Public or Power BI to create your dashboard.

- Your dashboard should tell a story and every visualization should be a part of this story. Everything on the dashboard has to be relevant to your research area.

- You should provide findings you got while working with data and creating a dashboard in the format of a report.

- The report must include your conclusions and recommendations to the business, as it's the main goal of any analysis. Without conclusions and recommendations the final project won't get accepted.