

Area of research:

I will be conducting a **Customer Analysis Segmentation**.

I will investigate the Sales by city, Sales by date(past orders and present)

To conduct the analysis , I will most likely use two tables :

- **Orders**
- **Restaurants**

Criteria for Decomposition:

To understand customer purchasing behavior by:

- Analyzing sales behavior of users by location (city)
- Analyzing sales behavior of user over time
- Analyzing sales behavior by category (type of cuisine)

Answering these questions will help get a clear picture:

- Why may customers have increased or decreased over time?
- Does the type of cuisine affect the number of sales?
- Does the location of the restaurant have a positive or negative impact on sales?

Tableau or Power BI?

For better quality of graphics for:

- Line charts
- Bar charts
- Map charts and perhaps tables.

I will be using Tableau to:

1. join the data
2. create a visualization of data
3. Present the data through dashboard/story then convert to PDF.