Zomato – Research Plan

Nicole Emery

Sprint 7 – Final Project

Customer Analysis Segmentation

Zomato Customer Segmentation Plan

Preparation
- Data Exploration – Decide what data is needed to perform analysis
- Data Cleaning – apply calculations as necessary, communize units, remove characters, etc.
- Analysis Tool – Decide which tool is best for performing the analysis and preparing a dashboard
- Set up data in preferred tool for analysis

Analysis
- Create a dashboard showing age, gender split, occupation, monthly income, education, and family size.
- Create a dashboard showing customer spending
- Create a link between dashboards

Report
- What is the general profile of a Zomato customers?
- What is the average number of items and amount per sales ticket?
- What is the customer profile of the biggest spend month?
- What kind of purchasing behaviors are present in the data?

Conclusion
- Write a conclusion with recommendations
- Note data source
- Link or presentation of dashboard set up