



Tech saksham

Case study report

Data Analytics with power BI

**“360-degree Business Analysis of Online Delivery
Apps using power BI”**

“A.P.C. Mahalaxmi college For Women”

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ABSTRACT

Business owners and managers need strategic information to plan and execute their decisions regarding business operations. They work in a cyclic plan of execution and evaluation. In order to run this cycle smoothly, they need a mechanism that should access the entire business performance. The sole purpose of this study is to assist them through applied research framework-based analysis to obtain effective results. The backbone of the purposed framework is a hybrid mechanism that comprises business intelligence (BI) and machine learning (ML) to support 360-degree organization-wide analysis. BI modeling gives descriptive and diagnostic analysis via interactive reports with quick ad hoc analysis which can be performed by executives and managers. ML modeling predicts the performance and highlights the potential customers, products, and time intervals. The whole mechanism is resource-efficient and automated once it binds with the operational data pipeline and presented results in a highly efficient manner. Data analysis is far more efficient when it is applied to the right data at the right time and presents the insights to the right stakeholders in a friendly, usable environment. The results are beneficial to viewing the past, current, and future performance with self-explanatory graphical interpretation. In the proposed system, a clear performance view is possible by utilizing the sales transaction data. By exploring the hidden patterns of sales facts, the impact of the business dimensions is evaluated and presented on a dynamically filtered dashboard.



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CHAPTER 1

INTRODUCTION

1.1 PROBLEM STATEMENT :

The problem statement for augmented reality (AR) and virtual reality (VR) in e-commerce can be defined as the lack of an immersive and interactive shopping experience that enables customers to visualize and interact with products in a realistic and engaging way. This can lead to a number of challenges for e-commerce businesses, including:

1. Low conversion rates: Online shopping can be a less engaging and less satisfying experience than in-store shopping, which can lead to lower conversion rates and sales.
2. Difficulty visualizing products: Online shoppers often have difficulty visualizing products, such as furniture, home decor, and clothing, in the context of their own living space or on their own bodies. This can make it difficult for customers to make informed purchasing decisions.
3. Difficulty evaluating product quality: Online shoppers often have difficulty evaluating the quality and functionality of products, such as electronics, appliances, and home goods, which can make it difficult for customers to make informed purchasing decisions.
4. Difficulty creating emotional connection: Online shopping can be a less emotional and less satisfying experience than in-store shopping, which can make it difficult for customers to create an emotional connection to products and brands.
5. Difficulty providing personalized recommendations: Online retailers often struggle to provide personalized recommendations to customers based on their preferences and browsing history.



1.2 PROPOSED SOLUTION

Once the customer finalizes his\her order they are asked to enter their name, address and other contact details where the total price is displayed and the customer can click the order now button to get a message of confirmation of order. Once the selected operations are carried out, the result the added food or the updated food list its displayed and if you have deleted a food that food disappears from the main menu on the website which will be visible to the constomer.

1.3 FEATURE

Here are other essential features to build successful food delivery platforms:

- **Recommended food sections:** Highlight popular dishes based on user preferences to assist customers who are looking for tried-and-tested options.



- **Easy Add to Cart functionality:** Implement visible and easily accessible buttons next to each menu item, so users can add items with a single tap.
- **Search and filter options:** Search functionality helps users locate specific dishes or cuisines quickly.

1.4 ADVANTAGES

In this article, we will explore eight major advantages of online business that have made it so popular.

- Low overhead costs
- Wider reach
- Easy to set up
- Increased convenience for customers
- Increased sales
- Better data tracking
- Improved customer service
- Flexibility

1.5 SCOPES



The scope of your business encompasses a wide range of elements, from a business's main strategic direction, to the products or services it offers, and its target markets. Without a clearly defined scope, your business will struggle to make informed decisions, identify opportunities, and ultimately achieve success.

CHAPTER 2

SERVICE AND TOOLS REQUIRED

2.1 SERVICES USED

Delivery Services means the fulfillment of delivery requests, which involves the pickup of any item from any location and the delivery of these items with the use of various modes of transportation to a location chosen by the customer.

The delivery marks the culmination of shipping, representing the last step in the supply chain. It involves transporting the shipment from a hub to the customer's doorstep, ensuring the order reaches its destination promptly, accurately, and efficiently.



2.2 TOOLS AND SOFTWARE USED

TOOLS:

POWER BL: Microsoft's Power BI is a common business intelligence tool used by business analysts and professionals. Learn more about this important tool today. Microsoft Power BI is a data visualization and reporting platform that is used by businesses and professionals every day.

POWER QUERY : Power Query is a tool used to manipulate data and is commonly used for data analysis and business intelligence. Power Query is available in both Microsoft Excel and Microsoft Power BI. High-quality analysis relies on well-organized data that is free from errors and that draws data from a single source of truth.

SOFTWARE REQUIREMENT

POWER BL DESKTOP: Power BI is a collection of software services, apps, and connectors that work together to turn your unrelated sources of data into coherent, visually immersive, and interactive insights. Your



data might be an Excel spreadsheet, or a collection of cloud-based and on-premises hybrid data warehouses.

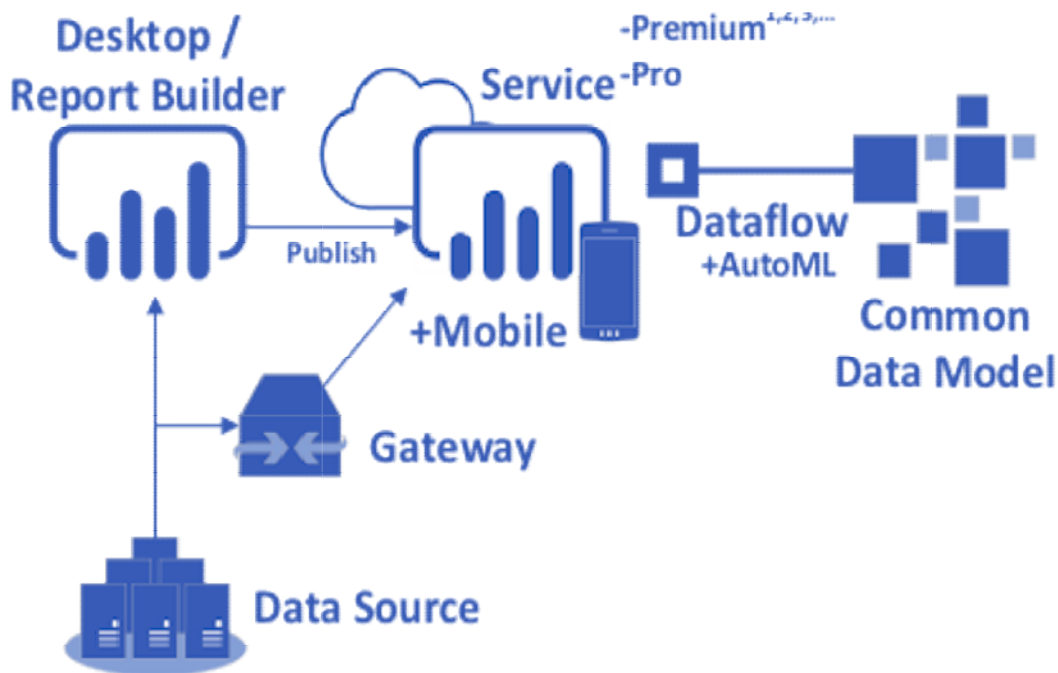
CHAPTER 3

PROJECT ARCHITECTURE

3.1 ARCHITECTURE

Power BI Architecture is about aligning the technical components with business strategy. Correct alignment will ensure Power BI can support business teams, divisions, and the enterprise. Formalizing Power BI Architecture reduces the time needed to translate business requirements into PBI requirements. The deliverables from the Power BI Architecture process will help the business to fully utilize the entire PBI Platform including the new emerging features.

MAJOR POWER BI COMPONENTS...



POWER BI DESKTOP

Create connections to all your data sources, and perform data cleansing and transformations. Model your data easily within the built in modeling tool. Explore your data with advanced analytics that are similar to excel. Develop custom interactive reports for your business. You can then publish your content to the Power BI Service with a Power BI Pro license.

POWER BI SERVICE

The PBI Service is a Software as a Service platform capable of supporting your team, division, and enterprise. Power BI Pro licensing allows you to publish and share reports within the service that are accessible anywhere. Collaborate with colleagues by grouping your dashboards, reports, and paginated reports into an app and distribute. Pro licensing adds a centrally managed security for data protection and row-level security. Power BI Premium licensing extends these capabilities across the entire organization (Individuals publishing content require a Pro lic.).

POWER BI MOBILE



The native Power BI mobile app allows for secure access and view of dashboards, and reports for Windows, iOS, and Android. Very useful for viewing KPIs on the go. Power BI Desktop allows you to author the same report for desktop and mobile users. Runs in Power BI Service.

DATAFLOW IN POWER BI

Purchasing Power BI Pro or Power BI Premium licensing enables you to also use Dataflow. You can connect to a variety of business data sources. Then clean the data, add data transformations, and then load the data into the Common Data Model in Azure Data Lake Storage Gen2. Once the data is loaded into the Common Data Model you create Power BI datasets. Automated Machine Learning is also available through dataflow, but are limited with Power BI Premium and Embedded capacities only.

ON-PREMISES DATA GATEWAY

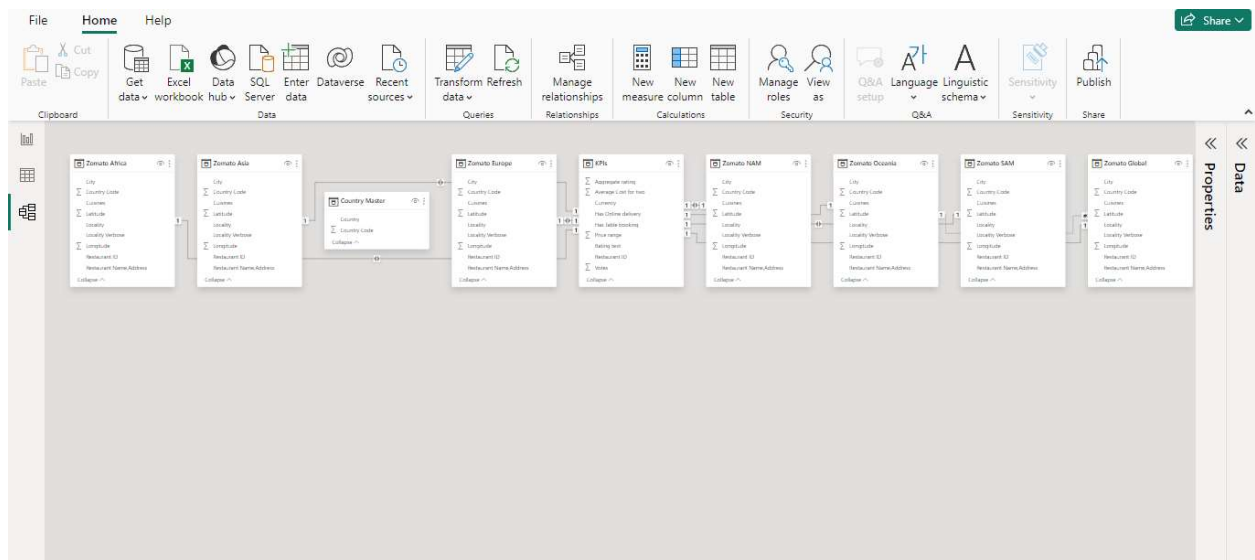
Setting up a gateway between Power BI Service and on-premises data sources creates a security connection to transfer data. This gateway can support several Microsoft cloud services including Power BI, PowerApps, Power Automate, Azure Analysis Services, and Azure Logic Apps. Monitoring these gateways will help to prevent bottlenecks during peak demand.

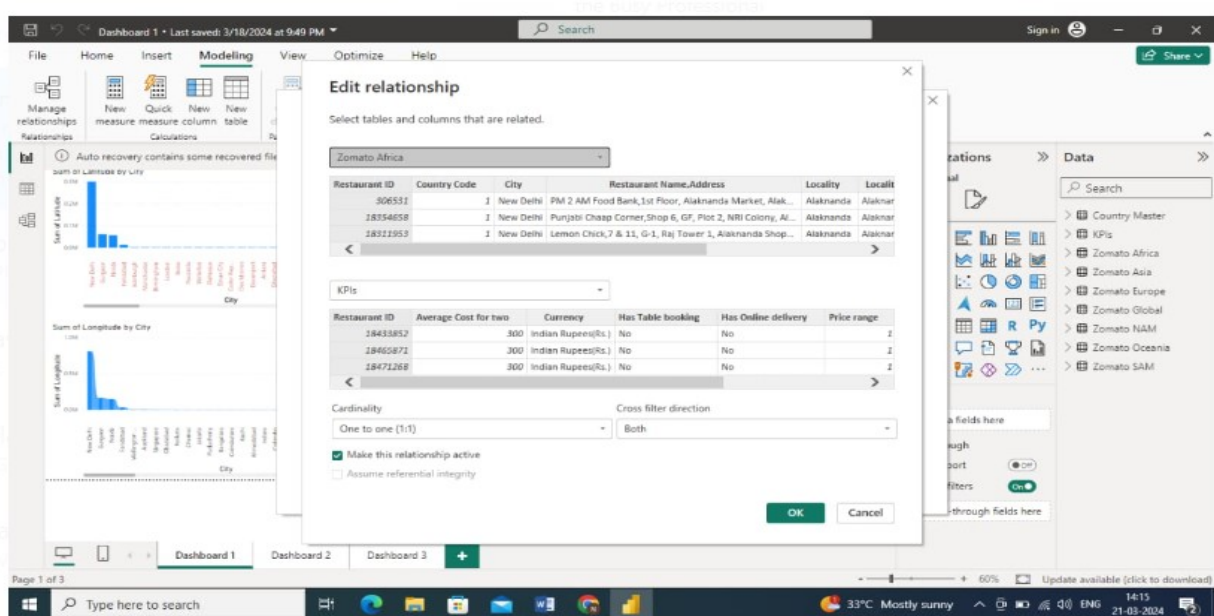
CHAPTER 4

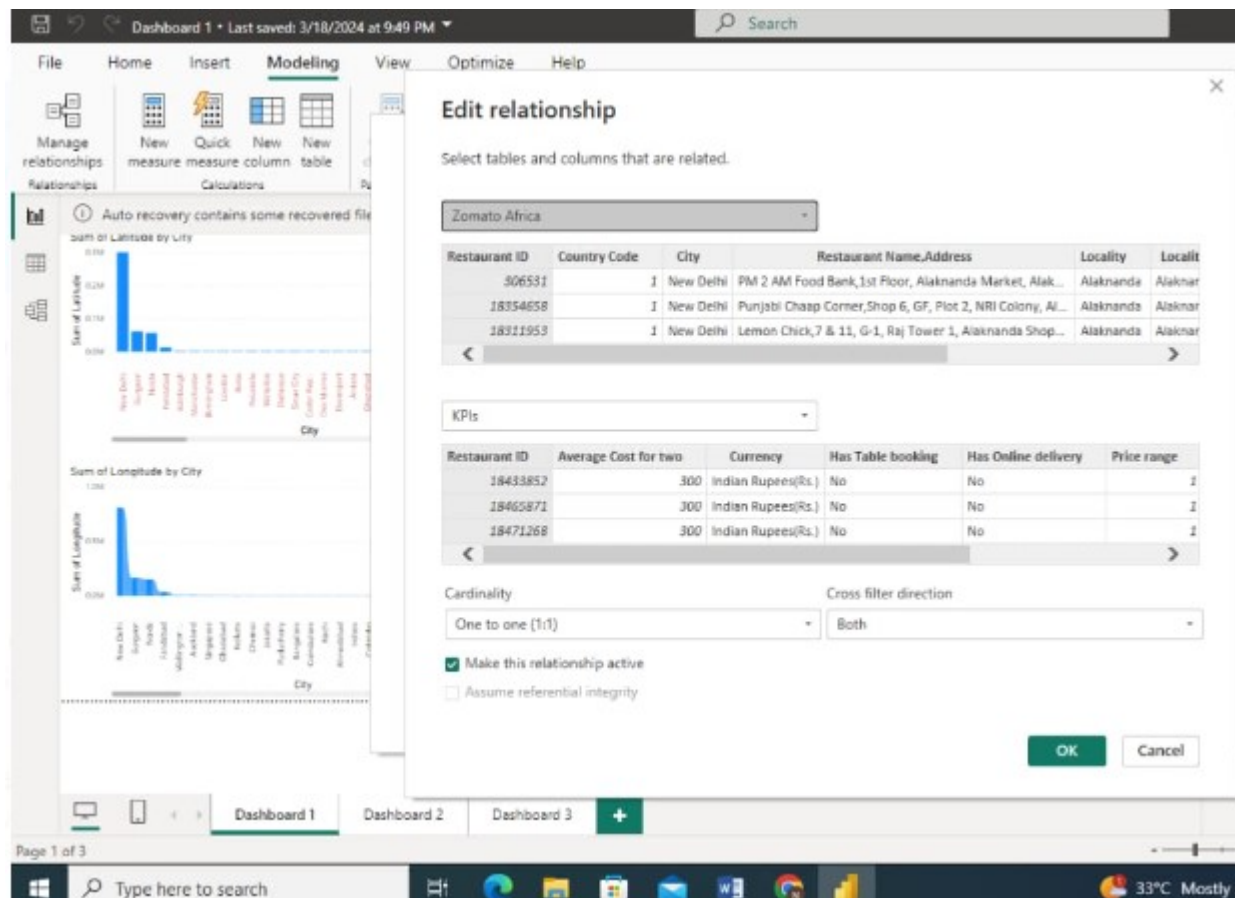
MODELING AND RESULT



CUSTOMER RELATION

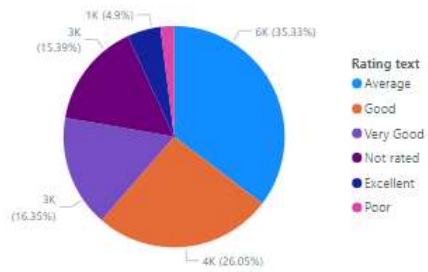




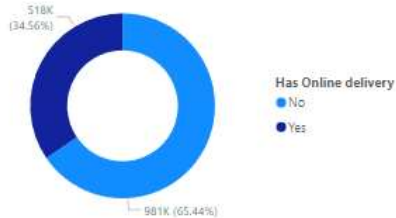




Sum of Price range by Rating text

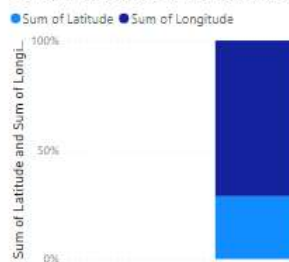


Sum of Votes by Has Online delivery

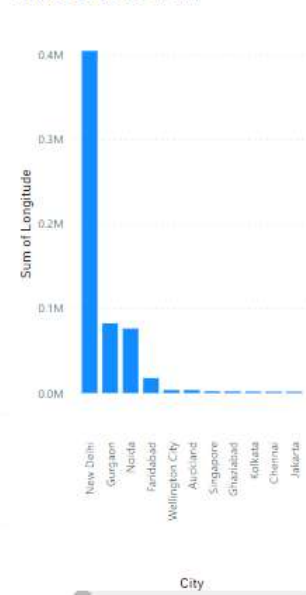


City	Cuisines
Abu Dhabi	American
Abu Dhabi	American, Desserts
Abu Dhabi	American, Mexican, Seafood
Abu Dhabi	Asian
Abu Dhabi	Chinese
Abu Dhabi	Fast Food, Burger
Abu Dhabi	Filipino, Japanese, Asian
Abu Dhabi	Indian
Abu Dhabi	Indian, North Indian
Abu Dhabi	Indian, North Indian, Chinese
Abu Dhabi	Indian, North Indian, Mughlai, Biryani
Abu Dhabi	Indian, South Indian
Abu Dhabi	Italian, Pizza
Abu Dhabi	Lebanese, Arabian, Middle Eastern
Abu Dhabi	Pakistani, Afghani, Indian, Hyderabad
Abu Dhabi	Thai, Japanese, Chinese, Indonesian, Vietnamese
Abu Dhabi	Turkish, Arabian, Middle Eastern
Agra	Cafe, Italian, Mexican, North Indian, Continental
Agra	Cafe, North Indian, Chinese

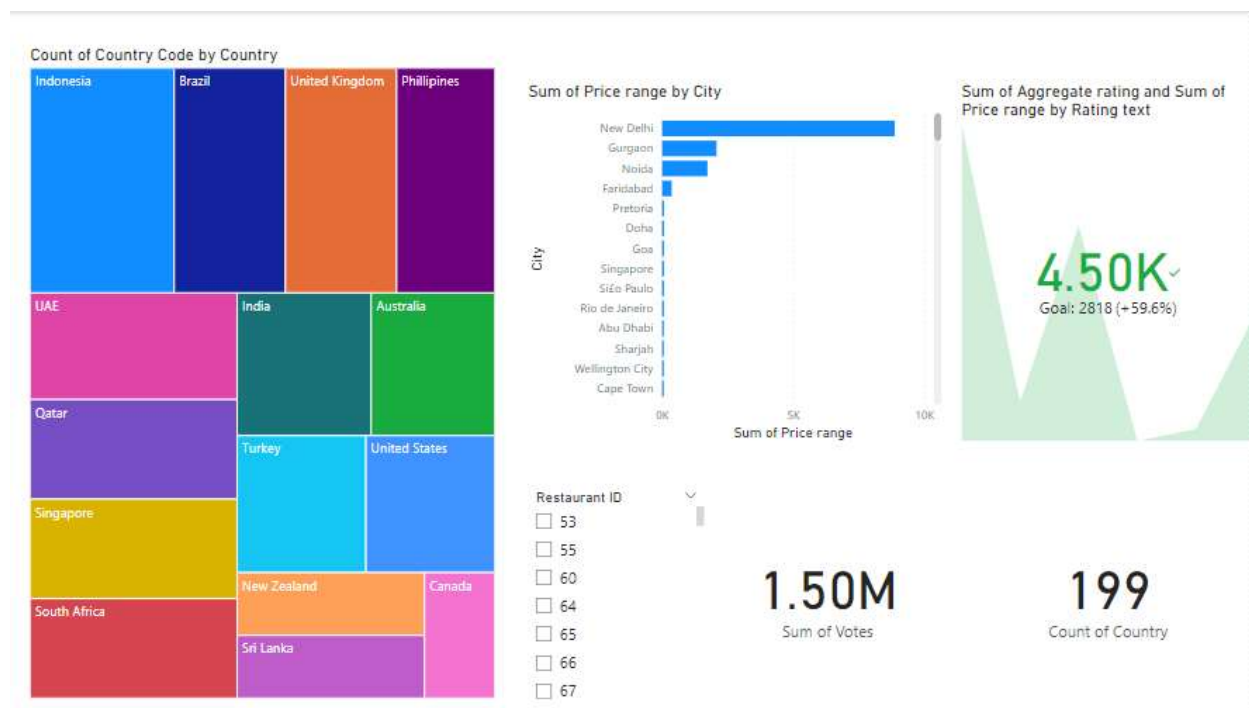
Sum of Latitude and Sum of Longitude



Sum of Longitude by City



360-DEGREE BUSINESS ANALYSIS OF ONLINE DELIVERY APPS USING POWER BI



Conclusion

All managers should bear in mind that an inappropriately implemented 360 feedback assessment can backfire, i.e. result in serious communication and psychological problems within the company. Lack of trust among employees and managers is what causes performance declines. Therefore, this personnel assessment type should be taken seriously!

Lots of employees would offend if their performance is rated less than perfect. Thus, managers should think of the ways to present this information in a delicate way and encourage them to perform better. Personnel assessment should never be started unless managers in charge have a comprehensive plan, tools to collect and analyze information and a clear strategy on use of obtained data. Once 360 degree assessment system becomes a part of a company everyday routine, it starts yielding positive result.

FUTURE SCOPE

It is fair to say that future of a Power BI developer is **safe and sound, provided the expert has hands-on experience in the domain**. Anyone planning to build a career in this field should come from an IT or database management background and clear a reliable certification course in database management



REFERENCE

<https://www.olafusimichael.com/2020/04/fully-online-delivered-power-bi-and.html>