zomato

Food Delivery Insights

Power BI Dashboard Project

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Company Background: -

Zomato is a leading global food delivery and restaurant discovery platform, founded in 2008 by Deepinder Goyal and Pankaj Chaddah in India. Initially launched as a restaurant search and review site, it has since expanded into a comprehensive food tech company, offering services such as online food ordering, restaurant reservations, and point-of-sale systems.

In the food delivery industry, Zomato plays a crucial role by connecting customers with restaurants and food outlets, making it convenient for users to order food through its app and website. The platform operates in multiple countries and partners with a vast network of restaurants, providing real-time tracking, secure payment options, and customer support. Its commitment to innovation and customer satisfaction has made it a key player in the food delivery ecosystem, contributing to the growth of the on-demand economy.

Objective: -

1. Overall company performance (Revenue, Quantity Sold, Rating, Order Delivered)
2. User Performance (Age, Gender wise)
3. City Wise Performance

Tools Used: - Power BI, DAX, Excel

Data Tables and Fields Overview

Food Table
This table contains information about food items offered in restaurants, including their IDs, names, and whether they are vegetarian or non-vegetarian.

f_id	item	veg_or_non_veg
fd0	Aloo Tikki Burger	Veg

Users Table
This table stores details about users, including their demographics and personal information.

user_id	name	Age	Gender	Marital Status	Occupation
1	Claire Ferguson	20	Female	Single	Student

Restaurant Table
Contains information about restaurants such as their names, locations, ratings, and cuisine types.

id	name	Country	city	rating	rating_count	cuisine	link	address
567335	AB FOODS POINT	India	Abohar	--	Too Few Ratings	Beverages, Pizzas	AB FOODS POINT	AB FOODS POINT, NEAR RISHI NARANG DENTAL CLINIC , NEAR IDBI BANK, ABOHAR

Orders Table
Shows order-related information, such as date, quantity, sales amount, currency, user ID, and restaurant ID.

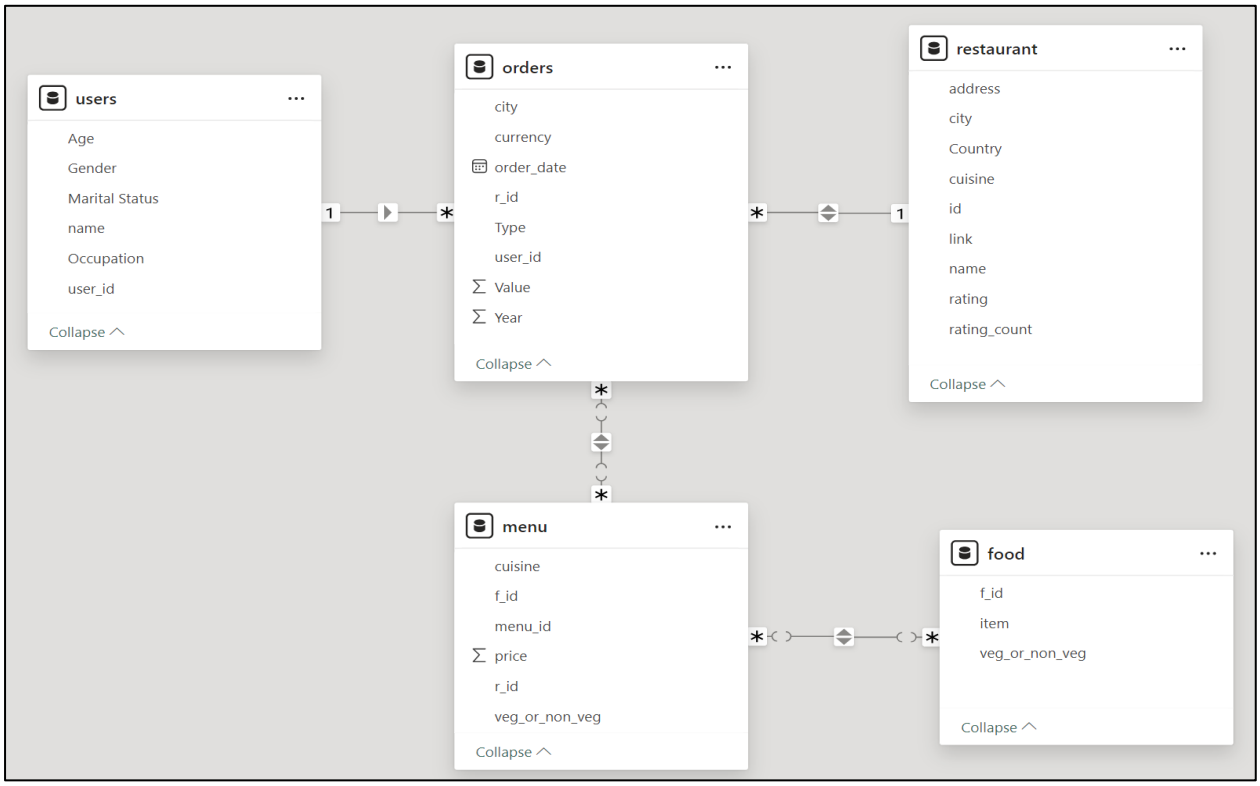
order_date	sales_qty	sales_amount	currency	user_id	r_id
10-10-2017	100	41241	INR	49226	567335

Menu Table
Provides details about the menu, including restaurant ID, food ID, cuisine, and price.

menu_id	r_id	f_id	cuisine	price
mn0	567335	fd0	Beverages, Pizzas	40

Data Relationship

Model View Diagram:

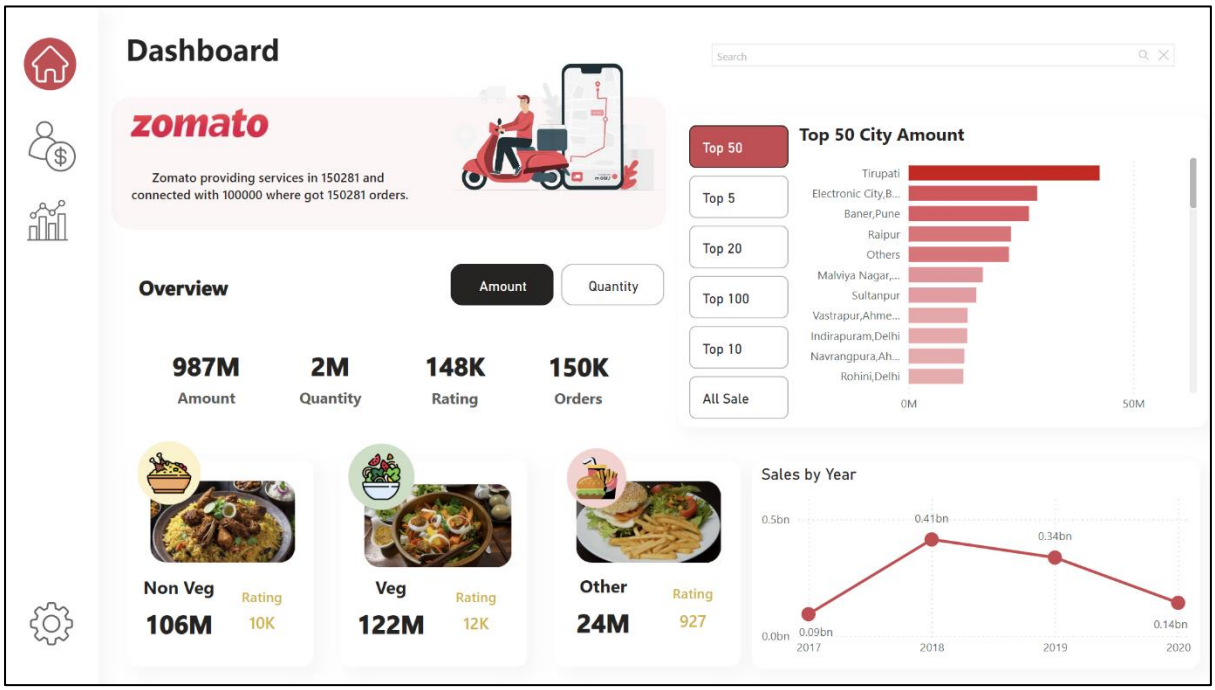


From: table (column)	Relationship	To: table (column)	Status
menu (f_id)	* — *	food (f_id)	Active
orders (r_id)	* — 1	restaurant (id)	Active
orders (r_id)	* — *	menu (r_id)	Active
orders (user_id)	* — 1	users (user_id)	Active

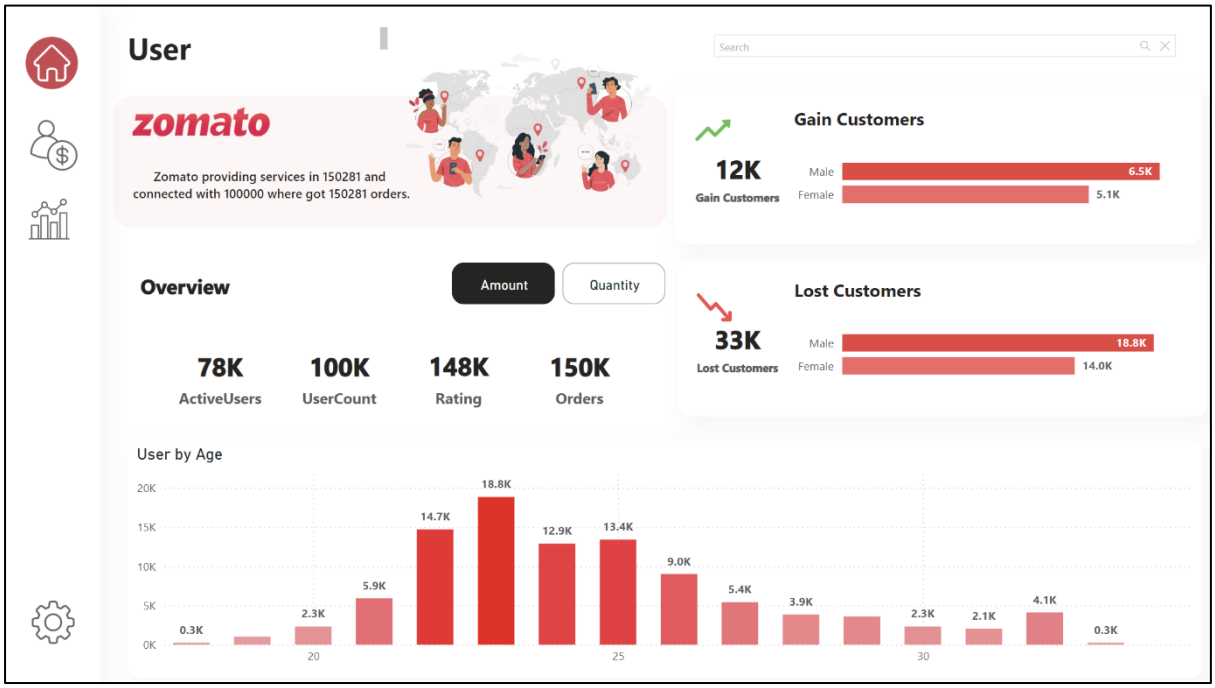
Dashboard Design and Layout

Homepage

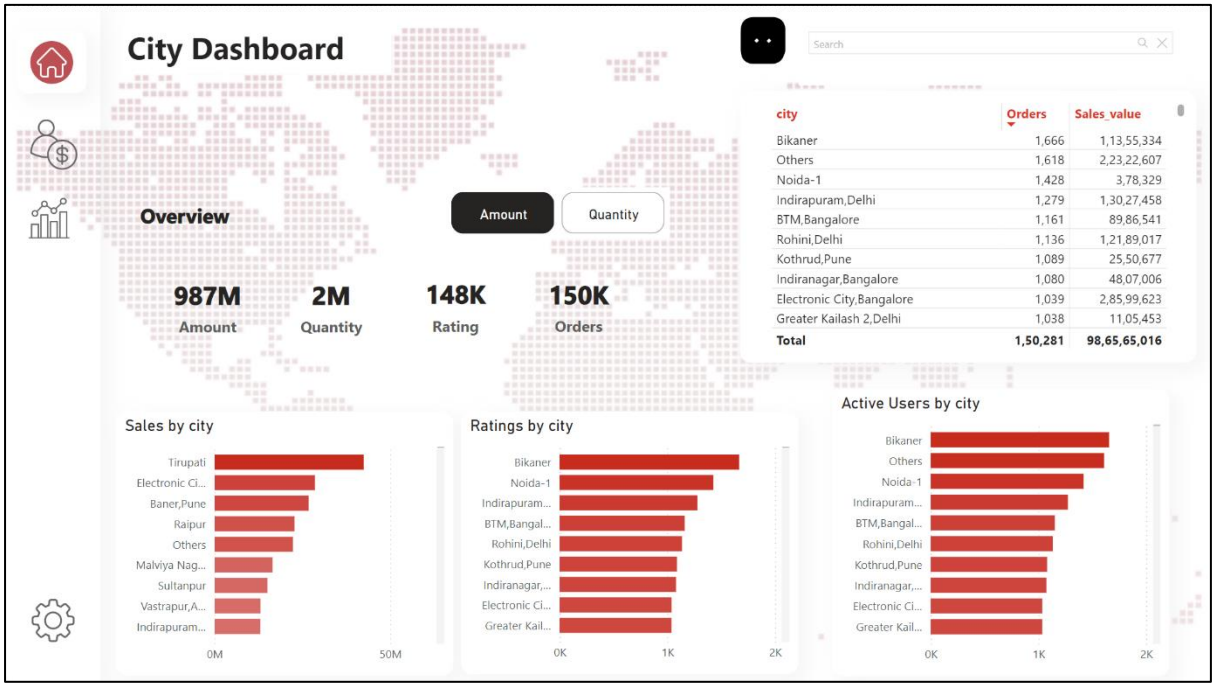
Overview



User Performance



City Wise Performance



DAX Queries and Measures

1. ```
   ActiveUsers = DISTINCTCOUNT(orders[user_id])
   ```

2. ```
   CurrYrSale = VAR Yr = [CurrYear]
   Return
   CALCULATE([Sales_value],orders[Year]==Yr)
   ```

3. ```
   Dynamic_subHeading = "Zomato providing services in "&COUNT(orders[city])&" and
   connected with "&DISTINCTCOUNT(users[user_id])&" where got
   "&COUNT(orders[user_id])&" orders."
   ```

4. ```
   Dynamic_TopN_Title =
   VAR SelectedRank = SELECTEDVALUE(RankTable[TYPE])
   VAR SelectType = SELECTEDVALUE(orders[Type])
   RETURN
   SelectedRank&" City "&SelectType
   ```

5. ```
   LostCustomers =
   VAR FilterUsers = FILTER(SUMMARIZE(users,
   users[user_id]),AND([CurrYrSale]<=0,[PrevYrSale]>0))
   RETURN CALCULATE([UserCount],FilterUsers)
   ```

6. ```
   Order_count = COUNT(orders[order_date])
   ```

7. ```
   PrevYear = [CurrYear]-1
   ```

8. ```
   PrevYrSale =
   VAR Yr = [PrevYear]
   Return
   CALCULATE([Sales_value],orders[Year]==Yr)
   ```

9. ```
   Rating_count = COUNT(restaurant[rating])
   ```

10. ```
    Sales_value = sum(orders[Value])
    ```

11. ```
    TopN_Sale =
    VAR RankValue = RANKX(ALL(orders[city]),[Sales_value],,DESC)
                Var SelectedRank = SELECTEDVALUE(RankTable[No])
    Return
    IF(SelectedRank=0,[Sales_value],
    If(RankValue<=SelectedRank,[Sales_value],BLANK())
    )
    ```

12. ```
    UserCount = DISTINCTCOUNT(users[user_id])
    ```

13. ```
    RankTable = DATATABLE("sort", INTEGER, "TYPE", STRING, "No",INTEGER, { {0,"All
    Sale",0}, {1,"Top 5",5}, {2,"Top 10",10}, {3,"Top 20",20}, {4,"Top 50",50}, {5,"Top
    100",100} } )
    ```
    ```