Zomato Supply Chain Dashboard - Project Report

Project Title:
Zomato Food Delivery Supply Chain & Performance Dashboard

Tools Used:
Power BI, Excel, Power Query, DAX

Data Volume:
70,000+ rows

Timeline:
August 2024

Objective:
To analyze Zomato's food delivery supply chain and operational performance using real-world delivery data. The goal was to uncover insights around delivery efficiency, order cancellations, customer satisfaction, and revenue trends.

Key Features of the Dashboard:
- Month-wise Filtering: Dynamic slicers allow exploration by month (e.g., August).

- Sidebar Navigation: Visually styled menu for quick access to dashboard sections.

- Delivery Performance KPIs:

- Total Orders

- Delivered Orders

- Cancelled and Not Delivered Orders

- Cancellation Rate (%)

- Average Delivery Delay by Partner

- Revenue Insights:

- Total Revenue (overall and city-wise)

- Top 10 Restaurants by Revenue

- Payment Method Breakdown

- Customer Ratings Section:

- Cuisine-wise Average Ratings visualized with food icons

- Cancellations Analysis:

- Cancelled Orders by City

- Cancelled and Not Delivered Orders by Restaurant

- Interactive Tooltips:

- Hover features show Avg. Order Value, Ratings, and Order Counts

Skills Demonstrated:

- Data Cleaning & Structuring (Power Query)

- Data Modeling & Relationships

- DAX Measures (Cancellation Rate, Avg. Delay, Top N logic)

- Interactive Visual Design

- Storytelling with Data

Key Insights from the Data:

- High Cancellation Rate: ~9.74% overall, with certain cities (e.g., Delhi, Jaipur) showing higher rates.

- Top Revenue Cities: Delhi, Mumbai, and Bengaluru lead in total order revenue.

- Fastest Delivery Partners: Quick Serve and Speedy Delivery consistently deliver with lower average delay.

- Customer Preference: Digital payments (UPI, Wallets, Cards) dominate over Cash on Delivery.

- Top Restaurants: Sweet Tooth and Spice Villa are top performers in terms of revenue.

Recommendations:

1. Optimize Delivery in High Cancellation Zones: Focus on cities like Delhi and Jaipur to identify logistical gaps or delivery partner issues.

2. Partner-Based Training: Lower-performing delivery partners may require efficiency training to reduce delays.

3. Encourage High-Performing Restaurants: Offer incentives or spotlight programs for top contributors like Sweet Tooth and Spice Villa.

4. Promote Digital Payments: Since UPI and Wallets are widely used, promotions tied to digital payment modes can further reduce friction.

5. Improve Food Categories with Lower Ratings: Analyze dishes or food types with lower ratings and assist vendors with improvements.

Conclusion:

This project demonstrates the ability to work with large-scale real-world data, draw meaningful business insights, and present them through a clean, interactive dashboard. The Zomato dashboard is designed for business users, analysts, or supply chain teams to make informed decisions.

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GitHub Repository:

https://github.com/Ad741773/Zomato-Supply-Chain-Data-Analysis-