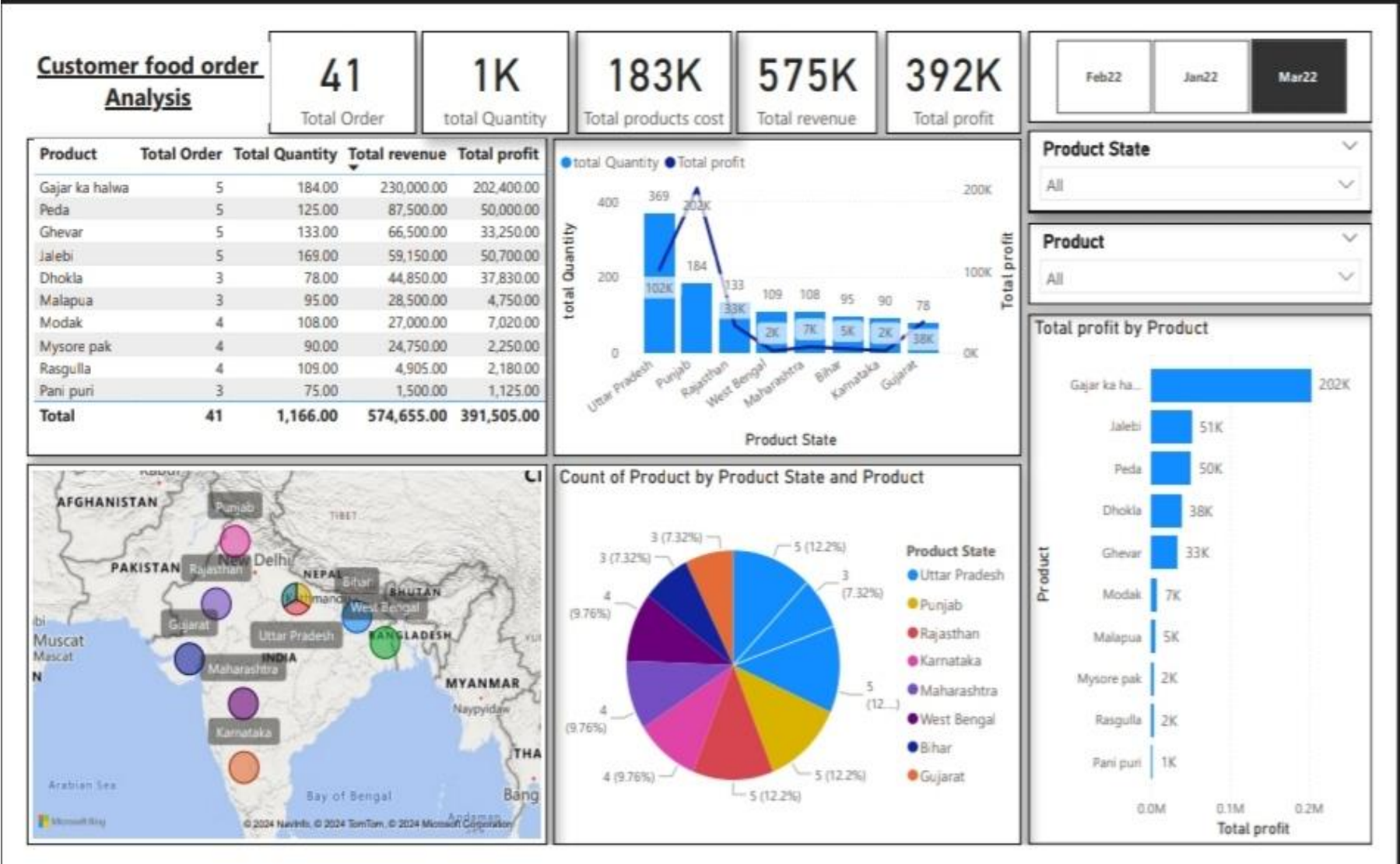


Gautam Gupta

Title: Customer food order analysing insights

Customer order insights



I create DAX measures and columns measure, as well as set up slicers, in a Power BI report:

1. ****DAX Measures:****

- ****Total Quantity:****

```dax

Total Quantity = SUM(Table[Quantity])

```

- ****Total Cost:****

```dax

Total Cost = SUM(Table[Cost])

```

- ****Total Products:****

```dax

Total Products = DISTINCTCOUNT(Table[ProductName])

```

- ****Total Revenue:****

```dax

Total Revenue = SUM(Table[Revenue])

```

- ****Total Profit:****

```dax

Total Profit = SUM(Table[Profit])

```

2. ****DAX Columns:****

- ****Revenue Column:****

```dax`

`Revenue = Table[Quantity] * Table[UnitPrice]`

````

- ****Profit Column:****

```dax`

`Profit = Table[Revenue] - Table[Cost]`

````

- ****StateOfMonth Column:****

```dax`

`StateOfMonth = FORMAT(Table[Date], "MMM YYYY")`

````

3. ****Slicers:****

- ****Products State Slicer:**** Add a slicer to filter by product states.

- ****Products Name Slicer:**** Add a slicer to filter by product names.

- ****Months Filter Buttons:**** Add a slicer or filter for selecting different months.

This setup will allow you to analyze your data effectively by using slicers for filtering and measures for aggregating data in Power BI.

Customer Order Analysis:

Table: This table provides a detailed breakdown of each product:

Product: Lists the different food items sold.

Total Order: The number of times each product was ordered.

Total Quantity: The total quantity of each product ordered.

Total Revenue: The total revenue generated from each product.

Total Profit: The total profit made from each product.

Cards:

The dashboard displays for March 2022 important overall metrics

Total Order: The total number of orders received (41).

Total Quantity: The total quantity of products ordered (1,000).

Total Revenue: The total revenue generated from all orders (574,655).

Total Profit: The total profit earned from all orders (391,505)

Product State Drop-down:

A down list allows users to filter data by product state.

Product Drop-down: A drop-down list allows users to filter data by product.

Month Buttons: Buttons allow users to filter data by month (Feb22, Jan22, Mar22).

Bar Chart (Total Quantity and Total Profit):

This chart visualizes the total quantity and total profit of products sold by state.

- **Insights:**

Punjab, Rajasthan, and West Bengal are the top performing states in terms of both total quantity and profit.

Uttar Pradesh and Gujarat have a lower profit margin, despite relatively high total quantities.

Pie Chart (Count of Product by Product State and Product):

This pie chart reveals the distribution of different products across states based on the number of orders for each.

- **Insights:**

Uttar Pradesh and Gujarat have the highest concentration of orders, with 12.2% each.

Punjab, Rajasthan, and Karnataka each contribute around 10% of the orders.

The remaining states contribute smaller shares.

Total Profit by Product:

Horizontal Bar Chart: This chart displays the total profit generated by each product.

Insights:

Gajar ka halwa is the most profitable product, generating over 200k in profit.

Jalebi, Peda, and Dhokla follow closely, each contributing over 50k in profit.

The remaining products have significantly lower profit margins.

Geographic Distribution:

Map of India: The map overlays markers representing states with the highest total profit from each product.

- **Insights:**

Represents the details of products name, total quantity, total products cost, total revenue and the total profit by tool keys options.

This visual allows you to identify the states where specific products generate the most profit.

For example, the largest profit for Gajar ka halwa appears to come from Punjab.

Overall Insights:

Profitability: Punjab, Rajasthan, and West Bengal are key states driving the highest profit margins, especially for certain products like Gajar ka halwa.

Product Demand: Uttar Pradesh and Gujarat have a higher demand for various products, but the profit margins might be lower due to factors like lower pricing or higher production costs.

Product Performance: Gajar ka halwa is the most profitable product overall, while Jalebi, Peda, and Dhokla are strong performers too.

Thank you..