

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

A single window for ordering from a wide range of restaurants, online food delivery mobile applications has become popular over these years. This trend has changed the mindset of customers, gratifying users of different age groups. There are wide varieties of restaurants now delivering online services at best offers and reasonable prices. This, indeed, has expanded their daily business, witnessing a boom in online food delivering system as well as popularizing it across the country. The online food ordering system sets up a food menu online with the help of mobile applications like Zomato, Swiggy and Uber Eats. Science and technology is developing day by day and undoubtedly, it can be said that the invention of internet has expanded the country's online business enterprises. From booking tickets, paying bills, buying utensils and so on, internet has endorsed everyone in many ways and the recent development is food delivering applications where the desired food items are delivered at the user's doorstep. It frees customers from visiting the eateries and also the long wait in restaurants. In this study, the main focus is to analyze the perception of consumer towards online food ordering services. The research takes both quantitative and qualitative approach to the.

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CHAPTER 1

INTRODUCTION

1.1 Problem Statement

. “Different food delivery applications often provide different offers or discounts. Users are also not satisfied with their delivery time and random cancellations. Suggest an app which can solve these problems and increase user interaction.”

The current food delivery applications provide different discounts on the same item but in different platform. It is also seen that delivery time of an item is not same in all the applications. Adding all the discounts and estimated delivery time of different food joints under a single interface will be economical and less time consuming.

1.2 Proposed Solution

The solution to the challenges faced by online delivery apps lies in the implementation of Power BI for a comprehensive 360-degree business analysis. By harnessing Power BI's data integration, cleansing and visualization capabilities, businesses can gain deep insights into customer behavior, operational efficiency and financial performance. This approach enables the identification of key trends, optimization opportunities and strategic decisions aimed at improving service

quality, reducing costs and enhancing customer satisfaction. Leveraging Power BI for data-driven decision-making empowers online delivery apps to stay competitive agile and responsive to evolving market dynamics, ultimately driving sustainable growth and success in the industry.

1.3 Feature

1. Push notifications to customers for real-time updates: Sending a push notification to your customers with latest updates about their deliveries has now become a norm. These messages – sent via SMS, email, or in-app pop-ups – keep the customer informed about their delivery details.

2. Ease of payment: Payments are an essential part of any Delivery App – unless a payment is successfully received the delivery cannot be completed. The Delivery App must be integrated with all the commonly used payment options available so that the customer is well served.

Nowadays, there are innumerable payment gateways or mobile wallet services including Credit/Debit Card, Internet Banking, Google Pay, Apple Pay, and Cash on Delivery (COD). You could even run payment based promotions based on type and amount from time to time.

3. Reward and loyalty programs: Special offers, discounts, and loyalty programs are tried and trusted methods of not only attracting new customers but also rewarding them for their repeated usage of your app. This is exactly the reason why successful companies offer strong loyalty programs to provide regular customers (especially the heavy users) benefits for their patrona

1.4 Scope

The scope of this project is expected to grow significantly in the next decade as more people rely on online food ordering. Today four out of five customers expect their favorite restaurant to be available online.

As a result, food delivery apps are becoming essential to business growth. They reduce the waiting time significantly and are available most of the time. Food delivery apps help employs to connect faster to customers and fulfill orders, thus improving customer satisfaction.

Increased smartphone usage and convenience will drive the demand for food delivery apps.

1.5Advantages

1. It makes the process easier and smoother
2. Affordable marketing
3. Reservation of delivery system
4. The convenience of using food delivery application
5. Greater reach

CHAPTER 2

SERVICES AND TOOLS REQUIRED

2.1 Services Used

Data Preparation: Cleanse and transform the collected data to make it suitable for analysis. This might involve tasks like removing duplicates, handling missing values and structuring data in to a suitable for Power BI.

Data Collection: Gather data from varies sources such as transactional data bases, customer feedback, app usage statistics, delivery metrics, etc. Ensure data integrity and cleanliness.

Service Usage Analysis: Analyze transactional data to understand the frequency and volume of orders for different services.

2.2 Tools and Software used

Tools:

Power BI: The main tool for this project is Power BI, which will be used to create interactive dashboards for real –time data visualization.

Power Query: This is a data connection technology that enables you to discover, connect, combine and refine data across a wide variety of sources.

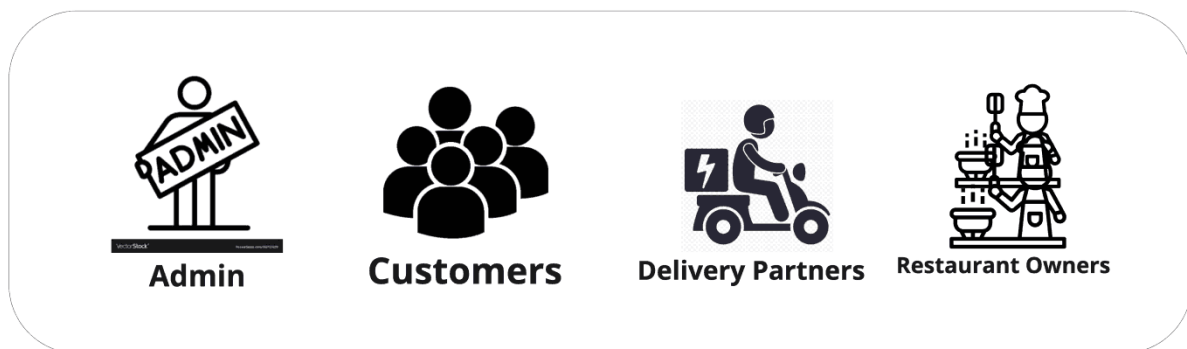
Software Requirements:

- **Power BI Desktop:** This is a windows application that you can use to create reports and publish them to Power BI.
- **Power BI Service:** This is an online SAAS (Software as a Service) service that you use to publish reports, create new dashboards and share insights.
- **Power BI Mobile:** This is a mobile application that you can use to access your reports and dashboards on the go.

CHAPTER 3

PROJECT ARCHITECTURE

3.1 Architecture



Features of Online Food Delivery App miro

The above diagram depicts the actual requirements for an Online Food Delivery system. It comprises of:

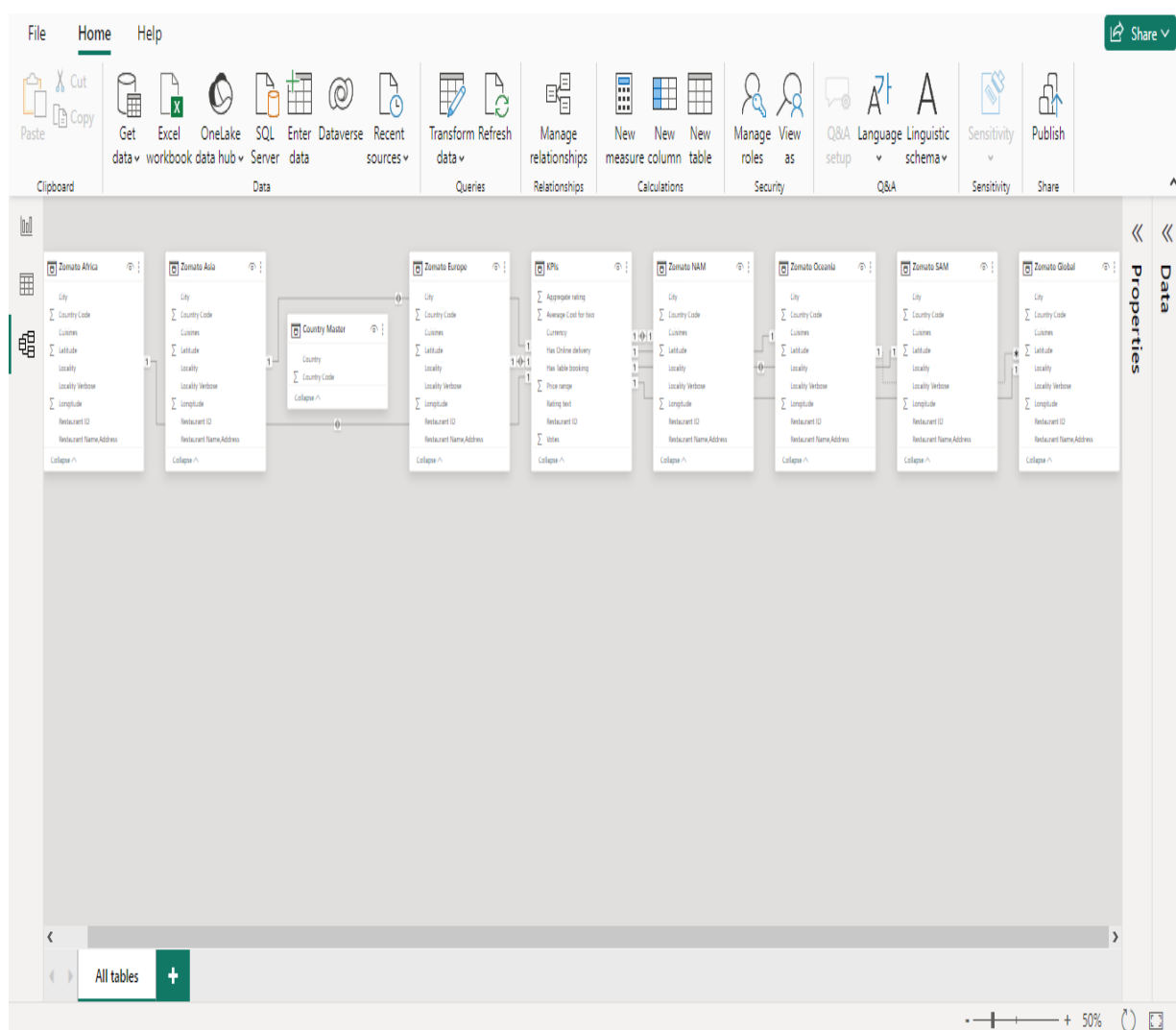
- **Admin Panel:** Responsible for onboarding of Restaurants Owners and Delivery Partners.
- **Restaurant Owners:** Responsible for adding menus and managing orders and payments.
- **Delivery Partners:** Responsible for picking an order from the *Restaurant Owners* and delivering them to the customers.

- **Customers:** They are the actual client. They will be consuming the application. The customer will make an order from the system.

CHAPTER 4

MODELING AND RESULT

Manage relationship



Manage relationships

Active	From: Table (Column)	To: Table (Column)
<input checked="" type="checkbox"/>	Zomato Africa (Restaurant ID)	KPIs (Restaurant ID)
<input checked="" type="checkbox"/>	Zomato Asia (Restaurant ID)	KPIs (Restaurant ID)
<input checked="" type="checkbox"/>	Zomato Europe (Restaurant ID)	KPIs (Restaurant ID)
<input type="checkbox"/>	Zomato Global (Latitude)	Zomato Oceania (Latitude)
<input checked="" type="checkbox"/>	Zomato Global (Restaurant ID)	KPIs (Restaurant ID)
<input checked="" type="checkbox"/>	Zomato NAM (Restaurant ID)	KPIs (Restaurant ID)
<input checked="" type="checkbox"/>	Zomato Oceania (Restaurant ID)	KPIs (Restaurant ID)
<input checked="" type="checkbox"/>	Zomato SAM (Restaurant ID)	KPIs (Restaurant ID)

New...

Autodetect...

Edit...

Delete

Close



Edit relationship

Select tables and columns that are related.

Zomato Africa

Restaurant ID	Country Code	City	Restaurant Name,Address	Locality
18395463	189	Cape Town	The Butcher's Wife,15 Belgravia Road, Athlone, Cape T...	Athlone
18337845	189	Cape Town	Coco Safar,Ground Floor, Cavendish Square, Claremont...	Cavendish Square, C
6401732	189	Cape Town	La Parada,107 Bree Street, CBD, Cape Town	CBD

KPIs

Restaurant ID	Average Cost for two	Currency	Has Table booking	Has Online delivery	Price range
18433852	300	Indian Rupees(Rs.)	No	No	1
18465871	300	Indian Rupees(Rs.)	No	No	1
18471268	300	Indian Rupees(Rs.)	No	No	1

Cardinality

Cross filter direction

One to one (1:1)

Both

☒ Make this relationship active

☐ Assume referential integrity

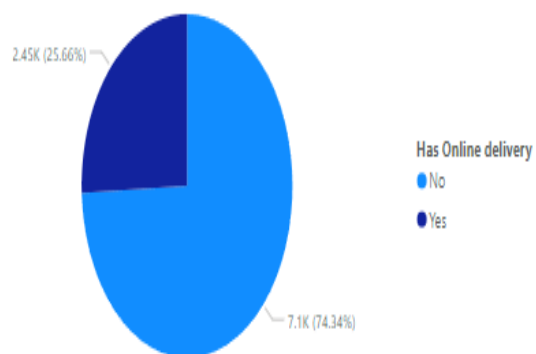
OK

Cancel

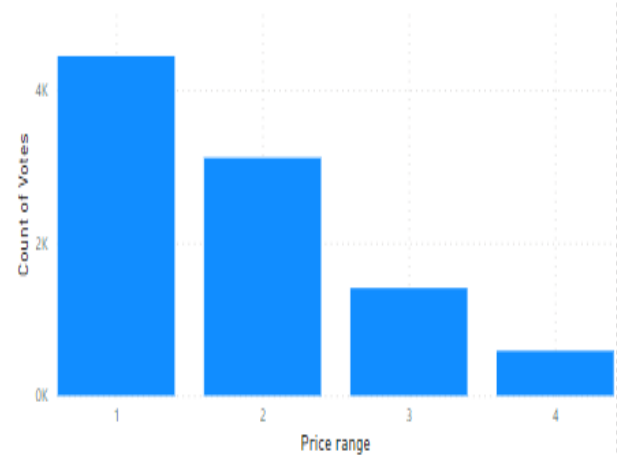
Dashboard

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

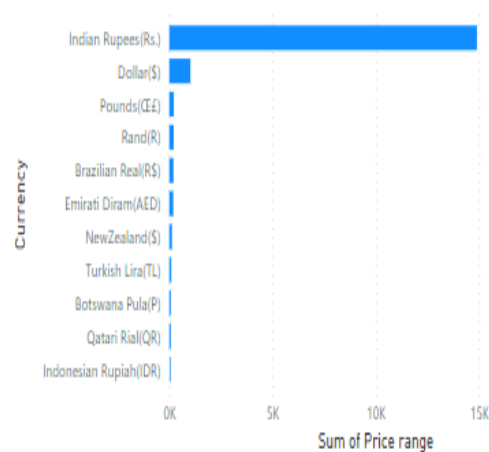
Count of Price range by Has Online delivery



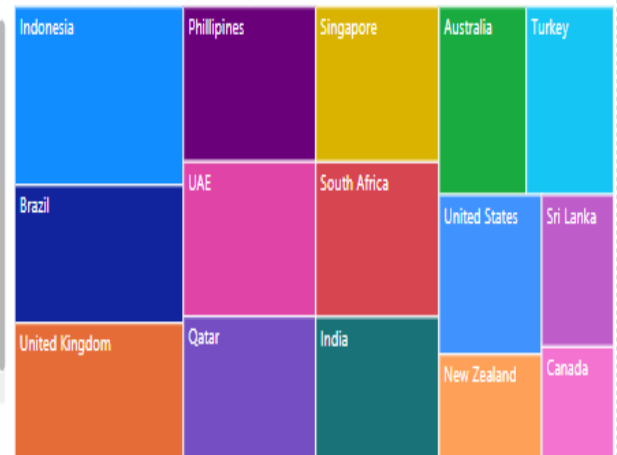
Count of Votes by Price range



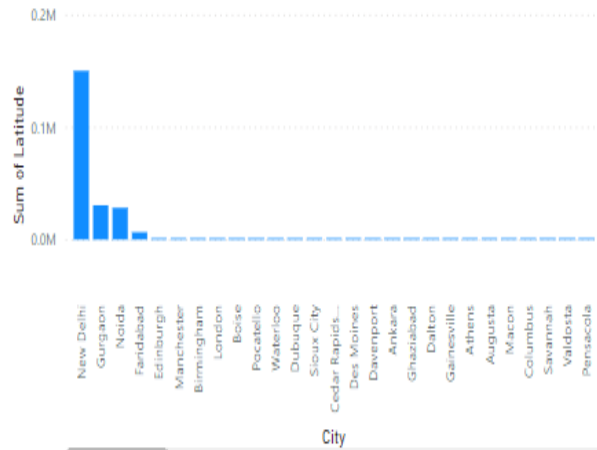
Sum of Price range by Currency



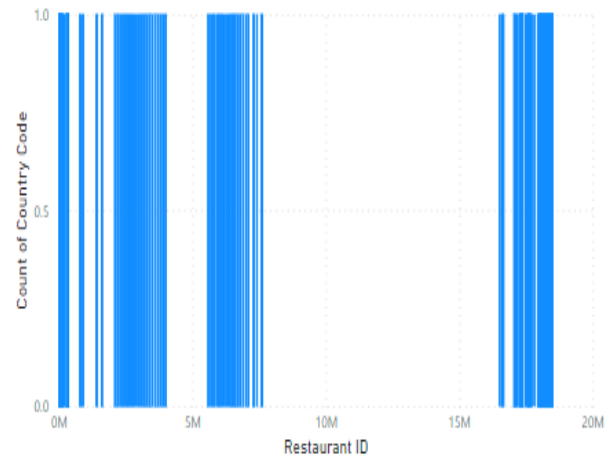
Count of Country Code by Country



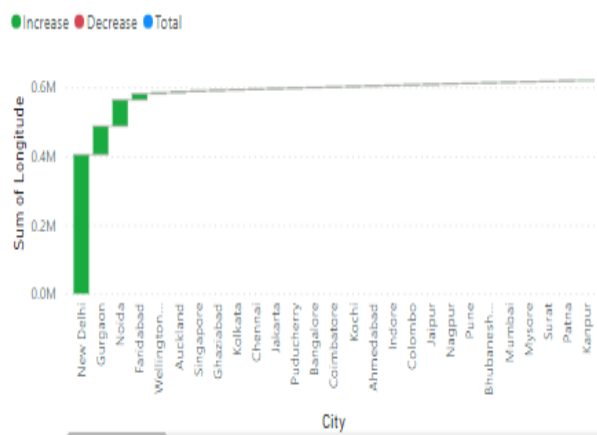
Sum of Latitude by City



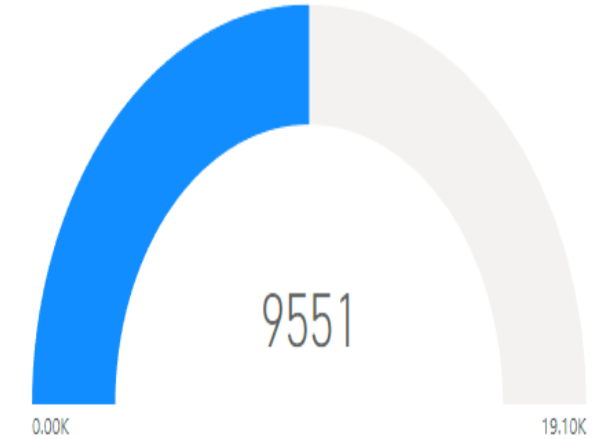
Count of Country Code by Restaurant ID

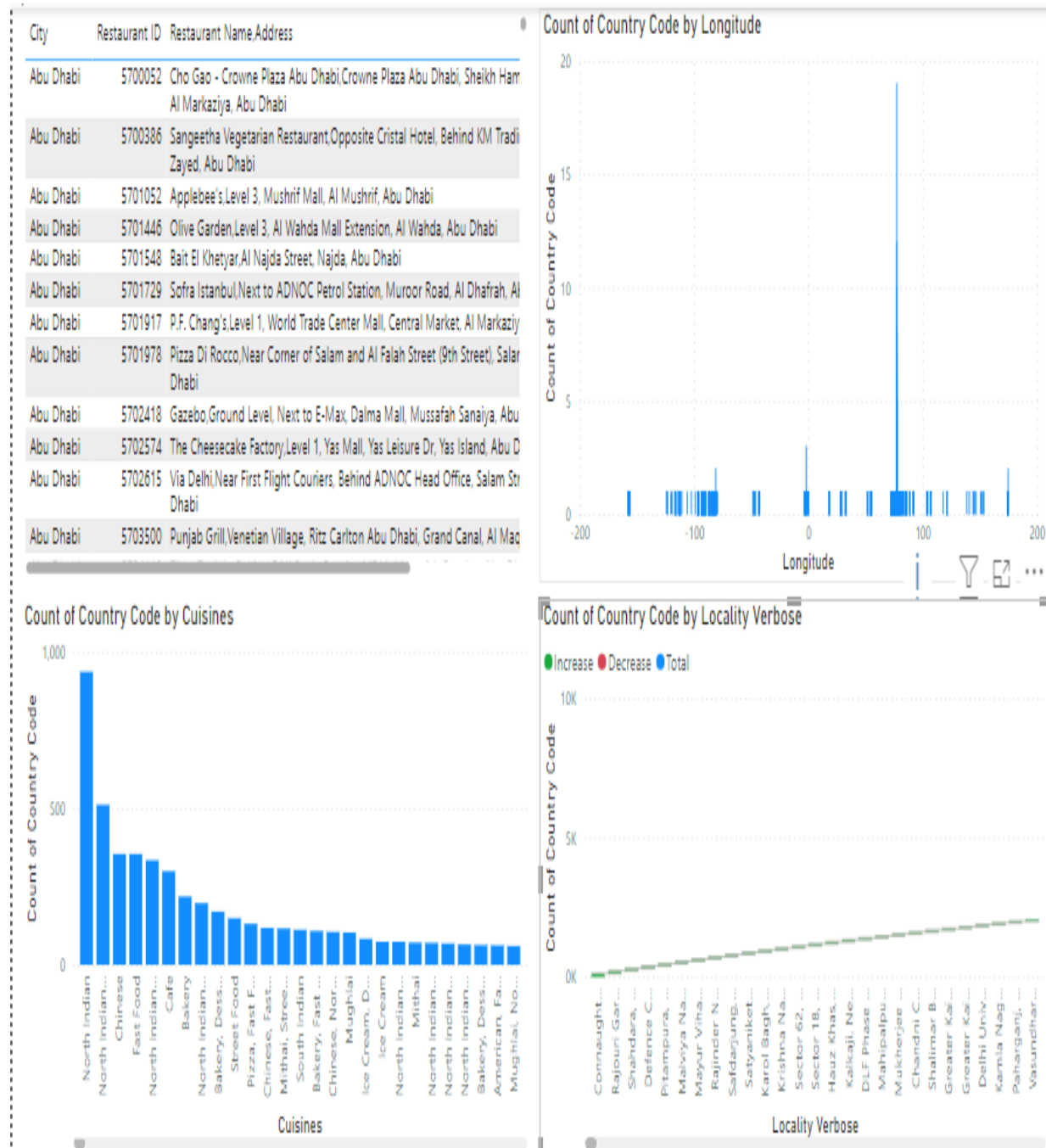


Sum of Longitude by City



Count of Country Code





CONCLUSION

The main purpose of this study is to determine consumer satisfaction of users of Online Food Delivery Services viewed from the hedonic value and utilitarian perspective value. Analysis of the data regression

model was carried out to find out how much influence the independent (exogenous) variable had on customer satisfaction of Online Food Delivery Services users in Indonesia. Based on descriptive quantitative analysis carried out in the previous chapter concluded as follows:

1. The most positive and significant variable in affecting Utilitarian Value (UV) is Convenience (CV), followed by Selection (S) in the second position, and the last is Saving Cost (SC). It means Convenience is a crucial factor affecting the Utilitarian Value to affect Consumer Satisfaction in Online Food Delivery Service.
2. This study investigates the effect of hedonic consumption values with respect to the use of Online Food Delivery Services which provides a positive response to services. Although one Value (V) variable does not significantly affect the hedonic value in Online Food Delivery customer satisfaction. This finding shows that consumers do not only focus on using OFD when there are promos or discounts.
3. There is a different impact of consumer consumption value on their satisfaction in using Online Food Delivery Services. Both aspects of 45 utilitarian and hedonic consumption values positively influence consumer satisfaction. However, a stronger impact is a utilitarian value, where consumers are more concerned with the value of usability than their pleasure in using Online Food Delivery Services

FUTURE SCOPE

Market Expansion: Identifying new market segments or geographic areas with potential for growth based on data-driven insights.

Partnership Opportunities: Analyzing data to identify potential partnership with local businesses or other service providers to enhance offerings and reach new customer segments.

Risk Management: Using data to identify and mitigate risks such as fraudulent activities, delivery delays or market fluctuations.

Overall, the future scope lies in leveraging data analytics to drive innovation, improve efficiency and enhance the overall value proposition of online delivery apps in competitive market landscape.

REFERENCES

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

<https://github.com/F61DBF75D9321C3913846D85588DFA3D/360-DEGREE->



[BUSINESS-ANALYSIS-OF-ONLINE-DELIVERY-APPS-USING-POWER-BIand.html](#)

LINKS