Milestone-2

Dashboard Analysis Documentation

Page 1: Business Overview

Objective: To provide a high-level summary of financial performance, regional strength, and temporal sales patterns.

1. Key Performance Indicators (KPIs)

Total Orders (1,47,063): Represents the volume of transactions across the platform.

Total Restaurants (12,117): Shows the scale of the partner network.

Average Order Value (₹ 6,557.23): Indicates the average spend per transaction.

Total Revenue (₹ 96,43,25,967.00): The gross revenue generated during the tracked period.

2. City-wise Revenue (Bar Chart)

Insight: Delhi is the primary revenue driver (₹ 105.87M), followed closely by Bangalore (₹ 91.24M).

Observation: There is a significant drop-off in revenue after Pune (₹ 72.34M), suggesting the business is heavily concentrated in Tier-1 cities.

3. Top 5 Cities Based on Order Volume (Stacked Bar)

Insight: This visual segments orders by "Veg" vs "Non-Veg."

Observation: Bangalore leads in order volume. In almost all top cities, Veg orders significantly outweigh Non-Veg orders, suggesting a predominantly vegetarian customer base.

4. Order Day v/s Orders (Column Chart)

Insight: Friday is the busiest day of the week (34.5K orders).

Observation: There is a drastic decline in orders during the weekend (Saturday and Sunday). This suggests the platform is primarily used by working professionals during the workweek.

5. Order Date v/s Revenue (Area Chart)

Insight: Shows revenue trends from 2018 to 2020.

Observation: Revenue peaked in early 2018 (₹ 41.75M) and has seen a general downward trend toward 2020 (ending at ₹ 14.59M), indicating a need for a retention strategy.

Page 2: Customer Analysis

Objective: To understand the demographics, spending habits, and personas of the consumer base.

1. Demographic KPIs

Average Age (24.63): The target audience is very young, likely Gen Z or young Millennials.

Average Income (₹ 13.59K): The average user has a relatively low monthly income.

2. Revenue by Gender (Donut Chart)

Insight: Males contribute 56.59% of revenue, while Females contribute 43.41%.

Action: Marketing could be tailored to bridge this gender gap or double down on male-centric promotions.

3. Occupation Wise Revenue (Scatter Plot)

Insight: Students contribute the highest revenue (~₹ 0.5bn), followed by Employees.

Observation: Despite having "No Income" (as seen in the income chart), students are the primary drivers of the business.

4. Income v/s Spending (Bar Chart)

Insight: Paradoxically, the "No Income" group spends the most (₹ 463.42M).

Observation: This aligns with the Student demographic, likely spending pocket money or parental allowances.

5. Family Size v/s Orders (Column Chart)

Insight: Families of 3 and 2 place the most orders.

Observation: Single-person households (Family Size 1) place the fewest orders, suggesting the platform is used for shared meals.

Page 3: Restaurant Performance

Objective: To evaluate partner efficiency, cuisine popularity, and rating distributions.

1. Performance KPIs

Average Rating (3.89): A healthy average, but with room for improvement to reach a 4.0+ benchmark.

Popular Restaurant: Domino's Pizza is identified as the top-performing brand.

2. Top 5 Restaurants by Revenue and Gender

Insight: Domino's leads revenue for both genders.

Observation: Kouzina Kafe shows a much higher preference among females compared to males.

3. Cuisine and Food Metrics (Table)

Insight: The Bakery category has the highest number of foods (7,189) and restaurants (3,508).

Observation: American and Arabian cuisines also show high restaurant counts, indicating high competition in these segments.

4. Ratings v/s Orders (Scatter Plot)

Insight: There is a massive concentration of revenue in the "Too Few Ratings" or low-frequency rating categories.

Action: Encouraging users to leave reviews could help stabilize the data and provide better social proof for restaurants.

Final Conclusion & Recommendations

Summary

The business is currently a Tier-1 city, weekday-dominant service powered largely by Students and young Males. While total revenue is high (₹ 96.43 Cr), the temporal trend shows a decline in revenue over the last two years.

Strategic Recommendations

Weekend Recovery: Launch "Weekend Family Bundles" to boost the low Saturday/Sunday order volumes.

Student Loyalty: Since Students (No Income group) are the primary revenue drivers, implement a "Student Prime" subscription or discount tier.

Tier-2 Expansion: Revenue is currently concentrated in Delhi and Bangalore; there is significant growth potential in cities like Raipur and Hyderabad.

Review Incentives: As seen in the "Ratings v/s Orders" chart, many orders come from unrated/under-rated interactions. Incentivizing reviews will improve the "Average Rating" and consumer trust.