

# Restaurant Orders Dashboard – Power BI Project

## Overview:

Designed and developed an **interactive Power BI dashboard** to analyze restaurant sales, customer demographics, and ordering patterns, enabling data-driven decision-making for business growth.

### 1. Data Collection & Import

- Gathered multiple datasets: restaurant details, menu items, orders, order types, and customer profiles.
- Imported Excel datasets into Power BI.

### 2. Data Cleaning & Transformation (Power Query)

- Removed duplicates, handled missing values, and standardized formats.
- Split/merged columns (e.g., extracted date & time, standardized category names).
- Created calculated columns such as **Total = Quantity × Price**.
- Applied correct data types and prepared data for modeling.

### 3. DAX Measures

- Developed KPIs:
  - **Total Sales**
  - **Order Count**
  - **Average Order Value**
  - **Total Customers**
- Created demographic and cuisine segmentation measures.

### 4. Dashboard Design & Visualization

- Designed an interactive layout with KPI cards, bar charts, treemaps, line charts, maps, and demographic visuals.
- Key visuals:
  - **Top 10 Restaurants by Revenue**
  - **Revenue by Month**
  - **Top 5 Cuisines by Revenue**
  - **Orders & Restaurants by City**
  - **Gender Split & Occupation-wise Revenue**
  - **Veg vs Non-Veg Sales Share**
- Added slicers for city, restaurant, cuisine, and order type.

### 5. Insights

- **Domino's Pizza** emerged as the top-performing brand.

- **Bikaner** had the highest orders and number of restaurants.
- **Students** were the largest revenue-generating group.
- Veg and Non-Veg demand were nearly equal.
- Identified seasonal trends and sales dips.

## 6. Final Output

- Delivered a **clean, interactive Power BI dashboard** ready for stakeholder presentation.
- Summarized insights into an actionable business narrative.