Food Delivery Analytics

Key Stats: At A Glance

Jeet Pranav Thakore

Select City Code ▽
All ▽

Select Center Type ▽
All ▽

Select Catego... ▽
All ▽

Select Year, And Week ... ▽
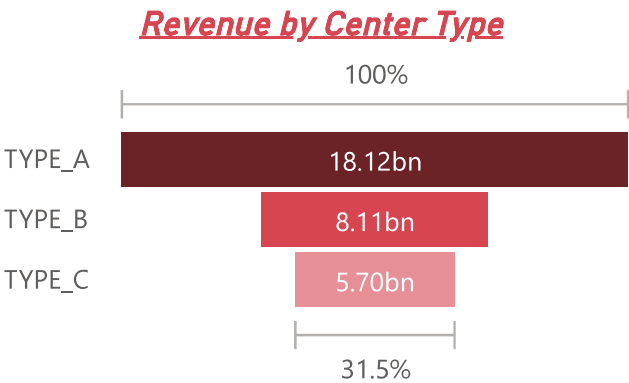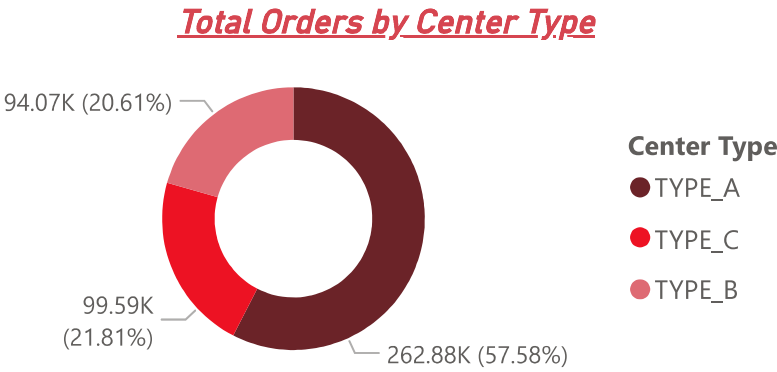All ▽

₹ 31.92bn
Total Revenue

120M
Total Orders

12.41%
Overall Discount %

₹ 21.92
Average Order Discount

Total Orders by Center Type

94.07K (20.61%)

99.59K (21.81%)

262.88K (57.58%)

Center Type
- ● TYPE_A
- ● TYPE_C
- ● TYPE_B

Revenue by Center Type

100%

TYPE_A	18.12bn
TYPE_B	8.11bn
TYPE_C	5.70bn

31.5%

As the cards imply, the firm made a total revenue of a whooping 31.9 Billion INR given that 120 Million orders were placed during the same time frame. Moreover, the overall discount percentage of 12.41% was noticed. Type A raked in the most amount of revenue (18.12 Billion INR) and correspondingly, TYPE A had the most number of orders placed, and hence its more dominant in contribution.

Key Stats

Top 5 Performers

Operational Area

Email Vs Homepage

Forecast

Misc.

Pages

Food Delivery Analytics

Top 5 Performers

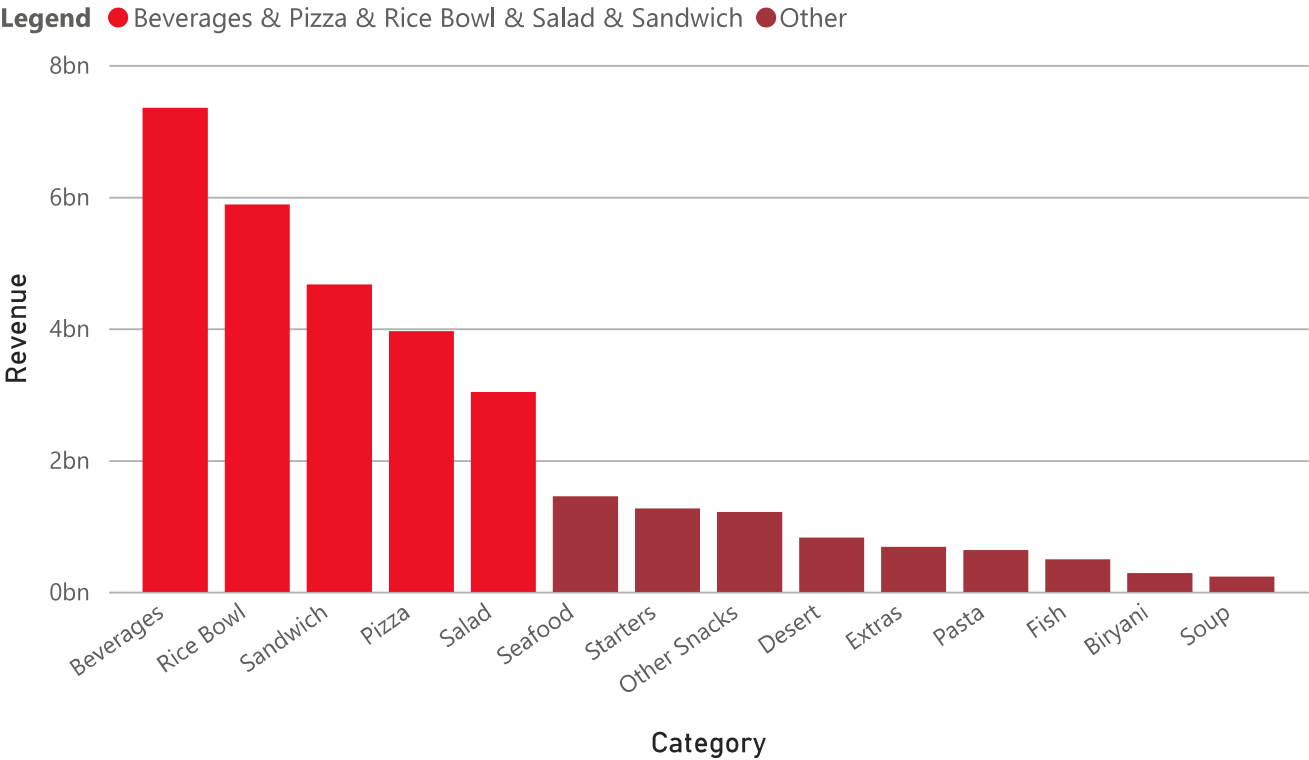Jeet Pranav Thakore

Select City Code
All

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All

Select Year, And Week ...
All

Revenue By Category

Legend ● Beverages & Pizza & Rice Bowl & Salad & Sandwich ● Other

Bar chart — Revenue (y-axis, 0bn to 8bn) by Category (x-axis): Beverages, Rice Bowl, Sandwich, Pizza, Salad, Seafood, Starters, Other Snacks, Desert, Extras, Pasta, Fish, Biryani, Soup

Evidently; Bevereges, Rice Bowl, Sandwitch,Pizza, and Salad are the Top 5 contributing categories by revenue in the same order of mention. Bevereges being the highest contributor at 7.34 Billion INR.

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Does Operational Area Affect Number Of Orders ?

Jeet Pranav Thakore

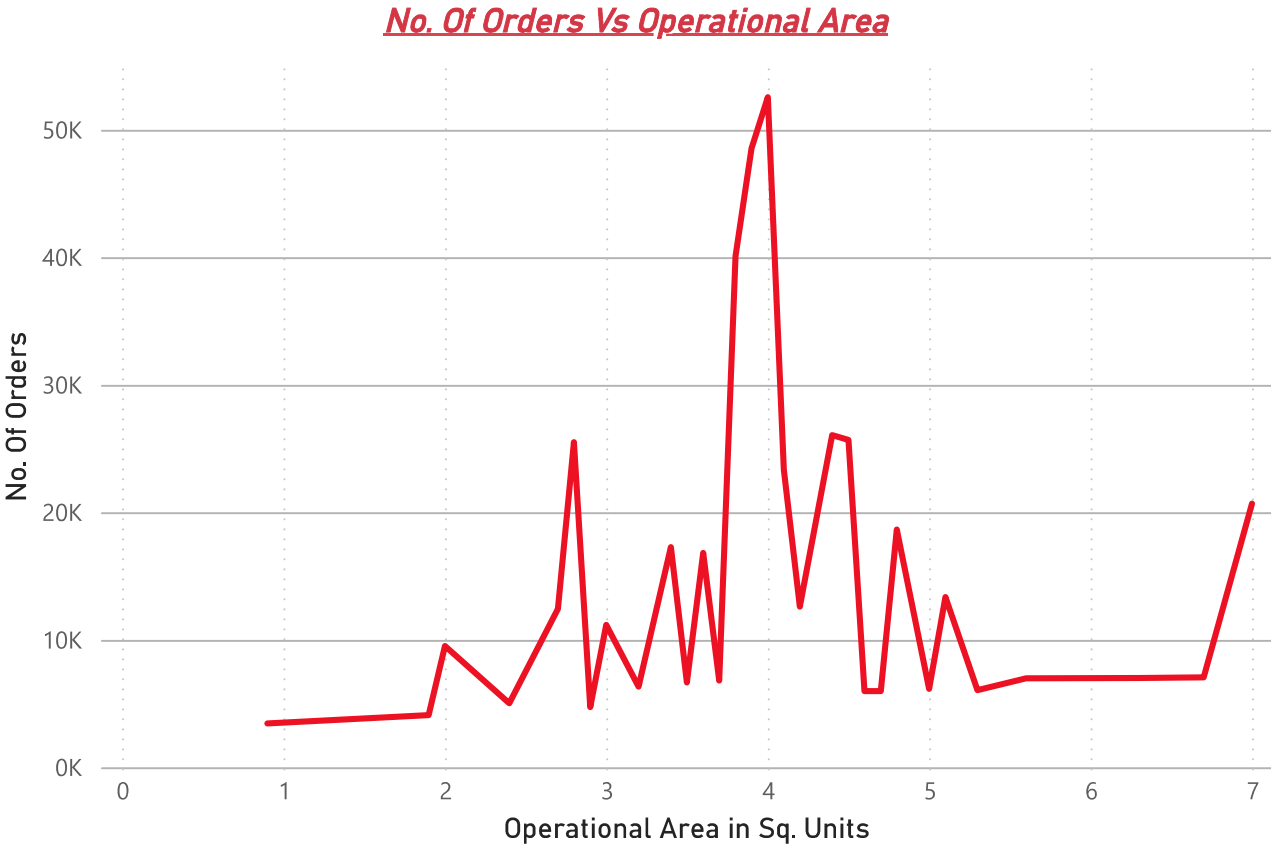| Select City Code	Select Center Type	Select Catego...	Select Year, And Week ...
All	All	All	All

No. Of Orders Vs Operational Area

The Operational Area has no direct impact in number of orders because no substantial relation can be deduced from their graph. Therefore, its safe to say that the number of orders fetched have absolutely no dependency on the operational area, as the curve is obscure and yields no cogent insight.

Key Stats

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Email Vs Homepage: Comparison of Strategies

Jeet Pranav Thakore

Select City Code ▾
All ▾

Select Center Type ▾
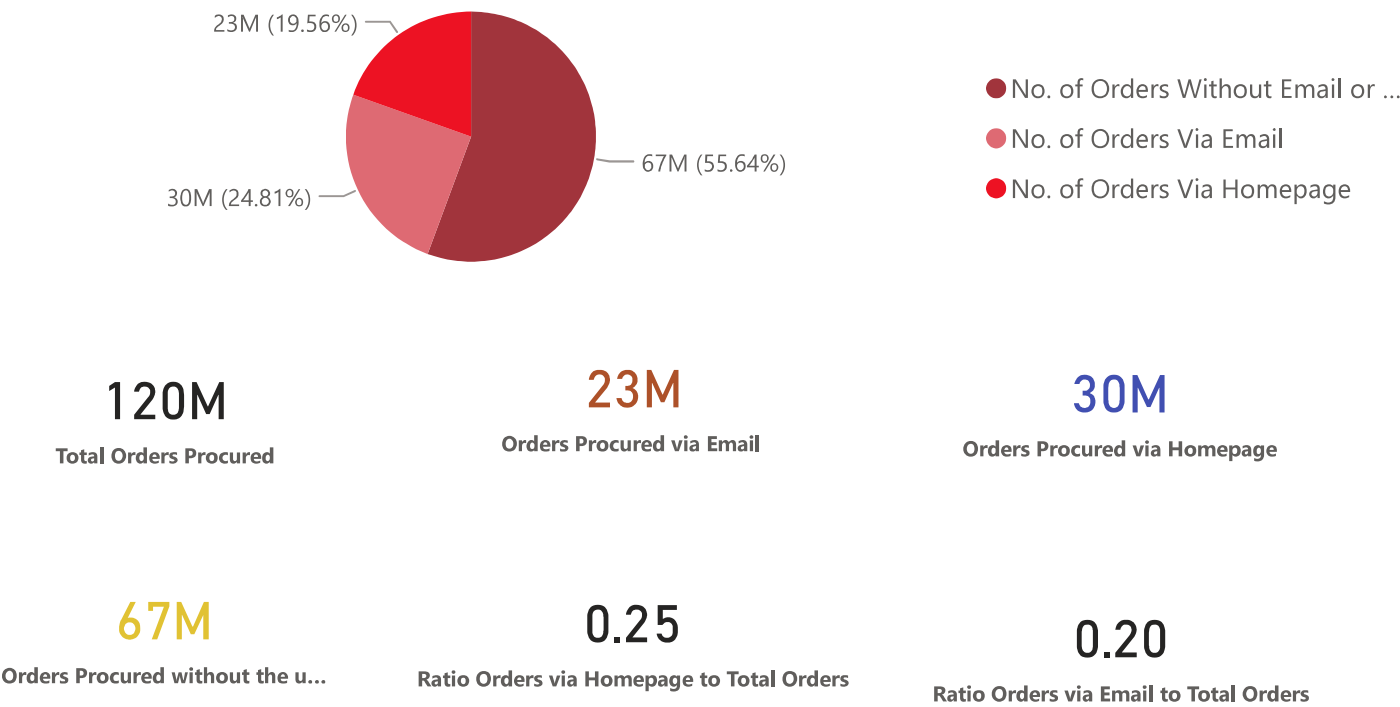All ▾

Select Catego... ▾
All ▾

Select Year, And Week ... ▾
All ▾

Contribution of Email and Homepage Marketing Respectively towards Total Orders

23M (19.56%)

67M (55.64%)

30M (24.81%)

● No. of Orders Without Email or ...
● No. of Orders Via Email
● No. of Orders Via Homepage

120M
Total Orders Procured

23M
Orders Procured via Email

30M
Orders Procured via Homepage

67M
Orders Procured without the u...

0.25
Ratio Orders via Homepage to Total Orders

0.20
Ratio Orders via Email to Total Orders

Evidently, Email Marketing fetched more orders than Homepage Marketing. It's also clear that even though both the strategies are highly comparable in number of orders fetched, but most of the orders were organically placed (i.e., without the use of either of the strategies).

Key Stats

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Forecast: Number Of Orders vs Weeks

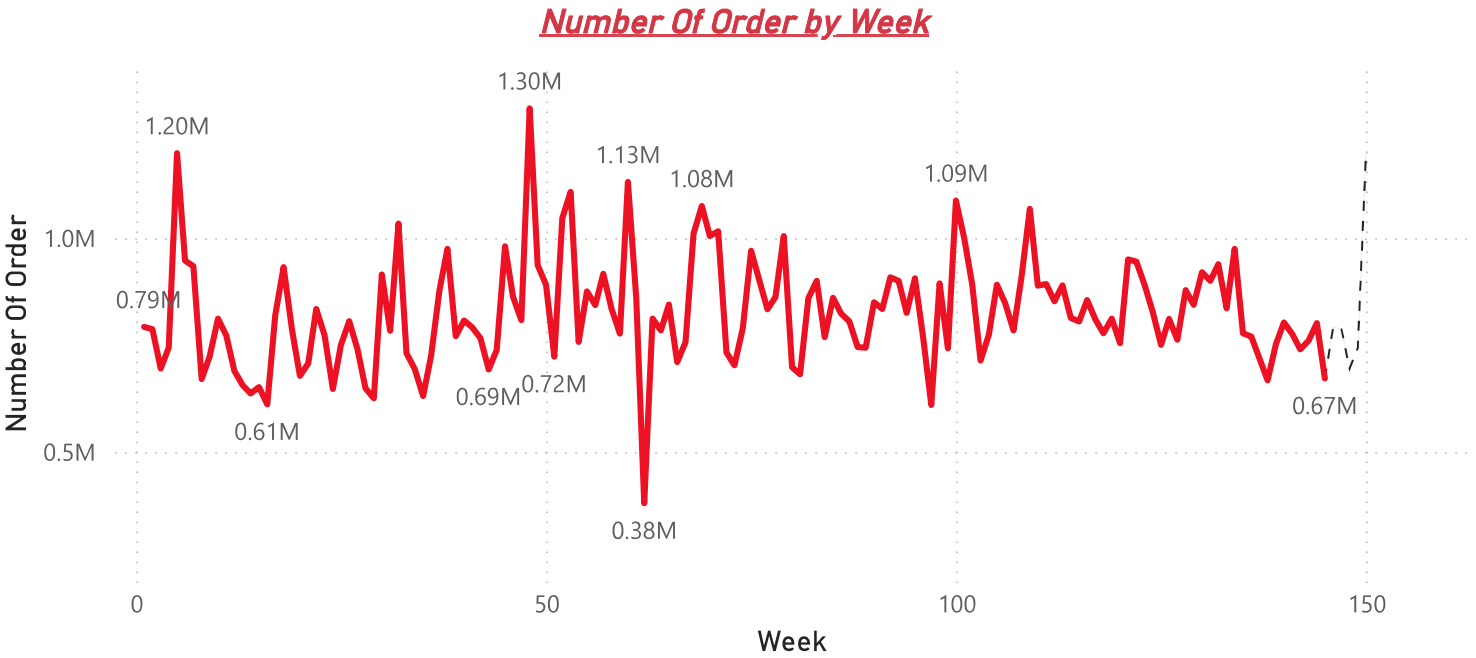Jeet Pranav Thakore

Select City Code	Select Center Type	Select Catego...	Select Year, And Week ...
All	All	All	All

Key Stats

Top 5 Performers

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Number Of Order by Week

1.30M

1.20M

1.13M

1.08M

1.09M

1.0M

0.79M

0.69M 0.72M

0.61M

0.67M

0.5M

0.38M

Number Of Order

0

50

100

150

Week

The above line chart forcastes the number of orders for the upcoming weeks by using the below set parameters : Forecast Length =5, Seasonality= 145, Confidence Interval = 99%. Regression Analysis is used by the PowerBI Forecaster to help us predict how well the number of orders will rise/fall with weeks of time. It appears that the number of orders will fluctuate significantly before ramping to a high amount at about Week 147.

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Select City Code ∨
All ∨

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All ∨

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All ∨

Select Year, And Week ... ∨
All ∨

Miscellaneous Insights

Jeet Pranav Thakore

Category	Total Orders	Revenue
Beverages	40480525	7,34,73,03,891.23
Biryani	631848	28,22,58,335.26
Desert	1940754	82,08,40,980.92
Extras	3984979	67,90,12,552.65
Fish	871959	48,86,38,830.39
Other Snacks	4766293	1,20,92,48,401.74
Pasta	1637744	62,85,30,095.89
Pizza	7383720	3,95,59,55,845.37
Rice Bowl	20874063	5,88,15,31,237.41
Salad	10944336	3,03,22,56,462.86
Sandwich	17636782	4,66,34,26,849.81
Seafood	2715714	1,44,77,48,836.66
Soup	1039646	22,65,75,512.13
Starters	4649122	1,25,94,43,207.79
Total	**119557485**	**31,92,27,71,040.11**

meal_id	Discount	num_orders	Total Discount	Revenue
2290	₹ 152.35	24299	₹ 37,01,952.65	38,65,484.92
2290	₹ 152.35	15336	₹ 23,36,439.60	24,39,650.88
2290	₹ 154.23	14229	₹ 21,94,538.67	22,22,569.80
2290	₹ 146.44	13580	₹ 19,88,655.20	22,13,404.20
1971	₹ 119.34	13150	₹ 15,69,321.00	26,91,805.00
2290	₹ 147.41	12489	₹ 18,41,003.49	20,23,467.78
1754	₹ 74.66	12327	₹ 9,20,333.82	23,91,807.81
2290	₹ 148.38	12177	₹ 18,06,823.26	19,37,482.47
2290	₹ 147.47	12137	₹ 17,89,843.39	19,66,436.74
1754	₹ 134.80	11380	₹ 15,34,024.00	16,45,092.80
2290	₹ 149.38	11260	₹ 16,82,018.80	18,02,163.00
2290	₹ 146.41	11246	₹ 16,46,526.86	18,33,322.92
1754	₹ 87.30	11110	₹ 9,69,903.00	21,34,453.20
1971	₹ 144.50	11056	₹ 15,97,592.00	18,98,536.32
2290	₹ 149.41	10745	₹ 16,05,410.45	17,40,904.90
1727	₹ 205.67	10544	₹ 21,68,584.48	25,36,464.64
2290	₹ 150.38	10449	₹ 15,71,320.62	16,72,362.45
2290	₹ 153.29	10435	₹ 15,99,581.15	16,39,755.90
Total				**31,92,27,71,040.11**

The Leftmost Table is Conditionally Formatted on Revenue per Category. The Category making the most revenue assumes Darker Green colour and vice-versa. This table shows the split of how each category contributes to overall revenue and total orders. The Rightmost table is more of a birds-eye perspective of the Meal IDs and their individual details. Its not usually required though as it makes the page quite wordy but its good to fetch individual details of a specific order in order to avoid opening data view.