

Tech Saksham

Data Analysis with Power BI

360- DEGREE BUSINESS ANALYSIS OF ONLINE DELIVERY APP

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ABSTRACT

The proposed project, 360-Degree Business Analysis Of Online Delivery. The volume of data keeps rising and data technologies change every other day . This make it more difficult for the organizations to benefit from data driven strategy across the organization. Data visualization with power BI enables anyone to collect, prepare, analyse, and visualize data in minutes and help make better business decisions. Dashboards are an important visualization format that provides 360-degree-view and helps quickly gain insights.

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CHAPTER 1

INTRODUCTION

1.1 Problem Statement :

360 Degree feedback fosters open communication and builds trust within teams. By understanding how colleagues perceive each others strengths and weaknesses teams can address interpersonal challenges improve collaboration and build a more cohesive working environment.

1.2 Proposed Solution :

Customer 360, or single customer view, delivered through a CRM or MDM application for effective customer engagement, operational processing, frictionless omnichannel experience based on trusted, high quality data.

Customer loyalty is key for a business and to achieve it organisations require a comprehensive understanding of how their customers engage with them. Building an accurate 360 – degree customer view, including

their buying behaviours, channels preferences and purchasing history, is a complicated undertaking, particularly when operating globally.

1.3 Feature:

Value Creation: core competencies key resources governance complementary assets value networks.

Value Proposition: * Product offering

*Service offering

*Pricing model

Value Delivery: Distribution channels target market segments.

Value Capture: Revenue model cost structure profit allocation.

1.4 Advantages:

*Increase self-Awareness

*Offers Objective Evaluation

*Reduces Workspace Bias

*Improve Work Relationships

*Create Open Culture

1.5 Scope:

A 360-degree view provides a complete, holistic view of a business entity. Most commonly, organizations focus on 360-degree views of a customer. But a 360-degree view can also be products, locations, assets, employees, or projects. Customer view is essentially a collection of intrinsic customer data – usually in a master data management system. Typical master data includes a legal name and address, parent and ultimate parent industrial classification and account contacts.

CHAPTER 2

SERVICES AND TOOLS REQUIRED

2.1 Services Used:

Hard data:

This type of data gives you fact about your customers and comes from online accounts and transactions among other sources. Hard data also includes customers interactions with your business such as chats and emails.

Soft data:

Hard data can tell you plenty about what your customers are doing, but you need soft data to understand how they're feeling. Soft data is often hidden within the hard data, and it's invaluable in helping you understand the people behind the information for a full 360- degree view.

2.2 Tools and Software used:

There are multiple excellent options for creating data visualizations as well. Microsoft's Visio is perhaps the most popular with Business Analysts, but Data Analysts might also recommend

- *Tableau

- *PowerBI

- *Bokeh

- *Plotly

- *Infogram

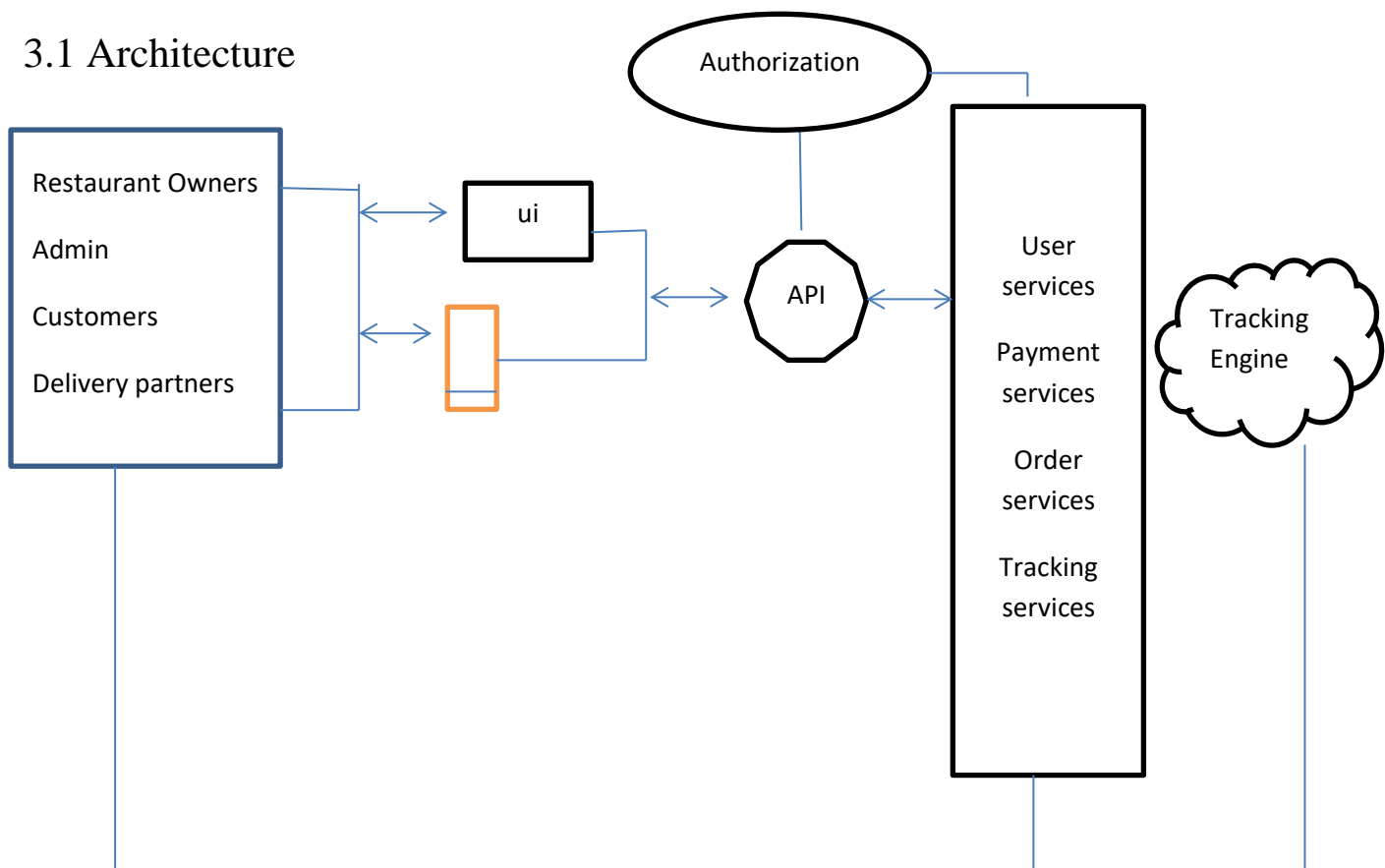
360 degree software is a valuable tool used by organizations to gather comprehensive feedback on an individual's performance from multiple perspectives, including peers, managers, subordinates and sometimes even external stakeholders.

Data visualisation tools descriptive and predictive analytics software, data mining tools and statistical analysis software are all utilised in business analytics.

CHAPTER 3

PROJECT ARCHITECTURE

3.1 Architecture



Data Architecture principles are a set of policies that govern the enterprise data framework with its operating rules for collecting integrating using and managing data assets. The basic purpose of the Data Architecture principles is to keep the supportive data framework clean consistent and auditable. The overall enterprise Data Strategy is built around these principles

1. Data Collection: Real-time customer data is collected from various sources like

bank transactions, customer interactions, etc. This could be achieved using

services like Azure Event Hubs or AWS Kinesis.

2. Data Storage: The collected data is stored in a database for processing. Azure

SQL Database or AWS RDS can be used for this purpose.

3. Data Processing: The stored data is processed in real-time using services like

Azure Stream Analytics or AWS Kinesis Data Analytics.

4. Machine Learning: Predictive models are built based on processed data using

Azure Machine Learning or AWS SageMaker. These models can help in

predicting customer behavior, detecting fraud, etc.

5. Data Visualization: The processed data and the results from the predictive

models are visualized in real-time using PowerBI. PowerBI allows you to create

interactive dashboards that can provide valuable insights into the data.

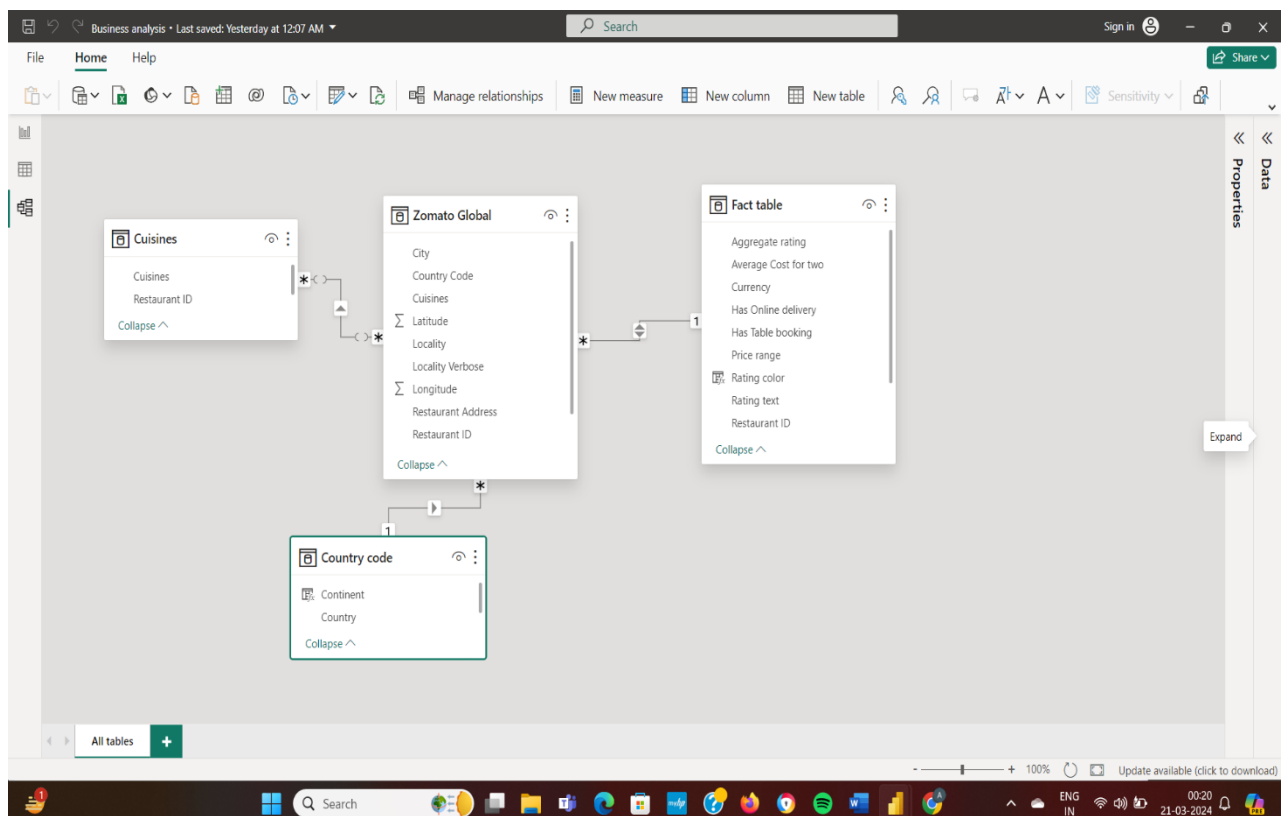
6. Data Access: The dashboards created in PowerBI can be accessed through

PowerBI Desktop, PowerBI Service (online), and PowerBI Mobile.

CHAPTER 4

MODELING AND RESULT

MANAGE RELATION SHIP



The country code, fact table, Zomato global, cuisines are interconnected thereby forming a relation that gives a clear idea about the relation of these data

DATAS

Business analysis • Last saved: Yesterday at 12:07 AM

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Name: Zomato Global Mark as date table Manage relationships New measure Quick measure New column New table

Table: Zomato Global (19,042 rows)

Restaurant ID	Country Code	City	Restaurant Name	Restaurant Address	Location
306537	1	New Delhi	PM 2 AM Food Bank	1st Floor, Alaknanda Market, Alaknanda, New Delhi	Alaknanda
18354658	1	New Delhi	Punjabi Chaap Corner	Shop 6, GF, Plot 2, NRI Colony, Alaknanda, New Delhi	Alaknanda
18371953	1	New Delhi	Lemon Chick	7 & 11, G-1, Raj Tower 1, Alaknanda Shopping Complex, Near Post Office, Alaknanda, New Delhi	Alaknanda
18489513	1	New Delhi	Tandoori Kebab	356 Narmada, Alaknanda, New Delhi	Alaknanda
3326	1	New Delhi	The Mirch Masala	DDA Murga Market, Near Deep Cinema, Ashok Vihar Phase 1, New Delhi	Ashok Vihar Phase 1
18457050	1	New Delhi	Puran Dhaba	Shop J-11/11, Sanjay Market, Opposite Nimni Colony, Ashok Vihar Phase 4, Near Ashok	Ashok Vihar Phase 4
18375413	1	New Delhi	Rama Desi Ghee Meat Wala	IA, Block 10 C, Ashok Vihar Phase 1, New Delhi	Ashok Vihar Phase 1
6574	1	New Delhi	Pandit ji Paranthhe Wale	Ashok Vihar Phase 2, New Delhi	Ashok Vihar Phase 2
1192	1	New Delhi	Apni Rasoi	1, Pocket 8, DDA Market, Ashok Vihar Phase 3, New Delhi	Ashok Vihar Phase 3
18400739	1	New Delhi	Balaji Dhaba	Shop 23, NDMC Market, Babar Road, Near Bengal Market, Barakhamba Road, New Delhi	Barakhamba Road
304211	1	New Delhi	High Street Kitchen & Bar	32, Basant Lok Market, Vasant Vihar, New Delhi	Basant Lok Market
6394	1	New Delhi	Punjabi Tadka	6, UG-64, Ansal Chamber 2, Bhikaji Cama Place, New Delhi	Bhikaji Cama Place
6079	1	New Delhi	Break Fast Point	27, Satnam Park, Bhagat Singh Road, Chander Nagar, New Delhi	Chander Nagar
6117	1	New Delhi	Breakfast Corner	K-14, Bhagat Singh Road, Satnam Park, Chander Nagar, New Delhi	Chander Nagar
302490	1	New Delhi	Vaishno Punjabi Dhaba	H 1A, New Gobind Pura, Near, Chander Nagar, New Delhi	Chander Nagar
304697	1	New Delhi	Adarsh Bhojnalaya	Ground Floor, Plot 482, Haveli Haider Quli, Near Andhra Bank, Chandni Chowk, New Delhi	Chandni Chowk
5459	1	New Delhi	Babu Ram Paranthhe Wale	1984-1985, Gali Paranthhe Wali, Chandni Chowk, New Delhi	Chandni Chowk
5468	1	New Delhi	Brijwasi Bhoj	376, Near Kucha Ghasi Ram, Chandni Chowk, New Delhi	Chandni Chowk
308008	1	New Delhi	Inderpuri Restaurant	187, Church Mission Road, Fatehpuri, Chandni Chowk, New Delhi	Chandni Chowk
306380	1	New Delhi	Khalsa Hindu Hotel	711, Church Mission Road, Fatehpuri, Chandni Chowk, New Delhi	Chandni Chowk
5466	1	New Delhi	Pt. Babu Ram Devi Dayal Paranthhe Wale	9074, Gali Paranthhe Wale, Chandni Chowk, New Delhi	Chandni Chowk
5460	1	New Delhi	Sharma Bhojnalay	Gali Paranthhe Wali, Chandni Chowk, New Delhi	Chandni Chowk
9160	1	New Delhi	Sindhi Chicken	Babu Market, Fauna Chowk, Chandni Chowk, New Delhi	Chandni Chowk
18235302	1	New Delhi	Soni Bhojnalaya	161, Kucha Ghasi Ram, Fatehpuri, Chandni Chowk, New Delhi	Chandni Chowk
9157	1	New Delhi	Super Restaurant	1937, HC Sen Road, Fountain, Chandni Chowk, New Delhi	Chandni Chowk
308318	1	New Delhi	Gole Hatti	2-4, Church Mission Road, Fatehpuri, Chandni Chowk, New Delhi	Chandni Chowk
5458	1	New Delhi	Pt. Gaya Prasad Shiv Charan Paranthhe Wale	34, Gali Paranthhe Wali, Chandni Chowk, New Delhi	Chandni Chowk
5467	1	New Delhi	Pt. Kanhaiyalal & Durga Prasad Dixit Paranthhe Wale	36, Gali Paranthhe Wali, Chandni Chowk, New Delhi	Chandni Chowk
302859	1	New Delhi	Grover Eating Point	1476, Deewan Hall Road, Chandni Chowk, New Delhi	Chandni Chowk

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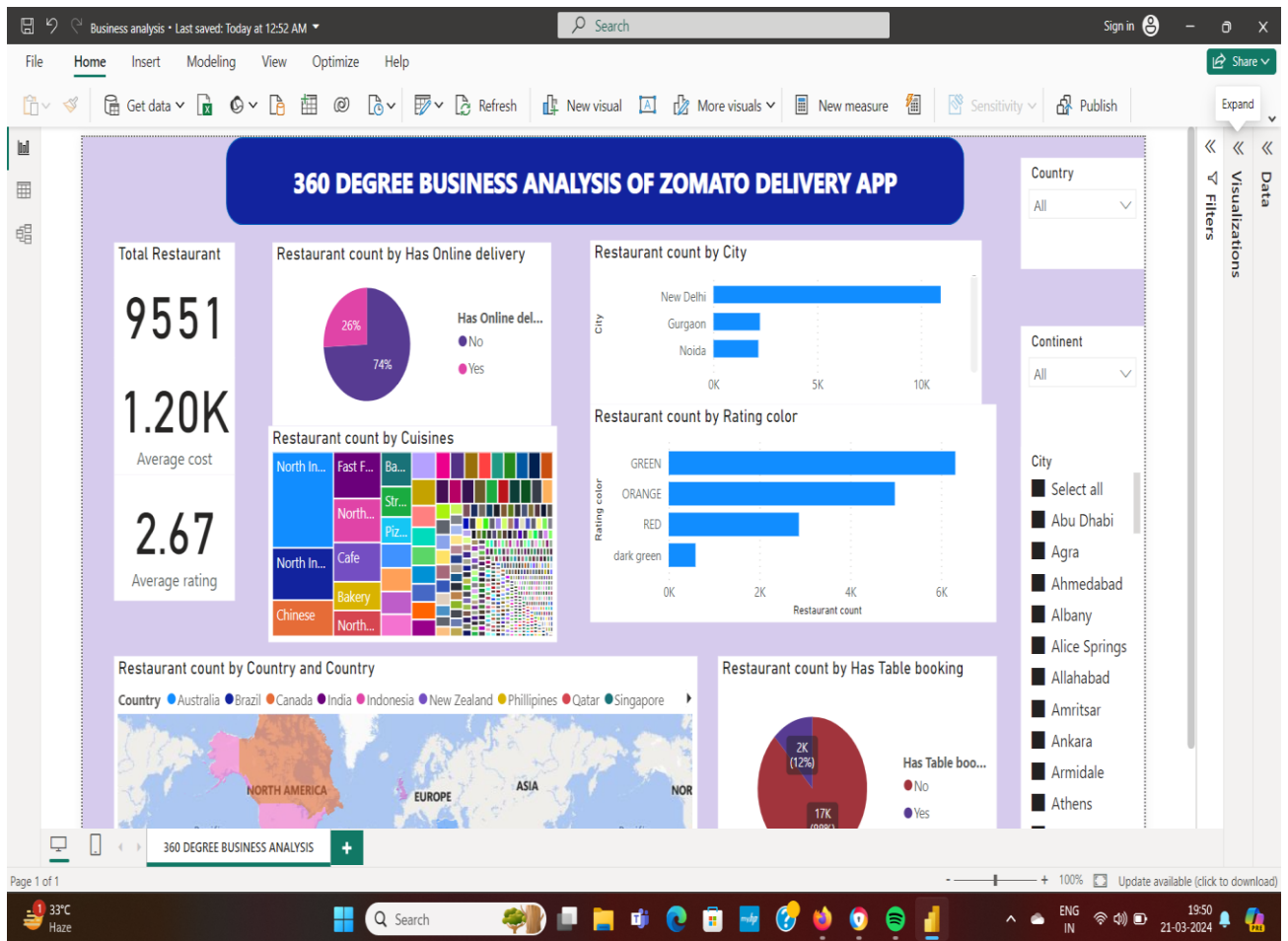
Name: Fact table Mark as date table Manage relationships New measure Quick measure New column New table

Table: Fact Table (3,551 rows)

Restaurant ID	Average Cost for two	Currency	Has Table booking	Has Online delivery	Price range	Aggregate rating	Rating text	Votes	Rating color
18433852	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18465871	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18471268	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18472429	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18471296	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18466420	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18464607	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18464631	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18433879	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18480389	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18446428	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18446082	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18471244	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18424179	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18294253	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18471308	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18471320	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18398616	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18481295	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18462605	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18463989	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18463992	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18451168	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18312696	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18393717	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18392211	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18438453	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18464630	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18479007	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated
18357945	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not rated

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DASH BOARD



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CONCLUSION

Running a company requires constant decision-making. The company's leader lacks the necessary control over a decision and does it as best as they can, or even by mistake.

The benefits of Power BI are numerous, and it aids management teams in making fast decisions without jeopardizing the company's profitability. Data visualization is made

simple with Power BI. It has a full summary of company data in visual form, with display choices such as tables, charts, gauges, and maps. This makes it easier for teams to use.

Power BI helps companies be more efficient, agile, and flexible by making it easy to see results. Power BI is a powerful business intelligence and data visualization tool developed by Microsoft. It offers a range of benefits that make it popular for data analysis and reporting:

Through 360 degree business analysis of Zomato app we can analyse datas through create compelling visualizations, charts, graphs, and dashboards from your data. These visuals are interactive and provide insights that are easy to understand, making it simpler to communicate complex information.

FUTURE SCOPE

The future scope of this project is vast. With the advent of advanced analytics and machine learning, PowerBI can be leveraged to predict future trends based on historical data. Integrating these predictive analytics into the project could enable the bank to anticipate customer needs and proactively offer solutions. Furthermore, PowerBI's capability to integrate with various data sources opens up the possibility of incorporating more diverse datasets for a more holistic view of customers. As data privacy and security become increasingly important, future iterations of this project should focus on implementing robust data governance strategies. This would ensure the secure handling of sensitive customer data while complying with data protection regulations. Additionally, the project could explore the integration of real-time data streams to provide even more timely and relevant insights. This could potentially transform the way banks interact with their customers, leading to improved customer satisfaction and loyalty.

LINK:

<https://github.com/JeniferCS/360-DEGREE-BUSINESS-ANALYSIS-OF-ONLINE-DELIVERY-APP.git>