

PI Cafe Project (PowerBi) Documentation

PICAFE DASHBOARDS DOCUMENTATION

Our team has created a comprehensive suite of five dashboards on PowerBI to provide insights into PiCafe's performance at various levels. These dashboards empower data-driven decision-making for leadership and staff across the organization:

- **Executive Dashboard (CXO View):** This high-level overview provides a consolidated view of key performance indicators (KPIs) to monitor PiCafe's overall health and strategic goals.
- **Regional Dashboard (Regional Managers):** Regional managers can delve deeper into the performance of their assigned regions, analyzing sales trends, product popularity, and customer feedback.
- **Store Dashboard (Store Managers):** Store managers have access to a tailored dashboard that tracks their individual store's performance in areas like sales figures, order volume, and inventory management.
- **Product Dashboards (Individual Items):** These granular dashboards offer insights into the performance of specific menu items, enabling informed decisions regarding product optimization and promotions.
- **Feedback Dashboards (Customer Reviews):** Customer feedback is crucial for improvement. This dashboard collects and analyzes customer reviews, providing valuable insights into customer satisfaction and areas for potential improvement.

EXECUTIVE DASHBOARD

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Purpose: This Dashboard provides a comprehensive view of the overall business performance, designed to facilitate strategic decision-making by executives. It aggregates key performance indicators (KPIs) and metrics across all regions.

Filters: We have added two filters i.e. year wisely and month wisely.

Key Performance Indicators (KPIs) are Included in the Dashboard:

- **Total Revenue:** Represents the total income generated from sales across all stores in a time period.
- **Unique Customers:** Indicates the total number of distinct customers who made purchases in a time period.
- **Total Orders:** The total number of orders placed across all stores in a time period.
- **Profit %:** The ratio of total profit to total revenue, expressed as a percentage.

Visualizations Included in the Dashboard:

- **Sales Trend:** A line Chart showing the bifurcation Total revenue earned within a year on the basis of monthly by default.
- **Cards:** Highlighting the total revenue earned, total expense, total orders completed, profit %, most profitable region, highest grossing store in that region and the most ordered category in that store.
- **Sales By Store:** In Line and Clustered column Chart, the columns here show the total revenue generated by every store within a year and line showing the total expenses done by each store.
- **KPI:** Showing the latest month statistics on the basis of total sales, unique customers and sales volume
- **Sales By region:** A donut chart highlighting the bifurcation of Sales done in percentage region wise.
- **Sales By Category:** A column chart highlighting the Sales by category in a region.
- **Top 5 Selling Products:** A stacked Bar Chart highlighting the Top 5 selling products on the basis of total revenue earned.

REGIONAL DASHBOARD

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Purpose: This dashboard provides a visual overview of PCafe's regional sales performance across various categories, stores, and time periods.

Filters: We have added two filters i.e. year wisely and month wise

Key Performance Indicators (KPIs) are Included in the Dashboard:

- **Sales Decomposition:** The decomposition of Sales Volume on the basis of Category wise and further Item wise.
- **Sales Development:** Sales done on an individual store as well as region on a given time period.
- **Orders By Store:** Orders generated by an individual store in a given time period.
- **Regional profit Trend:** Total profit earned by a region in a given time period.

Visualizations Included in the Dashboard:

- **Map:** A geographical map showing the location of stores lying in a particular region.
- **Sales Decomposition:** A decomposition tree to show the bifurcation of Sales Volume on the basis of Category wise and further Item wise.
- **Sales Development:** A pie chart showing the comparison of stores on the basis of Sales in a given time period. Also, a column chart showing the comparison of stores on the basis of Sales on a yearly, quarterly and monthly basis.
- **Orders By store:** A bar chart showing the comparison of stores (on the basis of orders completed) lying in the same region.
- **Regional Profit trend:** A line chart showing the total profit earned by a region on a yearly, quarterly and monthly basis.

STORE DASHBOARD

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Purpose: The dashboard provides an overview of the performance in a specific store, and it can provide valuable insights to the store manager or regional manager or even the CXOs. The access to the dashboard is limited to the store manager of that particular store only for privacy and security purposes.

Filters: We have added three filters i.e. year wise, store wise and month wise

Key Performance Indicators (KPIs) are Included in the Dashboard:

- **Average Store Rating:** An average of all store ratings on a feedback review of a particular store
- **Average Order Value:** An average transaction or money spent by a customer per visit.
- **Peak Hour Range:** Indicating hour range during which the store draws in the most number of orders.
- **Total Expenses:** Depicts the money spent on running the store and also other various fixed costs.
- **Total Profit:** Depicts how much money the store makes after ruling out the expenses from the revenue earned by providing various services and products.

Visualizations Included in the Dashboard:

- **Weekly Sales volume:** The columns depict the weekly sales volume generated by a particular store.
- **Weekly Order Analysis** The lines showing the number of orders generated on weekends and weekdays in a particular store. Another line chart depicting hourly trend in orders
- **Orders By price point:** The bars showing the number of orders generated by low price (under 100 rs), mid-price (in between 100 rs to 200 rs) and high-price items (above 200 rs).
- **Total Revenue and Target revenue:** Depicting the total revenue of a particular store achieving target revenue i.e. total expense of a store
- **Total Orders and Target Orders:** Depicting the total orders of a particular store achieving target order of the previous year or month on the basis of filters applied.
- **Orders By food type:** A Clustered column chart depicting the Orders by food type for showing the veg, non-veg and beverage orders.
- **Orders By order type:** A pie chart Depicting the Orders by order type to show din-in and take-away orders
- **Total Orders and Total Revenue:** A table depicting Total orders and total revenue generated on the basis of items in a store. We can hover over total orders and total revenue by clicking the order and revenue button.

INDIVIDUAL PRODUCT DASHBOARD

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Purpose: The Dashboard provides an overview of product performance across different stores, offering valuable insights for store managers, regional managers. This dashboard allows stakeholders to assess product sales, performance metrics, and customer feedback.

Filters: A year-wise and month-wise filter. Also product food type (Veg, Non-Veg and Beverages), product category type (Main Course, Sides, Beverages, Desserts, Starters) and a product like Cold coffee, choco lava cake.

Key Performance Indicators (KPIs) Included in the Dashboard:

- **Cost of Goods Sold (COGS):** Indicates the total cost associated with producing the goods sold.
- **Mode Order Quantity:** Represents the most frequently occurring order quantity for products.
- **Average Product Rating:** The average rating of products based on customer feedback.

Visualizations Included in the Dashboard:

- **Store wise product sales:** A Stacked Column Chart displaying the sales volume of products across different stores.
- **Product performance:** A Line chart displaying individual product performance on the basis of revenue as well as total orders on a monthly basis.
- **Food Ratings:** A line chart showing food rating by calculating the average food rating over a year.

CUSTOMER FEEDBACK DASHBOARD

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Purpose: This dashboard provides an overview of customer feedback, allowing store managers, regional managers to assess customer satisfaction and identify areas for improvement. This dashboard is accessible to the respective store managers for their specific stores, as well as regional managers and executives for a broader overview.

Filters: A year wise, region wise, store wise and also month wise for drill downing.

Key Performance Indicators (KPIs) are Included in the Dashboard:

- **Total Customers:** Indicates the total number of unique customers who have provided feedback.
- **Total Reviews:** The total number of feedback entries received.

Visualizations Included in the Dashboard:

- **Positive Ratings by Month:** A line chart displaying the number of positive ratings received each month.
- **Total Orders vs. Number of Feedbacks:** A column chart comparing the number of orders to the number of feedback entries each month.
- **Rating Distribution:** A stacked bar chart showing the distribution of ratings across different aspects (Food, Service, Store).
- **Top 5 Rated Products:** A table highlighting the top 5 products based on the average food ratings of an individual product.