

Foodpanda Performance Dashboard Summary (Aug 2023 – Aug 2025)

Overview

The Power BI dashboard provides a comprehensive view of Foodpanda's business performance across **revenue**, **customer engagement** and **operational metrics** over a two-year period.

Total Revenue of \$143.43K indicates overall solid sales performance during the period.

However, an **average rating of 3.0/5** reflects only moderate customer satisfaction suggesting room for improvement in service quality.

Notably around of **30% of orders were delayed** and although the cancellation rate remains moderate, both issues highlight area where operational efficiency can be enhanced.

Furthermore a **churn rate of 12.7%** (which is a moderate level of attrition) suggests that there should be more efforts going towards customer retention strategies. This aims to strengthen long-term performance.

Order distribution

- ✦ It is clear that young people (<30 years) dominate order volumes indicating strong engagements from younger demographics.
- ✦ Additionally major cities also contribute to the majority of total orders, indicating Foodpanda's urban market strength

Revenue Breakdown

- ✦ Pizza stands out as the most popular food item across all restaurants, generating the highest revenue for each partner over the given time period.
- ✦ Overall, the data indicates a stable growth trend, largely driven by repeat orders.

Order Trends by Month

- ✦ Order volumes fluctuate throughout the year, with Autumn showing the highest number of total orders.

Payment methods

- ✦ There is major difference in the proportion of payment methods used.
- ✦ Cash continues to play a dominant role in everyday payments in Germany, it is therefore unsurprising that cash payments remain as prevalent as card and PayPal transactions.

Summary

Overall, the dashboard illustrates a growing and active customer base supported by consistent order volume and revenue.

However, improvements in delivery performance, customer satisfaction, and retention strategies could unlock further business growth and efficiency.