Zomato Real-Time Analytics Suite

Power BI Dashboard

"Transforming raw data into restaurant-ready revenue strategies – one click at a time."

A powerful, enterprise-grade **Power BI analytics solution** integrated with **live SQL Server data**, delivering actionable insights into **Zomato's operations across 800+ Indian cities**.

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Project Overview

The **Zomato Real-Time Analytics Suite** is a fully interactive, real-time **Business Intelligence dashboard** built using **Power BI** with **DirectQuery**

mode from **SQL Server**.

It enables business teams to:

- Monitor **user engagement trends**
- Track **sales performance and growth**
- Segment performance by **food category (Veg/Non-Veg)**
- Drill down by **city and restaurant**
- Make **data-driven decisions** using refreshable, real-time reports

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Key Features

- **Live SQL Server Integration** (DirectQuery)
- **20+ Dynamic DAX Measures**
- **Real-Time KPIs, Charts & Trends**
- **Drilldowns by City → Restaurant**
- **Dynamic Bookmarks and Slicers**
- **YOY Comparisons & Target Trackers**

Dashboard Walkthrough

Index Page

- Project Title & Tagline
- Navigation Buttons (Overview, User Engagement, City Analytics, About)
- Footer with Author, Year, GitHub Link

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1. User Engagement Dashboard

User Dashboard

Key Features:

- Total / Active / Inactive Users
- Demographic Segmentation (Age, Gender)

- YOY User Gain/Loss
- Monthly Active User (MAU) Trends

Business Value:

- Insight into **user behavior and retention**
- Targeted marketing with filters
- Identify **churn risks**

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2. Sales Performance Dashboard

Sales Dashboard

Key Features:

- Sales KPIs (Current vs Previous Year)
- Category-Wise Sales (Veg vs Non-Veg)
- Order Volume vs Order Value
- YOY Sales Trendlines & Target Tracking

Business Value:

- Identify **high-margin vs high-volume** products
- Track **seasonal sales trends**
- Make pricing/promotion decisions

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3. City Analytics Dashboard

Key Features:

- Top/Bottom Cities by Sales & Orders
- Restaurant Ratings by City
- City → Restaurant Drilldown
- User Growth by Region

Business Value:

- Spot **regional growth opportunities**
- Improve **restaurant performance**
- Optimize **resource allocation**

Technical Implementation

Feature	Technology Used
Data Source	SQL Server (DirectQuery Mode)
Visualization	Power BI Desktop / Service
Data Modeling	DAX (Data Analysis Expressions)
Interactivity	Slicers, Bookmarks, Buttons
Deployment	Power BI Web Service

DAX Measures Used

Measure Name	Purpose
Total Users	Total number of users
User Count	User count for visuals
Active User	Users active in selected period
Non Active User	Inactive users in selected time frame
Monthly Active User	Users active monthly
Gain User (Year Wise)	YOY user growth
Loss User (Year Wise)	YOY user drop-off
Sales Value	Total revenue
Order Count	Total orders placed
Count_Order Value	Variant for visualizations
Average Rating	Avg. rating by restaurant/city
Current Year / Previous Year	Time filter measures
Target Sales (18% over prev.)	Projected target calculation
Top_Bottom_N_Sale	Ranks based on sales

Dynamic Titles & Text Elements

Dynamic Element	Purpose
Dynamic KPI Title	Based on selected year
Dynamic Current Sales Title	Adjusts with filters
Previous Sale Title Dynamic	YOY label
Dynamic Subheading	Subtitle based on filter (year/city)
Dynamic Sales Values Line Graph Title	Used in YOY trend chart
Dynamic_Top_Bottom_Title	Title for top/bottom sales visuals

Sample Insights

- **Ahmedabad**: 15.2M revenue (2020), Avg Rating: **4.3**
- **2,000+ users** gained in metro cities
- **Urban Eatery** ranked #1 in revenue
- **Non-Veg** = 58% of orders in Tier-1 cities

Screenshots

Section	Preview
Index Page	Index
About Section	About
Overview Dashboard	Overview

About Page

About the Project

The **Zomato Real-Time Analytics Suite** transforms Zomato's operational data into **actionable insights** using Power BI and SQL. Key goals:

- Track user engagement and demographics
- Monitor city-wise sales growth and churn
- Evaluate restaurant performance
- Set realistic goals with trend tracking

Navigation Buttons

Bookmarks connect: - Overview
- User Dashboard
- City Dashboard
- About

Why This Project Helpful

> **"Turning food delivery data into intelligent decisions—faster, sharper, smarter."**
> **"Delivering data-driven decisions for every bite."**
> **"From SQL to sales strategy—your data, served hot."**

Setup Power BI Dashboard Project

1 Prerequisites

- Power BI Desktop
- SQL Server access
- Required tables: users, orders, ratings, locations

2 Setup Steps

"'bash Step 1: Clone Repository git clone https://github.com/VyomeshKatariya/Zomato-PowerBI-Dashboard.git

Step 2: Open .pbix in Power BI Desktop Step 3: Edit Parameters → Set SQL Connection Step 4: Validate DirectQuery Mode Step 5: Review Visuals & DAX Step 6: (Optional) Publish to Power BI Service

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