

OMATO FOOD DELIVERY DASHBOARD REPORT

1. Introduction


This report provides a detailed overview of the **Omato Food Delivery Dashboard**, developed using **Power BI**. The dashboard analyses food delivery transactions, payment methods, and sales trends from January to April 2023.

The key objectives of this analysis are:

- To track **monthly sales performance** and **customer preferences**.
 - To analyse **transactions by payment methods** (UPI, COD, Card).
 - To monitor **order delivery status** (Delivered vs. Cancelled).
 - To identify **popular food items** and trends over time.
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2. Data Sources & Preprocessing

The dataset consists of monthly sales records stored in Excel files:



 January_Sales_2023.xlsx	 Omato_Data
 February_Sales_2023.xlsx	 February_Sales_2023
 March_Sales_2023.xlsx	 January_Sales_2023
 April_Sales_2023.xlsx	 April_Sales_2023
 Omato_Data.xlsx	 March_Sales_2023

2.1 Data Transformation using Power Query

Power Query was utilized for **data cleaning and transformation**:

- **Appending Monthly Data** – Merged all months into a single dataset.
- **Handling Missing Values** – Removed null values and duplicates.
- **Extracting Date Information** – Created **Year-Month fields** for analysis.
- **Formatting Data Types** – Ensured proper **numeric and categorical formats**.

Queries [4] <

 Sales Data
 Customer Details
 Food_Details
 Resturant_Details

Query Settings X

PROPERTIES

Name

Sales Data

All Properties

APPLIED STEPS

Source	⚙
Removed Other Columns	⚙
Added Custom	⚙
Removed Columns	
Expanded Extract_Data	⚙
Removed Other Columns1	⚙
Expanded Extract_Data.Data	⚙
Promoted Headers	⚙
Changed Type	
Removed Errors	
Renamed Columns	

X
✓
fx

= Table.RenameColumns("#Removed Errors",{{"April_Sales_2023", '

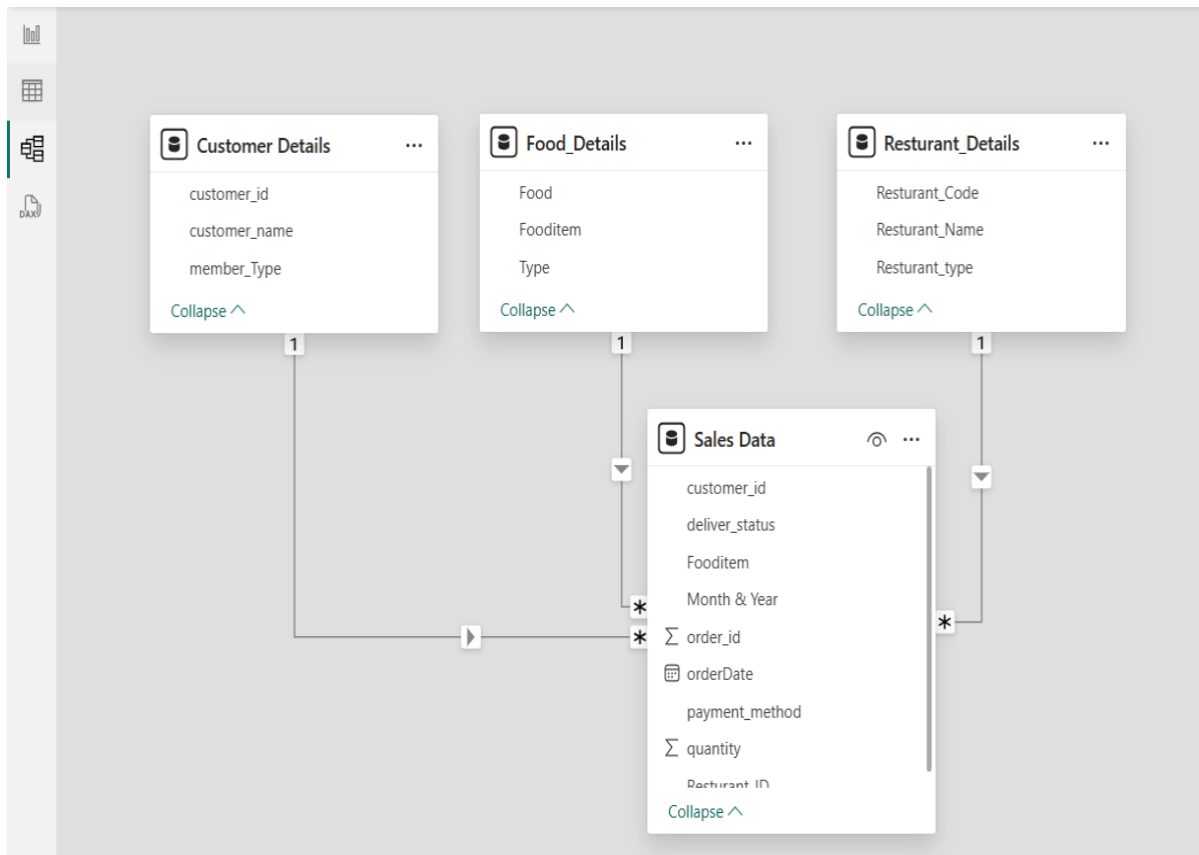
	123 order_id	orderDate	123 customer_id	123
	<div> <div>Valid</div> <div>Error</div> <div>Empty</div> </div> <div>100%</div> <div>0%</div> <div>0%</div>	<div> <div>Valid</div> <div>Error</div> <div>Empty</div> </div> <div>100%</div> <div>0%</div> <div>0%</div>	<div> <div>Valid</div> <div>Error</div> <div>Empty</div> </div> <div>100%</div> <div>0%</div> <div>0%</div>	<div> <div>Valid</div> <div>Error</div> <div>Empty</div> </div> <div>100%</div> <div>0%</div> <div>0%</div>
1	256184	01-04-2023	29	
2	256185	01-04-2023	24	
3	256186	01-04-2023	28	
4	256187	01-04-2023	4	
5	256188	01-04-2023	30	
6	256189	01-04-2023	17	
7	256190	01-04-2023	17	
8	256191	01-04-2023	15	
9	256192	02-04-2023	10	
10	256193	02-04-2023	29	
11	256194	02-04-2023	25	
12	256195	02-04-2023	3	
13	256196	02-04-2023	4	
14	256197	02-04-2023	13	
15	256198	02-04-2023	4	
16	256199	02-04-2023	25	
17	256200	02-04-2023	4	
18	256201	02-04-2023	28	
19	256202	02-04-2023	6	
20	256203	02-04-2023	9	
21	256204	02-04-2023	26	
22	256205	02-04-2023	12	
23	256206	02-04-2023	18	
24	256207	02-04-2023	30	

3. Data Modelling

A **star schema** was implemented for optimized querying:

Fact Table	Dimension Tables
Sales_Transactions – Stores all food transactions.	Date_Dim – For time-based analysis. Food_Dim – Categorizes food items. Payment_Method_Dim – Groups payment modes. Customer_Type_Dim – Differentiates Gold & Regular members.

This structured model enables **faster aggregations and dynamic insights**.



4. Key Performance Indicators (KPIs) & Measures

To derive actionable insights, **DAX (Data Analysis Expressions) functions** were applied.

Data	
<div> <div>Search</div> <div> <div>Customer Details</div> <div>Food_Details</div> <div>Resturant_Details</div> <div> <div>Sales Data</div> <div> <div>Avg_Quantity</div> <div>customer_id</div> <div>deliver_status</div> <div>Fooditem</div> <div>Month & Year</div> <div>Σ order_id</div> <div>orderDate</div> <div>payment_meth</div> <div>Σ quantity</div> <div>Resturant_ID</div> <div>Total_Quantity</div> <div>Transactions</div> </div> </div> </div> </div>	<p>Total Quantity Sold: Total_Quantity = sum('Sales Data'[quantity])</p> <pre>1 Total_Quantity = sum('Sales Data'[quantity])</pre> <p>Total Transactions: Transactions = COUNTROWS('Sales Data')</p> <pre>1 Transactions = COUNTROWS('Sales Data')</pre> <p>Average Quantity: Avg_Quantity = AVERAGE('Sales Data'[quantity])</p> <pre>1 Avg_Quantity = AVERAGE('Sales Data'[quantity])</pre>

These DAX formulas allow **real-time updates** based on user-selected filters.

5. Data Visualizations in Power BI

To make insights more accessible and visually appealing, multiple Power BI charts were implemented:

5.1 Charts & Graphs Used

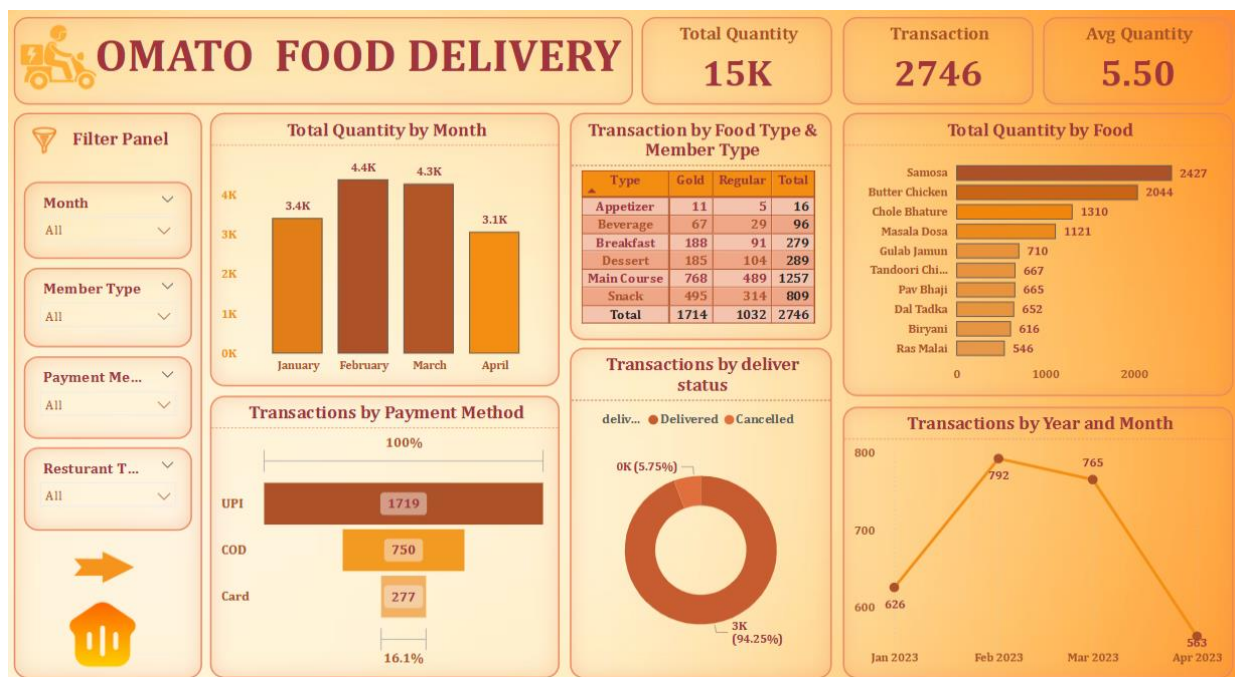
Bar Chart: Displays total quantity sold per month.

Line Graph: Tracks transaction trends over months.

Stacked Bar Chart: Shows payment method preferences (UPI, COD, Card).

Matrix Table: Displays food type vs. member type transactions.

Donut Chart: Highlights delivered vs. cancelled orders.



These interactive visualizations enable quick decision-making and trend analysis.

6. Key Insights from the Dashboard

- **Most Popular Food Item:** Samosa (2,427 orders), followed by Butter Chicken (2,044 orders).
- **Peak Sales Month:** February 2023 (4.4K items sold).
- **Most Preferred Payment Method:** UPI (1,719 transactions).
- **High Delivery Success Rate:** 94.25% of orders were delivered successfully.