OMATO FOOD DELIVERY DASHBOARD REPORT

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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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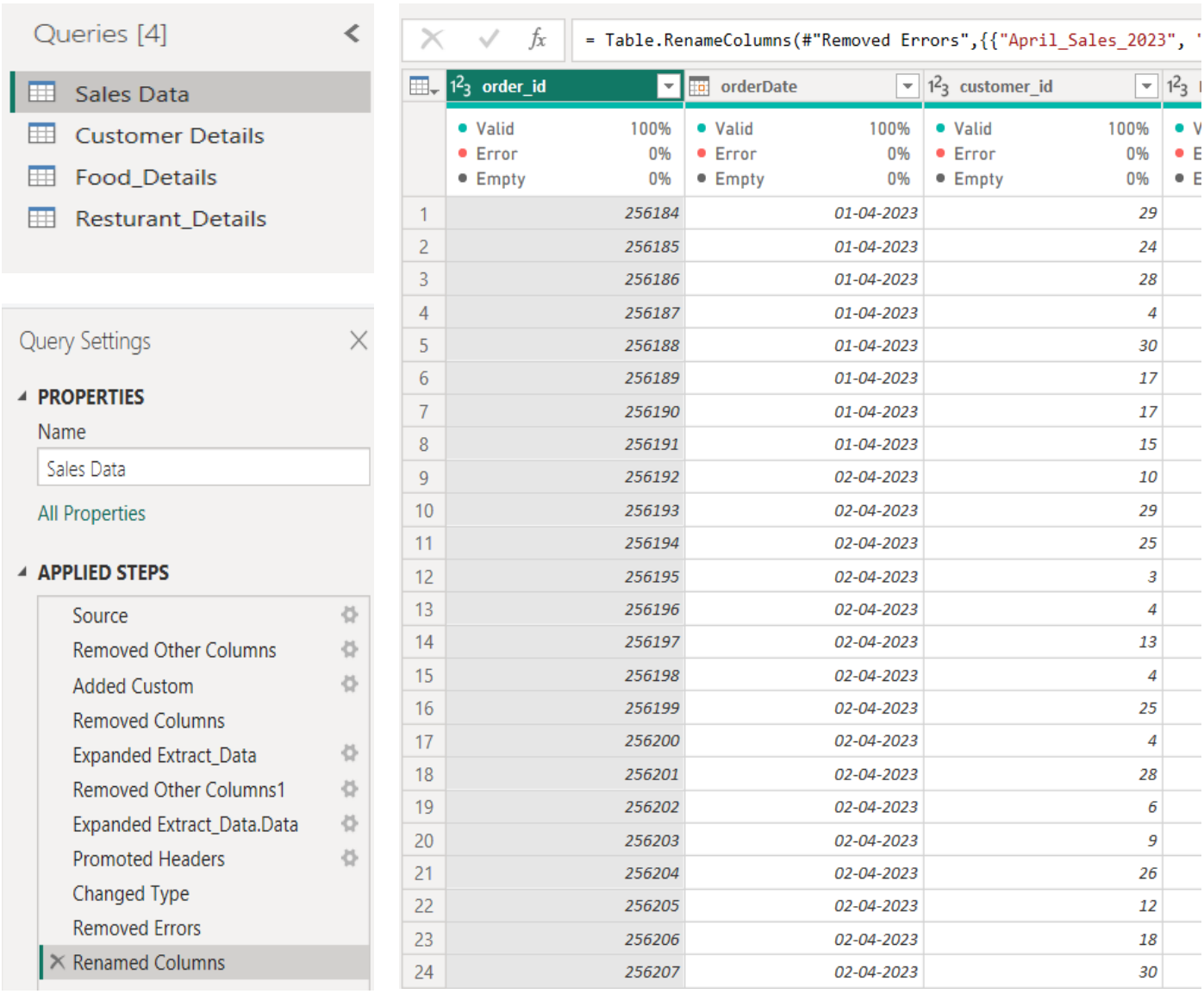
2. Data Sources & Preprocessing

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

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**.

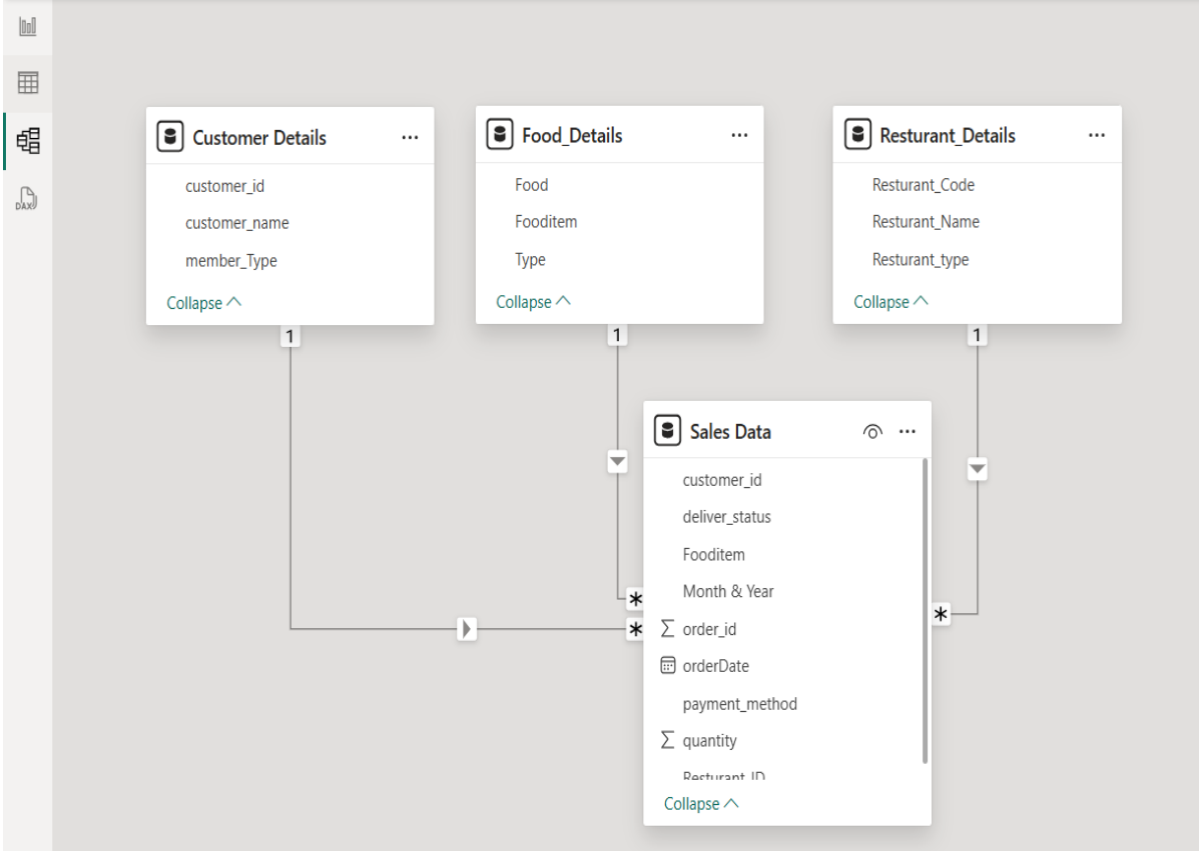


3. Data Modelling

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

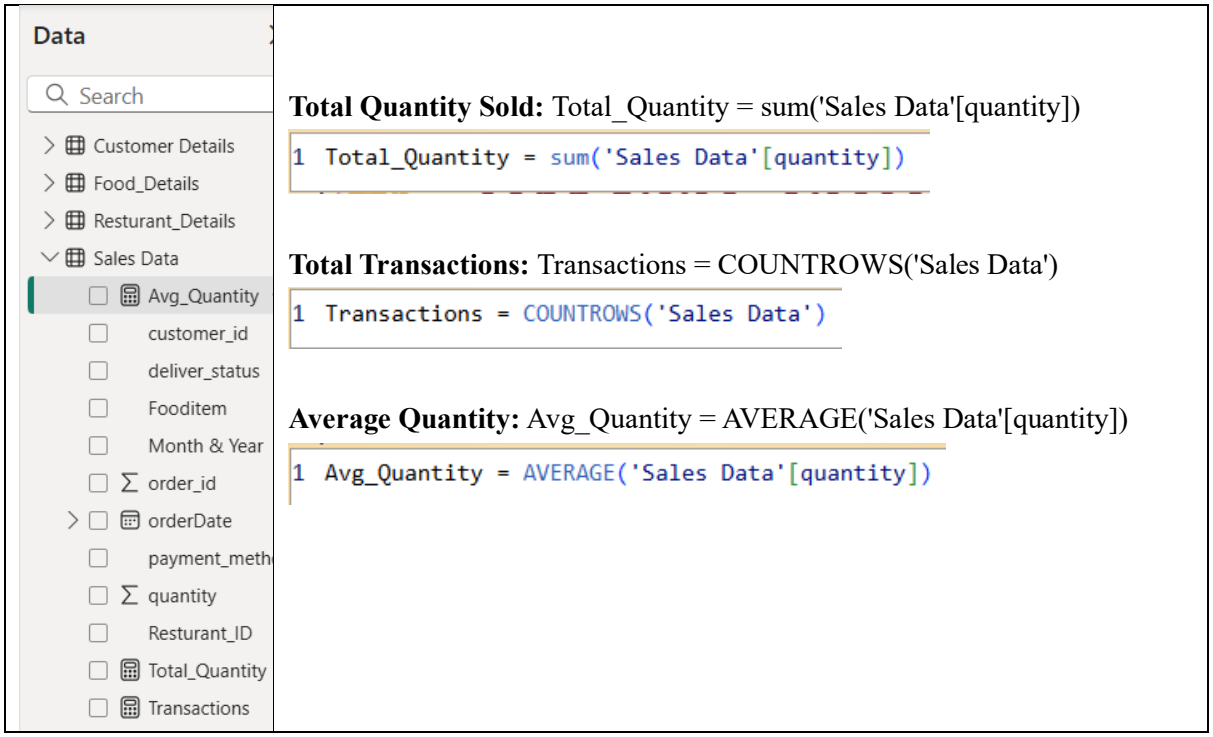
Fact Table	Dimension Tables
Sales_Transactions – Stores all food transactions.	Date_Dim – For time-based analysis. Food_Dim – Categorizes food items. Payment_Method_Dim – Groups payment modes. Customer_Type_Dim – Differentiates Gold & Regular members.

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.



Total Quantity Sold: Total_Quantity = sum('Sales Data'[quantity])

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1  Total_Quantity = sum('Sales Data'[quantity])
```

Total Transactions: Transactions = COUNTROWS('Sales Data')

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1  Transactions = COUNTROWS('Sales Data')
```

Average Quantity: Avg_Quantity = AVERAGE('Sales Data'[quantity])

```
1  Avg_Quantity = AVERAGE('Sales Data'[quantity])
```

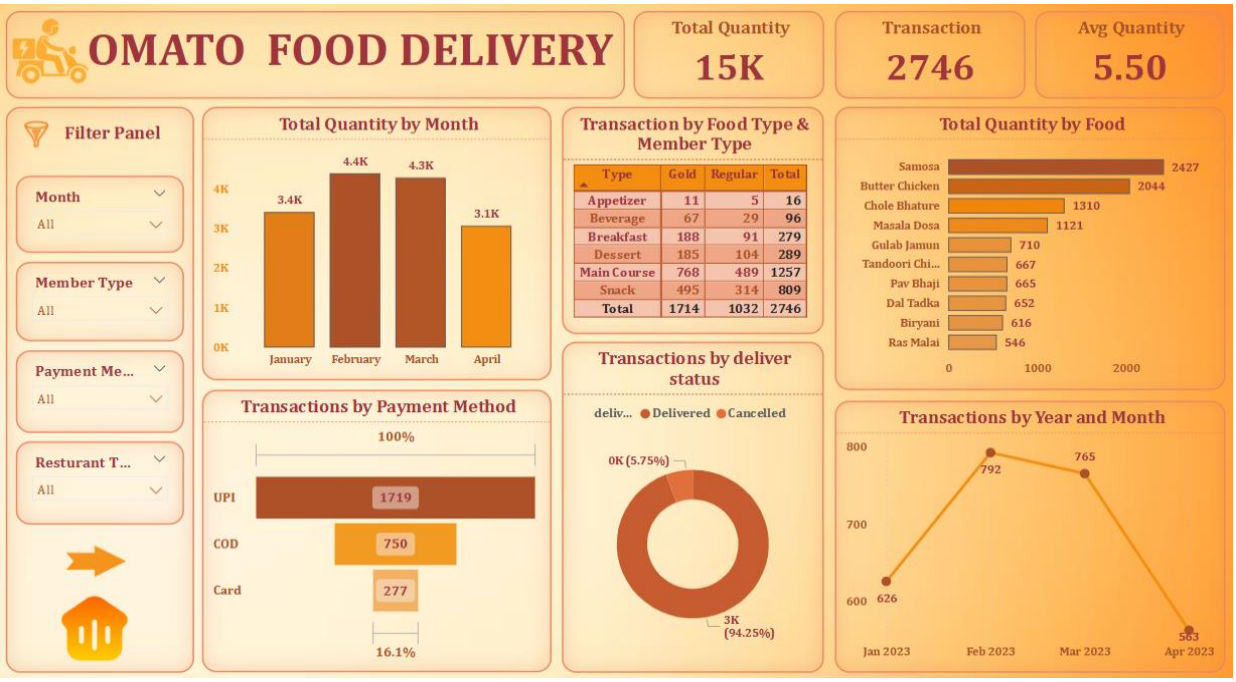
These DAX formulas allow **real-time updates** based on user-selected filters.

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**.

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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**.