SWIGGY PRE-POST DIWALI SALES ANALYSIS

Low-Level Design (LLD)

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Project Title	**SWIGGY PRE-POST DIWALI SALES ANALYSIS**
Technologies	**Business Intelligence**
Domain	**Food industry**
Project Difficulties level	**Advance**

INDEX

Document Version Control

Date Issued	Version	Description	Author
18-Aug-2022	1.0	Complete LLD	Pooja Das

Abstract / Problem Statement

Swiggy Analysis is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer or consumer-to-business.

Business Scenario

The Analytics team of an Online Food Company wants to design a Sales dashboard to analyze the sales based on various product categories. The company wants to add user control for product categories, so users can select a category and can see the trend month-wise and product-wise accordingly.

Given Tasks

- Task 1 - In a word document write the process and data added to the current dataset.
- Task 2 – You can add your data at your convenience.
- Task 3 - Do the data preparation part.
- Task 4 – Build the dashboards.
- Task 5 – Deploy Dashboard

1 Introduction

1.1 Why this Low-Level Design Document?

The goal of the LDD or Low-level design document (LLDD) is to give the internal logic design for the Swiggy Pre-Post Diwali Sales Analysis dashboard. LDD describes the class diagrams with the methods and relations between classes and program specs. It describes the modules so that the programmer can directly code the program from the document.

1.2 Scope

Low-level design (LLD) is a component-level design process that follows a step-by-step refinement process. The process can be used for designing data structures, required software architecture, source code, and ultimately, performance algorithms. Overall, the data organization may be defined during requirement analysis and then refined during data design work.

2. General Description

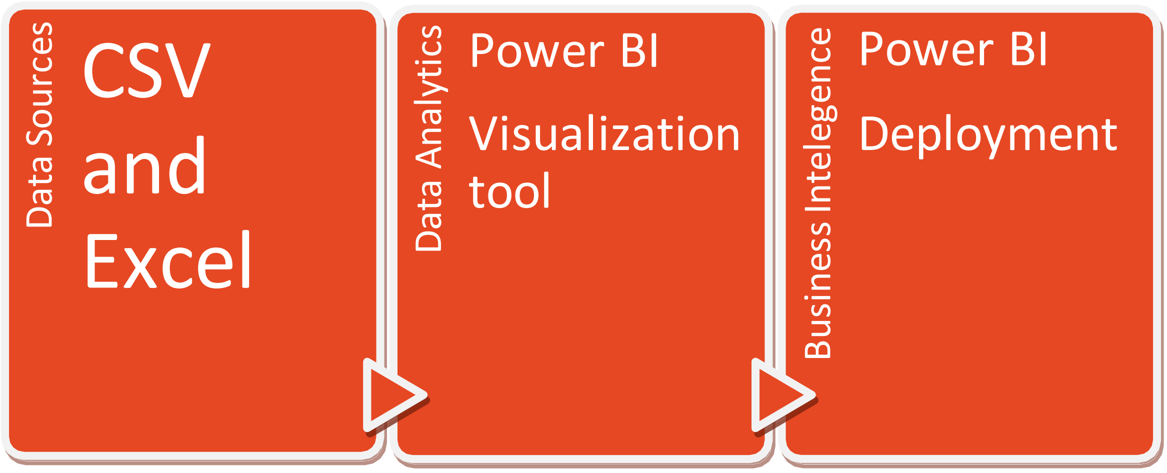
2.1 Tools used

Office 365 Excel, Word, PowerPoint, and OneDrive are used.

3 Design Details

3.1 Functional Architecture

Low-Level Design (LLD)



4. KPIs

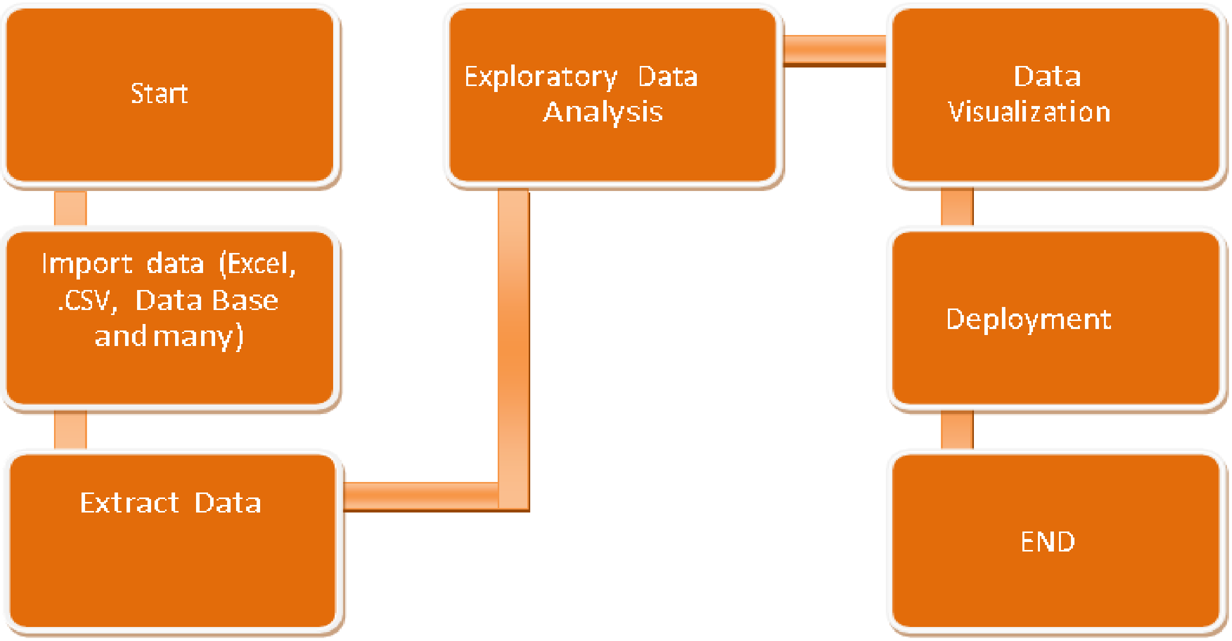
Dashboards will be implemented to display and indicate certain KPIs and relevant indicators for the disease.
As and when, the system starts to capture the historical/periodic data for a user, the dashboards will be included to display charts over time with progress on various indicators or factors.

4.1 KPIs (Key Performance Indicators)

Used various KPI indicators that show different insights in dashboards.
(Pre-Post Dashboard)

- Total Sales
- Total Quantity Sold
- Total Order
- Top Shop
    - Quantity Sold
    - Order
- Bottom Shop
    - Quantity Sold
    - Order
- Top 5 Category
- Bottom 5 Category
- Daily Sales
- Top 5 Product
- Bottom 5 Product

5.Architecture



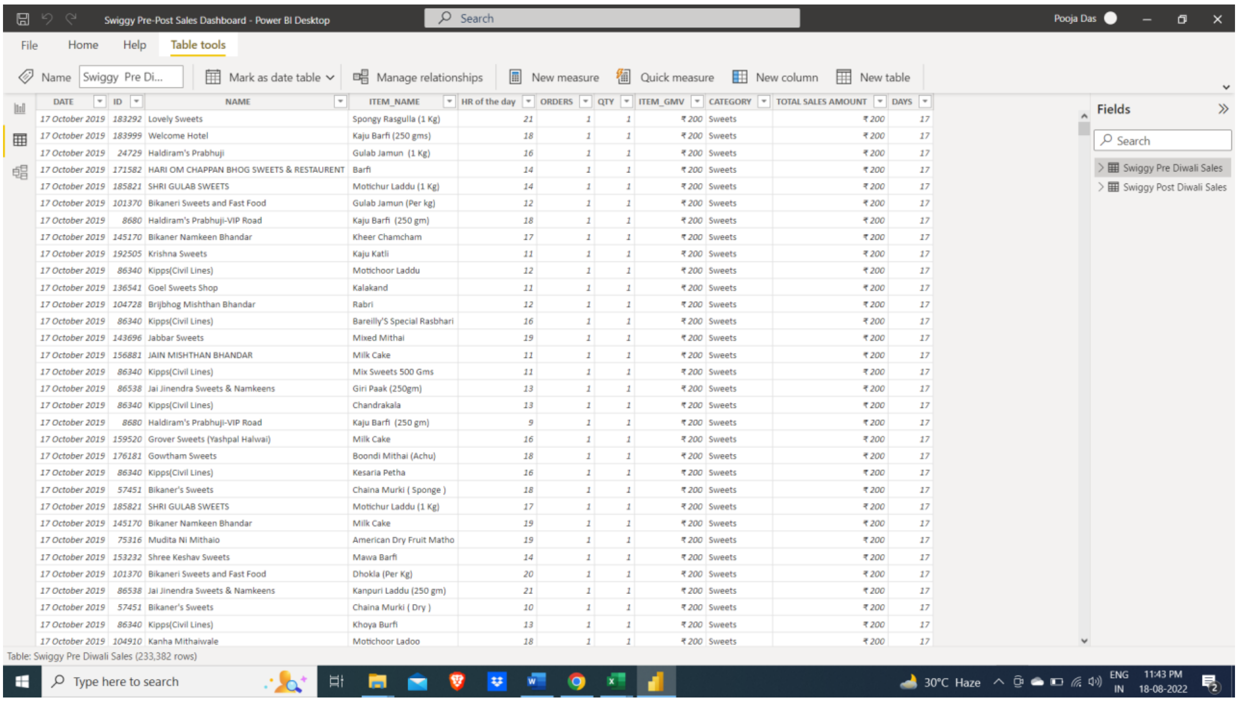
6. Database Diagram

The Pre-Diwali Sales contains 233365 rows and 12 columns

The Post-Diwali Sales contains 221802 rows and 12 columns

Pre- Diwali Sales
DATE
ID
NAME
ITEM_ID
ITEM_NAME
Hour of the day
ORDERS
QTY
ITEM_GMV
CATEGORY
TOTAL SALES
DAYS

Post- Diwali Sales
DATE
ID
NAME
ITEM_ID
ITEM_NAME
Hour of the day
ORDERS
QTY
ITEM_GMV
CATEGORY
TOTAL SALES
DAYS



DATE	ID	NAME	ITEM_NAME	HR of the day	ORDERS	QTY	ITEM_GMV	CATEGORY	TOTAL SALES AMOUNT	DAYS
17 October 2019	183292	Lovely Sweets	Spongy Rasgulla (1 Kg)	21	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	183999	Welcome Hotel	Kaju Barfi (250 gms)	18	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	24729	Haldiram's Prabhuji	Gulab Jamun (1 Kg)	16	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	171582	HARI OM CHAPPAN BHOG SWEETS & RESTAURENT	Barfi	14	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	185821	SHRI GULAB SWEETS	Motichur Laddu (1 Kg)	14	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	101370	Bikaneri Sweets and Fast Food	Gulab Jamun (Per kg)	12	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	8680	Haldiram's Prabhuji-VIP Road	Kaju Barfi (250 gm)	18	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	145170	Bikaner Namkeen Bhandar	Kheer Chamcham	17	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	192505	Krishna Sweets	Kaju Katli	11	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	86340	Kipps(Civil Lines)	Motichoor Laddu	12	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	136541	Goel Sweets Shop	Kalakand	11	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	104728	Brijbhog Mishthan Bhandar	Rabri	12	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	86340	Kipps(Civil Lines)	Bareilly'S Special Rasbhari	16	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	143696	Jabbar Sweets	Mixed Mithai	19	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	156881	JAIN MISHTHAN BHANDAR	Milk Cake	11	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	86340	Kipps(Civil Lines)	Mix Sweets 500 Gms	11	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	86538	Jai Jinendra Sweets & Namkeens	Giri Paak (250gm)	13	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	86340	Kipps(Civil Lines)	Chandrakala	13	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	8680	Haldiram's Prabhuji-VIP Road	Kaju Barfi (250 gm)	9	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	159520	Grover Sweets (Yashpal Halwai)	Milk Cake	16	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	176181	Gowtham Sweets	Boondi Mithai (Achu)	18	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	86340	Kipps(Civil Lines)	Kesaria Petha	16	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	57451	Bikaner's Sweets	Chaina Murki (Sponge)	18	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	185821	SHRI GULAB SWEETS	Motichur Laddu (1 Kg)	17	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	145170	Bikaner Namkeen Bhandar	Milk Cake	19	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	75316	Mudita Ni Mithaio	American Dry Fruit Matho	19	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	153232	Shree Keshav Sweets	Mawa Barfi	14	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	101370	Bikaneri Sweets and Fast Food	Dhokla (Per Kg)	20	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	86538	Jai Jinendra Sweets & Namkeens	Kanpuri Laddu (250 gm)	21	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	57451	Bikaner's Sweets	Chaina Murki (Dry)	10	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	86340	Kipps(Civil Lines)	Khoya Burfi	13	1	1	₹ 200	Sweets	₹ 200	17
17 October 2019	104910	Kanha Mithaiwale	Motichoor Ladoo	18	1	1	₹ 200	Sweets	₹ 200	17

Table: Swiggy Pre Diwali Sales (233,382 rows)

7. Configuring Microsoft Excel or CSV Data Sources

1. In the menu, click Project:<Project Name> > Project Settings.
2. Click the Data Sources tab. The Data Sources page displays a list of all of the data sources that have been created for the system.
3. Click New Data Source to open the New Data Source dialog box.
4. Type a Name for the data source.
5. From the Data source type list box, select MS Excel to configure a Microsoft Excel data source or select CSV to configure a CSV data source.
6. From the Source control profile list box, select the pre-configured source control profile that hosts your data file. For detailed information regarding the configuration of source control profiles, see *Source Control Profiles*.
7. Click Browse to open the Select Source Control Path dialog box. Browse to and select a data source file of the selected type in your source control path.
8. *Optional:* MS Excel only. If you are working with an Excel spreadsheet that includes multiple worksheets, and you want to narrow down the data source to specific worksheets, you can browse to and select specific worksheets for inclusion. To do this:
9. Click [...] next to the Worksheet filter field.
10. The Select Worksheet Filter dialog box displays. Select the worksheets that you want to be included as your data source.
11. Click OK.

12. *Optional:* Key column selection is used by tests to define which worksheet columns within a data source are used as the primary key. This is helpful if your data source will undergo edits, for example when you add or remove rows within a worksheet. Even if your data source is edited, tests will still be able to identify which columns or rows should be used. Tests created from data-driven data sources use key column values in their names, rather than column numbers.

   Note: MS Excel only: If the data source includes multiple worksheets, only columns with identical names are available to be defined as key columns.

   To configure a key column:

   a. Click [...] next to the Key column field.
   b. The Select Key Column dialog box displays. Select a column from the column list that is to act as a key column.
   c. Click OK.

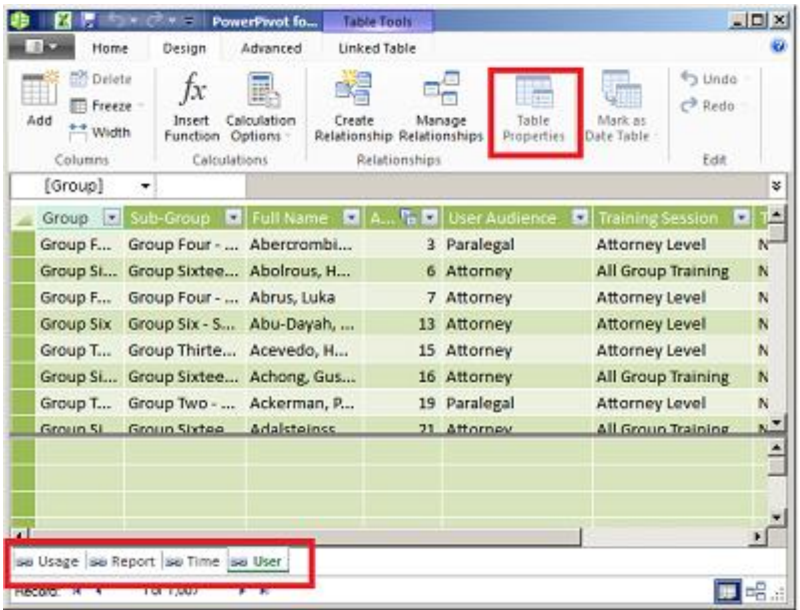
13. Click OK on the New Data Source dialog box.

8. Data sources are used in a workbook data model

Here are a few easy steps you can follow to determine exactly what data exists in the model:

1. In Excel, click Power Pivot > Manage to open the Power Pivot window.
2. View the tabs in the Power Pivot window.

   Each tab contains a table in your model. Columns in each table appear as fields in a PivotTable Field List. Any column that is grayed out has been hidden from client applications.

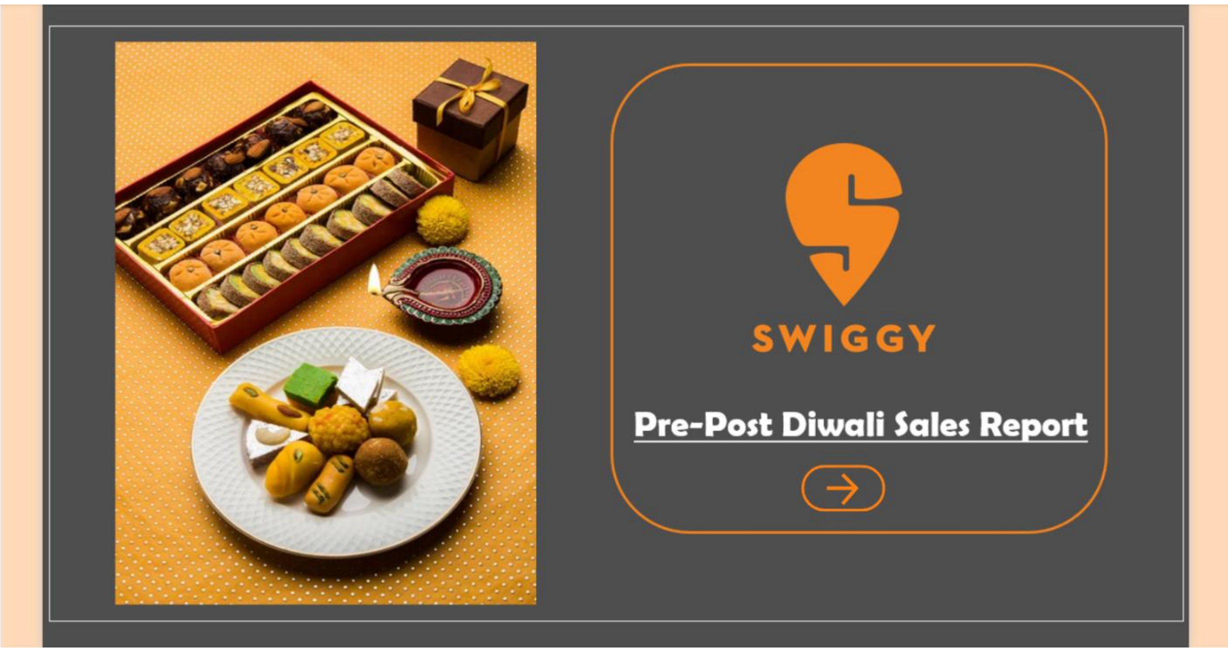


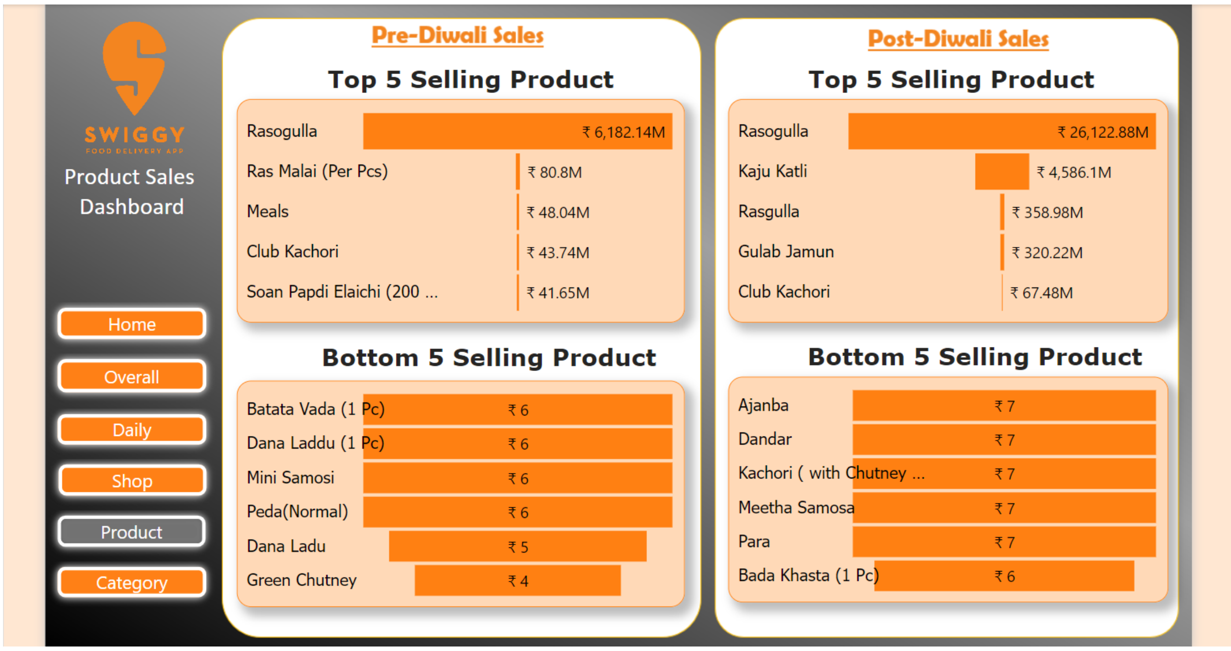
3. To view the origin of the table, click Table Properties.

   If Table Properties is grayed out and the tab contains a link icon indicating a linked table, the data originates from a sheet in the workbook rather than an external data source.

For all other types of data, the Edit Table Properties dialog shows the connection name and query used to retrieve the data. Make a note of the connection name, and then use Connection Manager in Excel to determine the network resource and database used in the connection:

a. In Excel, click Data > Connections.
b. Select the connection used to populate the table in your model.
c. Click Properties > Definition to view the connection string.




SWIGGY
Product Sales Dashboard
Home
Overall
Daily
Shop
Product
Category
Pre-Diwali Sales
Top 5 Selling Product
Rasogulla ₹ 6,182.14M
Ras Malai (Per Pcs) ₹ 80.8M
Meals ₹ 48.04M
Club Kachori ₹ 43.74M
Soan Papdi Elaichi (200 ... ₹ 41.65M
Bottom 5 Selling Product
Batata Vada (1 Pc) ₹ 6
Dana Laddu (1 Pc) ₹ 6
Mini Samosi ₹ 6
Peda(Normal) ₹ 6
Dana Ladu ₹ 5
Green Chutney ₹ 4
Post-Diwali Sales
Top 5 Selling Product
Rasogulla ₹ 26,122.88M
Kaju Katli ₹ 4,586.1M
Rasgulla ₹ 358.98M
Gulab Jamun ₹ 320.22M
Club Kachori ₹ 67.48M
Bottom 5 Selling Product
Ajanba ₹ 7
Dandar ₹ 7
Kachori (with Chutney ... ₹ 7
Meetha Samosa ₹ 7
Para ₹ 7
Bada Khasta (1 Pc) ₹ 6