SWIGGY POWER BI DASHBOARD

By

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PAGE 1: EXECUTIVE SUMMARY

- **Objective**:
  Give business stakeholders a bird's eye view of sales, orders, delivery, and cancellations.

Tasks:

- Show Total Orders, Revenue, Delivered Orders, Cancelled Orders
- Show Monthly Trends
- Highlight Key Zones / Cities
- **Charts:**

Task	Visual	Fields
Total KPIs	KPI Cards	Total Orders, Revenue, % Delivered
Monthly Orders Trend	Line Chart	X: Order_Month, Y: Total Orders
Revenue by City	Column Chart	Axis: City, Values: Revenue
Orders by Zone	Donut Chart	Legend: Zone, Values: Order Count

PAGE 2: CUSTOMER BEHAVIOUR

Objective:

Understand who the customers are and how they behave.

Tasks:

- Segment customers into New vs Returning
- Analyze time-based ordering patterns
- Track high-value customers
- **Charts:**

Task	Visual	Fields
Orders by Time of Day	Donut Chart	Legend: Time Slot, Values: Order_ID
Repeat Customers Table	Table	Customer_Name, Customer_ID, Order_ID
Top Customers by Spend	Bar Chart	Axis: Customer_Name, Values: Spend
New vs Returning Orders	Line Chart	X: Month, Y: Order_ID, Legend: Customer Type

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PAGE 3: DELIVERY PERFORMANCE

Objective:

Measure delivery agent performance and service quality.

Tasks:

- Identify zones with high delivery times
- Find best-performing delivery agents
- Monitor on-time delivery %
- **Charts:**

Task	Visual	Fields
Avg Delivery Duration by Zone	Column Chart	Axis: Zone, Values: Avg Delivery Duration
Top 10 Fastest Delivery Agents	Bar Chart	Axis: Delivery Agent, Values: Avg Time, Filter: Top 10
On-Time Delivery %	KPI Card	Measure: OnTime Percentage

Task	Visual	Fields
Late Deliveries by Area	Heatmap / Tree Map	Area, Values: Count of Late Orders

PAGE 4: CANCELLATIONS & INSIGHTS

Objective:
Understand why cancellations happen and what actions are needed.
Tasks:

- Analyze when & why orders are cancelled
- Show cancellation reasons by zone
- Provide actionable insights to reduce cancellations
- **Charts:**

Task	Visual	Fields
Cancelled Orders Over Time	Line Chart	X: Month, Y: Cancelled Orders
Tree Map of Cancellation Reasons	Tree Map	Group: Cancellation Reason, Values: Order ID
Cancellations by Zone	Stacked Bar Chart	Axis: Zone, Legend: Reason, Values: Cancelled Orders
Cancellations by Time Slot	Donut Chart	Legend: Time Slot, Values: Order ID

EXECUTIVE SUMMARY – DAX MEASURES

1.Total Orders = COUNT('Orders'[Order_ID])

2.Total Revenue = SUM('Orders'[Revenue])

3.Delivered Orders =CALCULATE(COUNT('Orders'[Order_ID]),'Orders'[Status] = "Delivered")

4.Cancelled Orders =CALCULATE(COUNT('Orders'[Order_ID]),'Orders'[Status] = "Cancelled")

5.% Delivered =DIVIDE ([Delivered Orders], [Total Orders], 0)

CUSTOMER BEHAVIOUR – DAX MEASURES

1.Repeat Orders =CALCULATE(COUNT('Orders'[Order_ID]),FILTER('Orders',CALCULATE(COUNT('Orders'[Order_ID])) > 1))

2.Customer Spend =SUM('Orders'[Revenue])

3.New Customers =CALCULATE(DISTINCTCOUNT('Orders'[Customer_ID]),'Orders'[Customer Type] = "New")

4.Returning Customers =CALCULATE(DISTINCTCOUNT('Orders'[Customer_ID]),'Orders'[Customer Type] ="Returning")

DELIVERY PERFORMANCE – DAX MEASURES

1.Avg_Delivery_By_Zone=
AVERAGEX(VALUES('Orders'[Zone]),CALCULATE(AVERAGE('Orders'[Delivery_Duration(mins)]))
)

2.Avg_Time_By_Agent = AVERAGEX(VALUES('Orders'[Delivery_Agent]),
CALCULATE(AVERAGE('Orders'[Delivery_Duration(mins)]))
)

3.On-Time Deliveries =CALCULATE(COUNT('Orders'[Order_ID]),'Orders'[Is_Late] = "No")

4.On-Time Delivery % =DIVIDE([On-Time Deliveries], [Delivered Orders], 0)

CANCELLATIONS & INSIGHTS – DAX MEASURES

1.Cancelled Orders =CALCULATE(COUNT('Orders'[Order_ID]),'Orders'[Status] = "Cancelled")

2.Cancelled Orders by Reason =
CALCULATE(COUNT('Orders'[Order_ID]),ALLEXCEPT('Orders','Orders'[Cancellation_Reason])
)

3.Cancelled Orders by Zone =CALCULATE(COUNT('Orders'[Order_ID]),
ALLEXCEPT('Orders', 'Orders'[Zone]),'Orders'[Status] = "Cancelled")

4.Cancellation % = DIVIDE([Cancelled Orders], [Total Orders], 0)