



OPEN

EVERYDAY
9AM-10AM



ORDER

SWIGGY

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

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

CUSTOMER BEHAVIOUR

- **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

DELIVERY PERFORMANCE

- **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
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
Late Deliveries by Area	Heatmap / Tree Map	Area, Values: Count of Late Orders

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