

SWIGGY POWER BI DASHBOARD – (REAL-WORLD STYLE)

RAMESH D

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

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
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)

STORRY TELLING

RAMESH D

EXECUTIVE SUMMARY – “*Swiggy Overall Performance*”

Storytelling Script:

“This page gives a high-level summary of Swiggy’s performance — just like what a manager or stakeholder would need daily.”

- Total Orders, Revenue, Delivered and Cancelled KPIs show our scale.
- Monthly trend line tells us how order volume is changing across the year.
- I included a city-wise revenue comparison to understand which markets are leading.
- Zone-level order share shows where we’re strong vs weak.

 **Business Insight:** "South Zone is driving 40%+ of total orders. Mumbai is lagging in revenue — maybe we need local offers?"

CUSTOMER BEHAVIOUR – “*Who Are Our Customers?*”

Storytelling Script:

“Here I analyzed customer behavior. I wanted to understand *when* customers are ordering, *who* is returning, and *who* is spending more.”

- Donut chart shows most orders come during Evening and Night slots — time slot targeting possible.
- Table shows repeat orders — especially customers like Vikram Verma who order 10+ times — ideal for loyalty program.
- Bar chart shows Top 10 spenders — potential targets for premium plans.
- Line chart compares new vs returning customers over time — retention is slightly improving.

 **Business Insight:** “Evening slot is a goldmine. Returning customers are increasing from July — maybe a campaign worked?”

DELIVERY PERFORMANCE – “*Is Our Delivery Fast Enough?*”

Storytelling Script:

“This page answers: How fast are we delivering? Where are we slow? Who are our best agents?”

- Avg delivery duration by zone shows West Zone is slowest.
- Best-performing agents bar chart shows Agent_21 consistently delivers under 30 mins — ideal for training others.
- On-Time % KPI (within 45 mins) is low: only 36.6%.
- Tree Map and table highlight late deliveries by area — especially Madhapur and Ameerpet.

 **Business Insight:** “We can improve SLA by fixing West Zone routing and learning from top agents.”

CANCELLATIONS & INSIGHTS – “*Why Are Orders Getting Cancelled?*”

Storytelling Script:

“This final page explores the biggest pain point — cancellations.”

- Line chart shows cancellation spikes in February and July — maybe rain or system errors.
- Tree map reveals top reasons — Customer Cancelled and No Agent are major contributors.
- Zone-wise bar chart highlights that East Zone has highest cancellation rate.
- Time slot donut chart shows most cancellations happen in mornings — possibly due to lack of agents.

 **Business Insight:** “Agent availability and scheduling needs improvement in morning shifts — especially East Zone.”