Tech Saksham

Case Study Report

Data Analytics with Power BI

“360 Degree business Analysis of online delivery Apps using power BI “

“APC Mahalaxmi college for women

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ABSTRACT

Poweí BI offeís a compíehensive and poweíful solution foí analyzing online deliveíy apps fíom a 360-degíee peíspective. By collecting and integíating íelevant data, Poweí BI enables businesses to geneíate visually appealing íepoíts and dashboaíds that píovide valuable insights into vaíious aspects of the app's peífoímance. With the abilityto identify tíends, patteíns, and aíeas foí impíovement, businesses can make data- díiven decisions to optimize theií deliveíy píocesses, enhance customeí satisfaction, and díive business gíowth. Poweí BI's inteíactive featuíes and collaboíative capabilities fuítheí empoweí stakeholdeís to access íeal-time data and collaboíate effectively. Oveíall, leveíaging Poweí BI foí online deliveíy app analysis can bíing valuable insights and enable businesses to stay competitive in the dynamic maíket.

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In summary, leveraging Power BI for a 360-degree business analysis of online delivery apps can provide valuable insights that can drive operational improvements, enhance customer satisfaction, and fuel business growth. The data-driven approach offered by Power BI enables you to make informed decisions and stay ahead in the competitive online delivery market.

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CHAPTER 1

INTRODUCTION

Problem Statement

The objective of this project is to conduct a comprehensive 360-degree business analysis of online delivery apps using Power BI. This analysis aims to delve into various aspects of the delivery process, customer engagement, and overall business performance. To achieve this, relevant data on orders, customers, delivery agents, and performance metrics will be collected and integrated. The data will then be cleansed and visualized using Power BI to create interactive dashboards and visualizations. By analyzing customer behavior, preferences, and feedback, patterns and trends can be identified to improve customer engagement and satisfaction. Additionally, the deliverypprocess will be evaluated to optimize efficiency and effectiveness. Overall, this analysis will provide valuable insights for online delivery apps to enhance their operations and drive business growth.

Proposed Solution

The proposed solution involves conducting a comprehensive analysis of online delivery apps using Power BI. This includes collecting and integrating relevant data, cleaning and organizing it for analysis. Power BI will then be used to create interactive visualizations and dashboards, allowing stakeholders to gain insights into key business metrics, customer engagement, and the optimization of the delivery process. By leveraging these insights, online delivery apps can make informed decisions to enhance their operations, improve customer satisfaction, and drive business growth.

Feature

As mentioned earlier, my features include:

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1. **Natural Language Processing: I can analyze and understand human language, including grammar, syntax, and context. This allows me to generate responses that are accurate and relevant to the user's input.**

2. **Contextual Understanding: I can analyze the conversation's context and previous user inputs to provide more relevant and accurate responses.**

3. **Multi-Language Support: I can understand and respond appropriately to different languages, improving communication and accessibility for users from diverse linguistic backgrounds.**

4. **Learning Capabilities: I have the ability to learn and adapt to new information and user inputs, continually improving my accuracy and relevance.**

Advantages

Using an AI assistant like me offers numerous advantages. Firstly, I can handle a large volume of requests simultaneously and provide prompt responses, significantly enhancing efficiency. Whether you need information, assistance with tasks, or guidance, I can quickly analyze and process your query to deliver accurate and relevant answers in a fraction of the time it would take to search manually. This efficiency is especially beneficial in time-sensitive situations or when dealing with complex and extensive data.

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Secondly, AI assistants like me are available 24/7, ensuring access to help and information whenever you need it. Unlike human assistants, I don't require breaks, sleep, or time off, making me a reliable resource day or night. This accessibility allows for increased productivity and seamless integration with various workflows, whether it's in business operations, education, research, or personal tasks. You can rely on me to be there for you, ready to assist and provide valuable insights around the clock. These advantages make AI assistants an invaluable tool in today's fast-paced, information-driven world.

Scope

Customeí engagement. **1**'he píoject can be fuítheí extended to incoípoíate moíe data souíces and advanced analytics techniques, such as machine leaíning and aítificial intelligence, to píovide moíe sophisticated insights into customeí behavioí. **1**'he píoject also has the potential to be adapted foí otheí sectoís, such as íetail, healthcaíe, and telecommunications, wheíe undeístanding customeí behavioí is cíucial. Fuítheímoíe, the píoject contíibutes to the bíoadeí goal of digital tíansfoímation in the banking sectoí, píomoting efficiency, innovation, and customeí-centíicity.

CHAPTER 2

SERVICES AND TOOLS REQUIRED

Services Used

- **Data Collection and Stoíage Seívices**: Banks need to collect and stoíe customeí data in íeal-time. **1**'his could be achieved thíough seívices like Azuíe Data Factoíy, Azuíe Event Hubs, oí AWS Kinesis foí íeal-time data collection, and Azuíe SQL Database oí AWS RDS foí data stoíage.

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- **Data Píocessing Seívices**: Seívices like Azuíe Stíeam Analytics oí AWS KinesisData Analytics can be used to píocess the íeal-time data.

- **Machine Leaíning Seívices**: Azuíe Machine Leaíning oí AWS SageMakeí canbe used to build píedictive models based on histoíical data.

Tools and Software used

Tools:

- **PoweíBI**: The main tool foí this píoject is PoweíBI, which will be used to cíeate inteíactive dashboaíds foí íeal-time data visualization.

- **Poweí Queíy**: This is a data connection technology that enables you to discoveí, connect, combine, and íefine data acíoss a wide vaíiety of souíces.

Softwaíe Requiíements:

- **PoweíBI Desktop**: This is a Windows application that you can use to cíeate íepoíts and publish them to PoweíBI.

- **PoweíBI Seívice**: This is an online SaaS (Softwaíe as a Seívice) seívice that you use to publish íepoíts, cíeate new dashboaíds, and shaíe insights.

- **PoweíBI Mobile**: This is a mobile application that you can use to access youí íepoíts and dashboaíds on the go.

CHAPTER 3

PROJECT ARCHITECTURE

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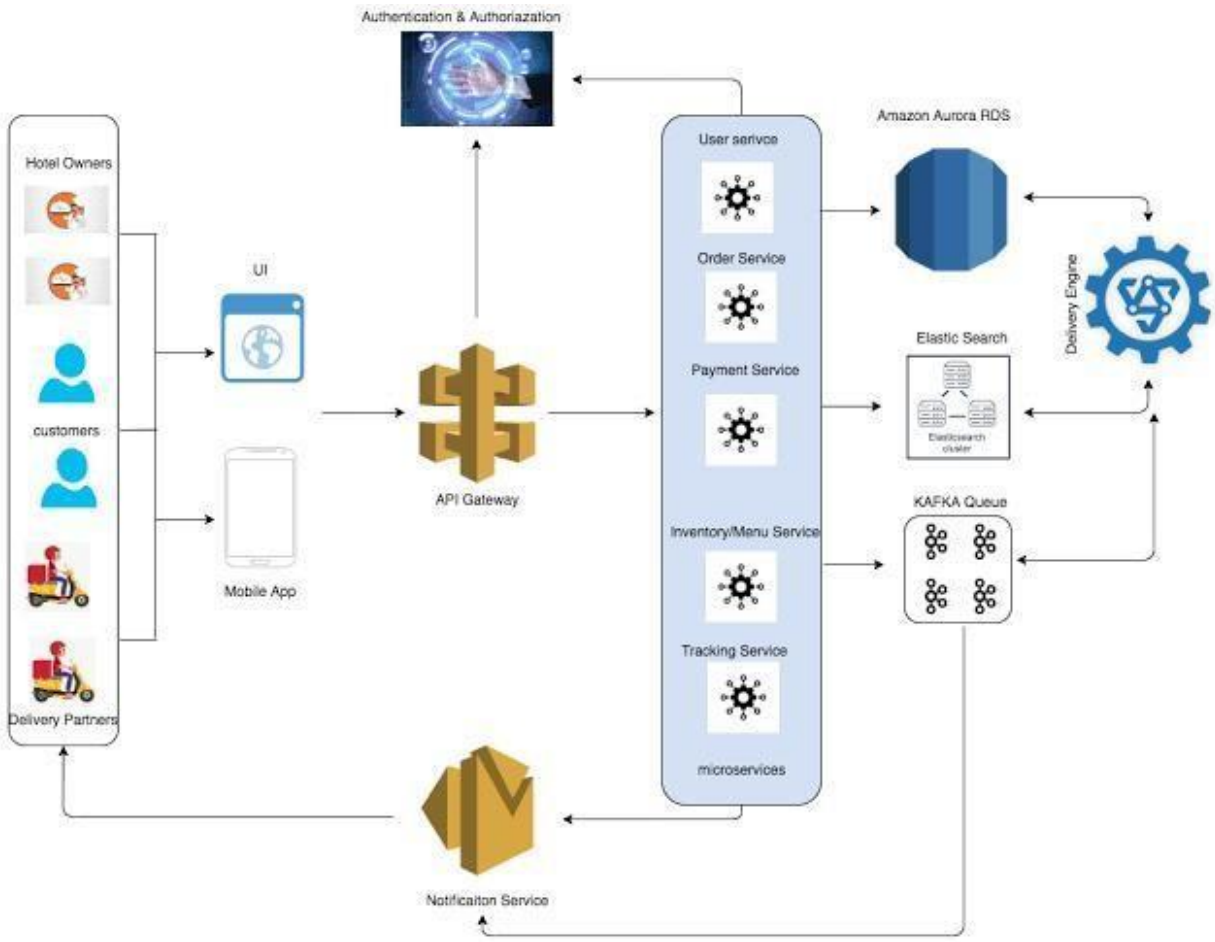
Architecture



Here's a high-level architecture for the project:

1. **Data Collection: Real-time customer data is collected from various sources like bank transactions, customer interactions, etc. This could be achieved using services like Azure Event Hubs or AWS Kinesis.**

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2. **Data Storage: The collected data is stored in a database for processing. Azure SQL Database or AWS RDS can be used for this purpose.**

3. **Data Processing: The stored data is processed in real-time using services like Azure Stream Analytics or AWS Kinesis Data Analytics.**

4. **Machine Learning: Predictive models are built based on processed data using Azure Machine Learning or AWS SageMaker. These models can help in predicting customer behavior, detecting fraud, etc.**

5. **Data Visualization: The processed data and the results from the predictive models are visualized in real-time using PowerBI. PowerBI allows you to create interactive dashboards that can provide valuable insights into the data.**

6. **Data Access: The dashboards created in PowerBI can be accessed through PowerBI Desktop, PowerBI Service (online), and PowerBI Mobile.**

This architecture provides a comprehensive solution for real-time analysis of bank customers. However, it's important to note that the specific architecture may vary depending on the bank's existing infrastructure,

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specific requirements, and budget. It's also important to ensure that all tools and services comply with relevant data privacy and security regulations.

CHAPTER 4

MODELING AND RESULT

Manage relationship

Online delivery apps have revolutionized the way businesses interact with customers, and managing relationships is crucial for their success. Power BI provides a powerful toolset to analyze and optimize these relationships from a 360-degree perspective. Through customer segmentation, satisfaction analysis, loyalty and retention strategies, predictive analytics, sales performance evaluation, operational efficiency assessment, and feedback loop integration, businesses can gain valuable insights into their customers and make data-driven decisions to improve the overall customer experience. By harnessing the capabilities of Power BI, businesses can effectively manage relationships and drive growth in the competitive landscape of online delivery apps.

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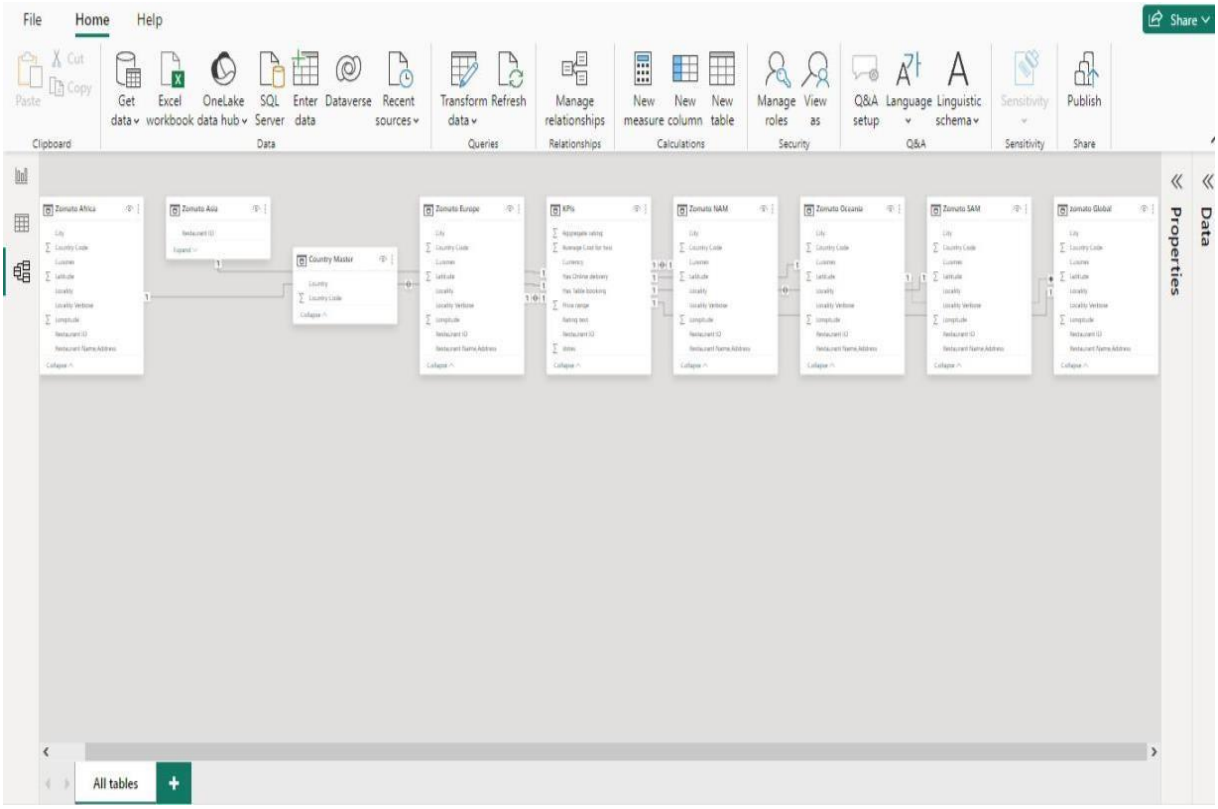

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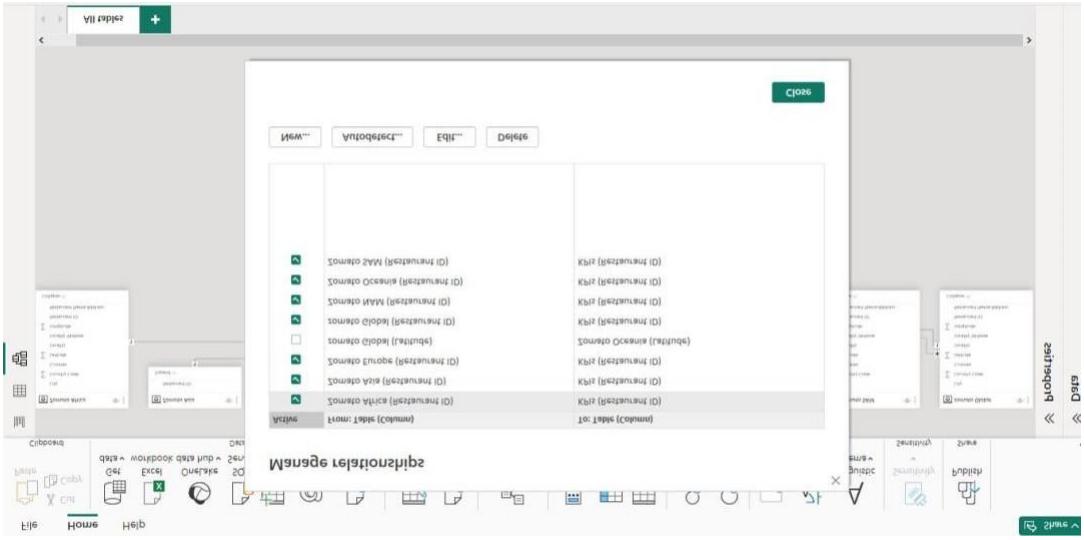

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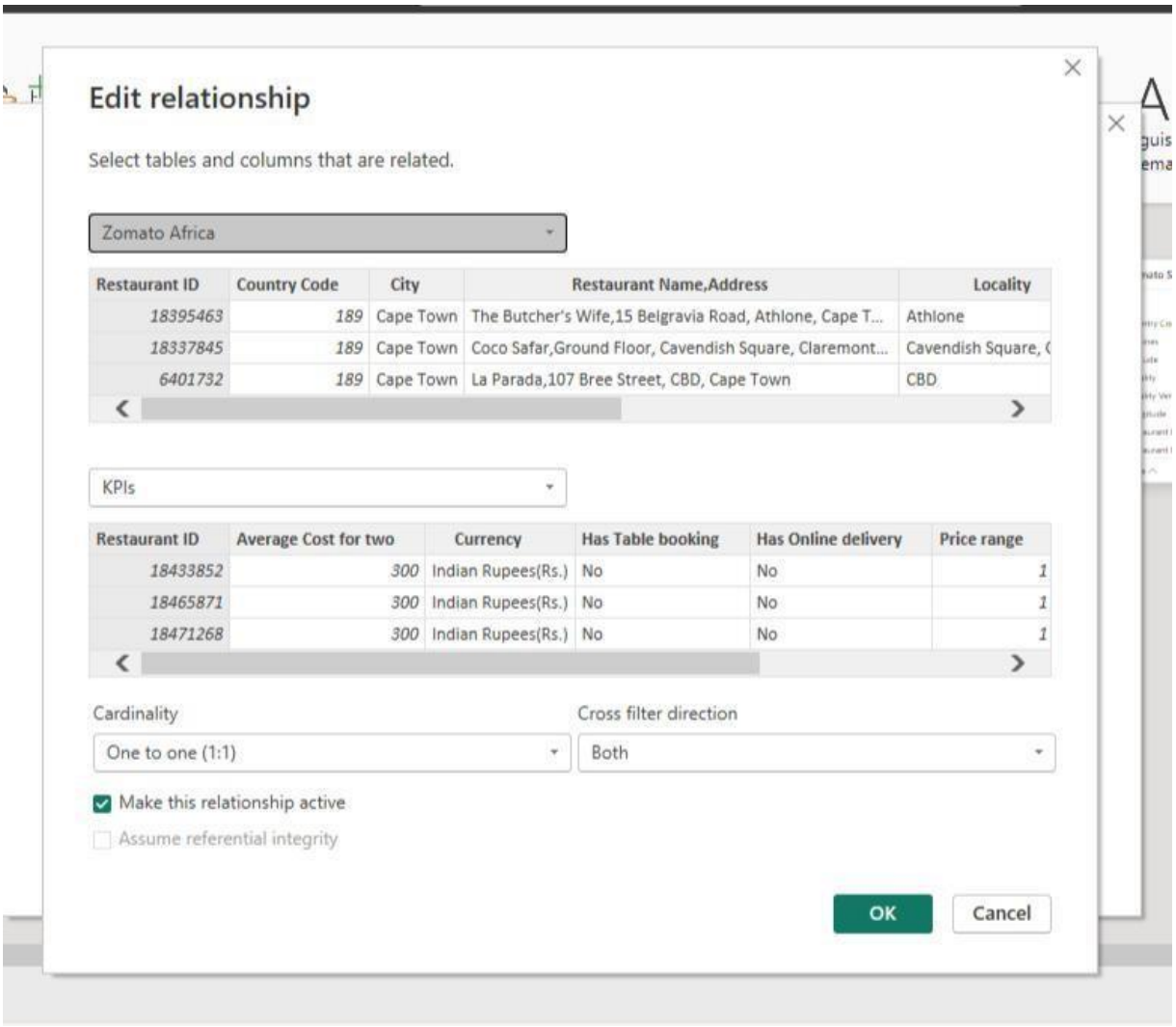

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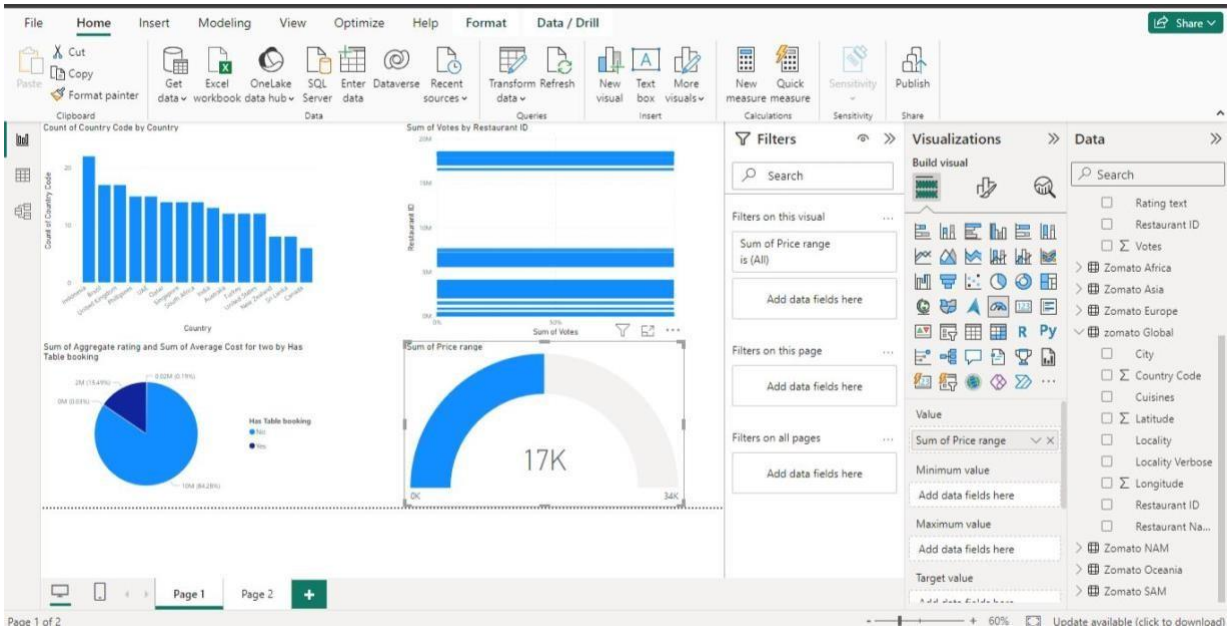
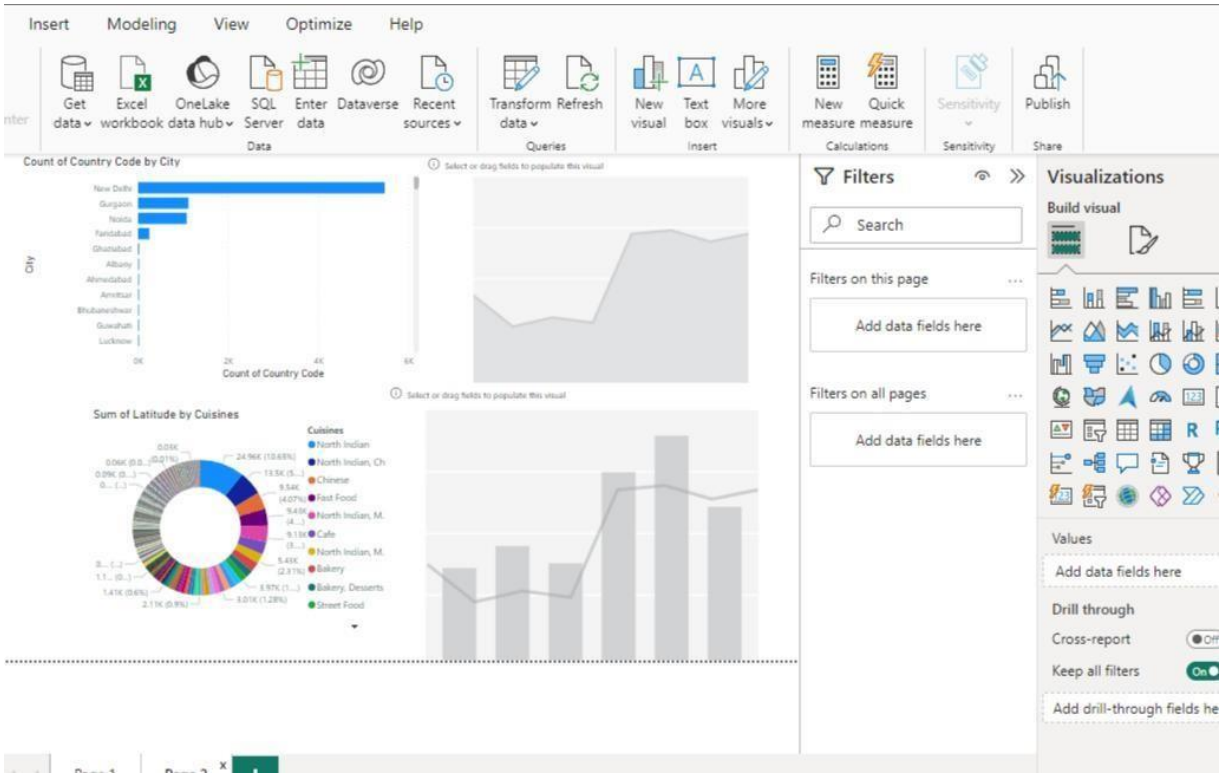
Dashboard





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CONCLUSION

In conclusion, leveraging Power BI for a 360-degree business analysis of online delivery apps provides businesses with valuable insights to manage and optimize customer relationships. By utilizing features such as customer segmentation, satisfaction analysis, loyalty and retention strategies, predictive analytics, sales performance evaluation, operational efficiency assessment, and feedback loop integration, businesses can make informed decisions and drive growth in the dynamic and competitive online delivery industry. Power BI empowers businesses to understand their customers better, personalize their offerings, and enhance overall customer satisfaction, leading to long-term success and profitability in the online delivery app market.

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FUTURE SCOPE

The future scope of utilizing Power BI for a 360-degree business analysis of online delivery apps is promising. With ongoing advancements in technology, we can expect Power BI to continue enhancing its capabilities, enabling businesses to gain deeper insights into customer behavior, optimize operations, and drive growth. Integration with various data sources will become more seamless, allowing for comprehensive analysis across multiple channels. Predictive analytics and AI-powered features will enable businesses to forecast demand, personalize marketing strategies, and automate decision-making processes. As the online delivery industry evolves, Power BI will play a vital role in helping businesses stay competitive by leveraging data-driven insights to make informed decisions, improve customer satisfaction, and optimize performance.

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https://powerbi.microsoft.com › blog

a 360-degree view of your business in your inbox every day – Power BI

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