Data Analytics with Power BI

Case Study Report

360-Degree Business Analysis of Online Apps Using Power BI

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ABSTRACT

Technology has emerged as one of the factors which are affecting every business throughout the world. It has changed business practices throughout the world. The service industry is hugely affected by the use of technology. The Food and Restaurant Industry is also started making efficient use of technology. In recent times, consumers have shown an inclination towards ordering foods from hotels and restaurants and having them at the convenience of their homes. Due to this online food delivery has emerged as a fast-growing services sector. In this paper, an attempt has been made by the authors to identify the preferred food aggregators operating in the Indian online food delivery market and to find the major reasons behind ordering food through these food aggregators

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CHAPTER 1

INTRODUCTION

Analyzing the business of online delivery involves examining various aspects such as market trends, competitive landscape, customer behaviour, technological advancements, and regulatory considerations.

Market Analysis:

- Growth Trends: Evaluate the growth trajectory of the online delivery market, considering factors like increasing internet penetration, smartphone usage, and changing consumer preferences towards convenience.
- Market Size: Determine the overall market size and segment-specific growth rates (e.g., food delivery, grocery delivery, parcel delivery).
- Geographic Trends: Analyze regional variations in online delivery adoption, including urban vs. rural areas and differences between developed and emerging markets.

Competitive Landscape:

- Key Players: Identify major online delivery platforms and aggregators operating in your target market.
- Market Share: Assess the market share held by each player and their strategies for expansion and differentiation.
- Competitive Advantage: Evaluate the unique selling propositions (USPs) of leading players, such as delivery speed, assortment breadth, pricing, and technology.

Customer Analysis:

- Demographics: Understand the demographics of online delivery users, including age groups, income levels, and lifestyle preferences.
- Behavior Patterns: Analyze consumer behavior regarding frequency of usage, preferred delivery times, order sizes, and satisfaction levels.
- Pain Points: Identify pain points in the delivery process, such as delays, order accuracy issues, and customer service quality.

Technological Considerations:

- Platform Functionality: Evaluate the features and user experience of online delivery platforms, including order placement, payment options, tracking, and customer support.
- Innovation: Assess emerging technologies impacting the delivery sector, such as drones, autonomous vehicles, and AI-driven logistics optimization.
- Data Analytics: Explore how data analytics and machine learning are utilized for route optimization, demand forecasting, and personalized recommendations.

Regulatory Environment:

- Compliance: Understand regulatory requirements related to food safety, transportation, labor laws, and data privacy in each operating jurisdiction.
- Regulatory Risks: Identify potential regulatory risks, such as legal challenges to gig economy employment models or restrictions on delivery hours.

Business Models:

- Commission Structure: Analyze the commission rates charged to merchants by online delivery platforms and their impact on profitability.
- Subscription Models: Evaluate the feasibility and attractiveness of subscription-based delivery services for consumers and merchants.
- Partnerships: Explore partnerships with restaurants, grocery stores, and other retailers to expand the delivery network and offer a wider range of products.

Financial Performance:

- Revenue Streams: Understand the various revenue streams, including delivery fees, advertising, subscription fees, and partnerships.
- Cost Structure: Break down the costs associated with delivery operations, including labor, technology infrastructure, marketing, and regulatory compliance.
- Profitability: Assess the profitability of online delivery businesses, considering factors like scale economies, competitive pricing pressures, and investment in technology and expansion.
- By conducting a comprehensive analysis across these dimensions, businesses can gain insights into the dynamics of the online delivery market and make informed decisions regarding strategy, operations, and investment.

CHAPTER 2

Online Food Delivery Market Size & Share Analysis - Growth Trends & Forecasts (2024 - 2029)

The Online Food Delivery Market is Experiencing Significant Growth Due To Changing Consumer Habits Favoring Online Platforms, Driven by Increased Internet Usage, Smartphone Accessibility, Simplified E-Banking, Improved Food Courier Logistics, and Evolving Lifestyles. The Market is Segmented by Business Model, Platform Type, and Geography, With North America Leading. Recent Trends Include Real-Time Meal Delivery Tracking, Personalized Home Food Delivery, and the Rise of Cloud Kitchens. Major Players in the Restaurant Delivery Service Market are Increasing Investments in Research, Development, Marketing, and Geographical Expansion.

Online Food Delivery Market
Market Size
CAGR 16.24%

| | |
| 2024 | 2029 |

Source : Mordor Intelligence

Study Period	2019 - 2029
Base Year For Estimation	2023
CAGR (2024 - 2029)	16.24 %
Fastest Growing Market	Asia-Pacific
Largest Market	North America
Market Concentration	Low

Major Players

Grab   deliveroo   JUST EAT   Delivery Hero   Uber Eats

*Disclaimer: Major Players sorted in no particular order

Online Food Delivery Market Analysis

The Online Food Delivery Market is expected to register a CAGR of 16.24% during the forecast period.

- Customers are rapidly heading online, which has fueled drastic growth in the e-commerce industry over the last decade. This shift in consumer shopping habits has been driven by various causes, some of which are industry or country-specific, while others are the product of global shifts.
- Most of it can be attributed to the availability of an increased number of online food delivery businesses, a better understanding by consumers of the developments of online e-commerce, a better easy and secure option for online payments of services, disposable income on the rise, and work from home decreasing time for people to invest in making the food themselves.
- Increased internet penetration rate, quick access to smartphones, simplified e-banking systems, improved food-service logistics, and changing lifestyles are some prime factors driving the growth of online food delivery. As per the report published by Zomato, the Indian food delivery

platforms will have 80 million monthly active users in 2021 and have set targets of reaching 200 million over the next few years. Hence, an increase in smartphone users and internet penetration is driving growth in online food delivery services.

- `Some of the recent trends in the market studied include real-time order tracking and customized food delivery. Thus, companies are increasing their investments in research and development (R&D) and marketing and expanding their geographical reach to maintain their position in the market. Most leading players follow logistics-focused food delivery systems due to the model's ability to help gain scale with limited costs and increased speed.

Rising Popularity of Cloud Kitchens

The food delivery market is witnessing a rise in the popularity of cloud kitchens due to many consumers purchasing their food through online platforms. Thus, the increasing number of food orders through cloud kitchens is due to convenience, the hectic lifestyles of consumers, and intense internet penetration. Cloud kitchens have become the popular investment choice for established and new restaurateurs to open a food business. Faasos by Rebel Foods, Biryani By Kilo, and Freshmenu are some of the popular cloud kitchen chains operating in this segment.

Established restaurant chains are now also opening cloud kitchen outlets instead of opening dine-in outlets to cater to high food delivery orders. The ease of getting food delivered at a reasonable price and in record time has increased the number of orders placed online. Instead of dining out, people prefer to order in. Online food delivery is not only eating into the market share of traditional dine-in restaurants but is also replacing home cooking. Because of the shift in customer preference and an increased sense of hassle in dining out, the home delivery option has gained momentum and, along with that, has brought a change in the restaurant industry as now food overpowers the dining experience. For instance, in January 2022, Arabic REEF Technologies, a United States-based operator of delivery kitchens, logistics, and proximity hubs, announced plans to launch cloud kitchens for its network of restaurants and brands in the Middle East and North Africa. In November 2021, REEF acquired UAE-based cloud kitchen company iKcon, marking its first venture in the region.
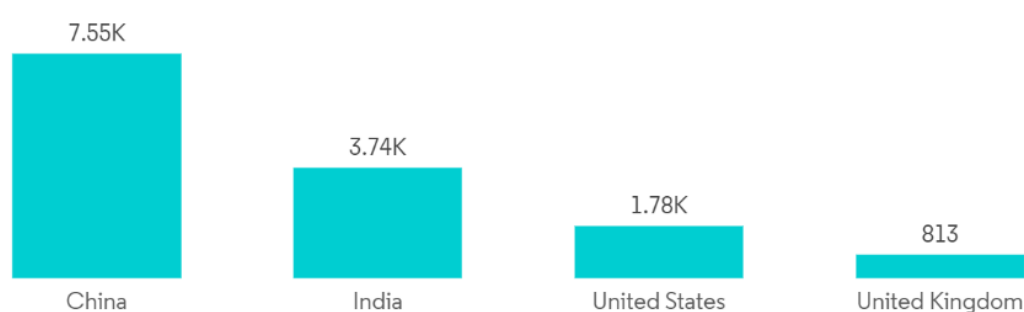
Source: Mordor Intelligence

North America Dominates the Market

- The North American market has a high market share in the global market, mainly due to strong user penetration rates in the United States. It is one of the largest markets for global online food delivery. It currently represents the world's biggest online food delivery market. Several factors drive north America's online food delivery market. The significant urban population, busy lifestyles, and increasing penetration of the internet and smartphones are some of the key drivers that have driven the growth of online food delivery in the region.
- Moreover, the United States' large young population, which constitutes most of the consumer base, has further facilitated this growth. In October 2021, Delivery Hero acquired Hugo's food and grocery delivery verticals and expanded its footprint in Central America and the Caribbean. Various online food delivery service providers are experimenting with innovative food delivery methods via self-driving cars, drones, and robots, positively influencing market growth.
- Moreover, individuals' high living standards continue to spur the region's demand for online food delivery packaging services. Some of the major players in North America, including Doordash, Uber Eats, Postmates, GrubHub -Seamless, and Caviar, are adopting strategies for developing the online food delivery market like new product development, global expansion, acquisitions, and investments.

Source: Mordor Intelligence

Online Food Delivery Industry Overview

The Online Food Delivery Market is highly competitive. Some leading players offering online food delivery services include Delivery Hero SE, Grab Holdings Inc., Eat Holding Limited, Roofoods Ltd (Deliveroo), and Uber Technologies Inc. The key strategies preferred by companies to strengthen their market dominance include expansion, mergers and acquisitions, and partnerships to achieve consolidation and optimize their offerings. For instance, in May 2022, Swiggy entered into a partnership with Garuda Aerospace to deliver groceries with the help of drones in the city of Bengaluru in the Indian state of Karnataka and the Delhi-NCR region. Apart from expanding the business size and reach, companies emphasize R&D to develop technologically advanced and differentiated products to gain a competitive edge.

Online Food Delivery Market Leaders

- Delivery Hero SE

- Just Eat Holding Limited
- Uber Technologies Inc.
- Grab Holdings Inc.
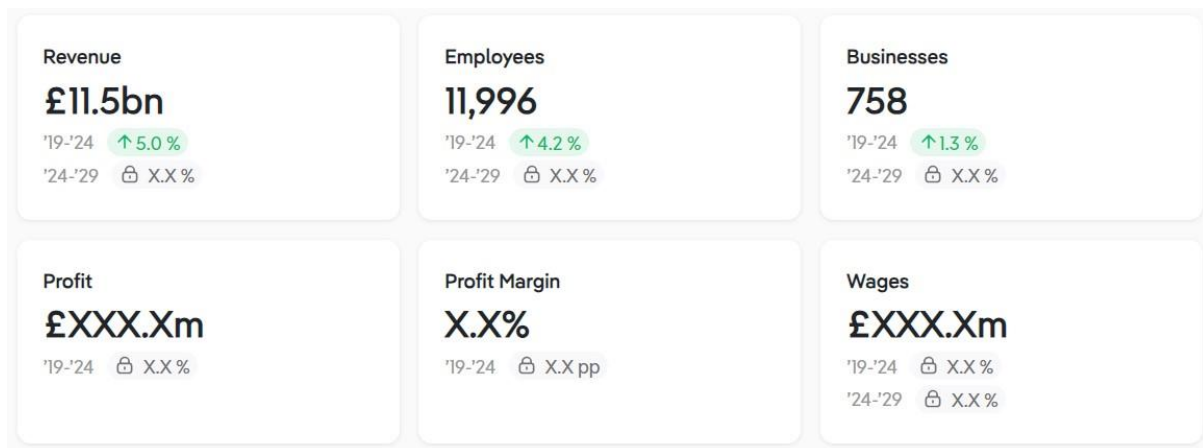- Roofoods Ltd (Deliveroo)

Online Food Delivery Market News

- March 2022: Eat Takeaway.com, Europe's largest online food ordering service delivery, entered into a partnership with McDonald's to expand delivery.
- October 2021: Uber Technologies Inc. acquired Drizly, and the two companies will begin integrating their complementary delivery apps and services. The purchase consideration was approximately USD 1.1 billion, consisting of approximately 18.7 million newly issued shares of Uber common stock plus cash.
- April 2021: Southeast Asia's biggest ride-hailing and food delivery firm Grab Holdings, announced a merger with Altimeter Growth Corp., valued at USD 40 billions.

CHAPTER 3

Online Women's Clothing Retailing in the UK - Market Size, Industry Analysis, Trends and Forecasts (2024-2029)

Instant access to hundreds of data points and trends

- Market estimates from 2013-2028
- Competitive analysis, industry segmentation, financial benchmarks
- Incorporates SWOT, Porter's Five Forces and risk management frameworks
- PDF report or online database with Word, Excel and PowerPoint export options
- 100% money back guarantee

Revenue	Employees	Businesses
£11.5bn	**11,996**	**758**
'19-'24 ↑5.0%	'19-'24 ↑4.2%	'19-'24 ↑1.3%
'24-'29 🔒 X.X%	'24-'29 🔒 X.X%	'24-'29 🔒 X.X%

Profit	Profit Margin	Wages
£XXX.Xm	**X.X%**	**£XXX.Xm**
'19-'24 🔒 X.X%	'19-'24 🔒 X.X pp	'19-'24 🔒 X.X%
		'24-'29 🔒 X.X%

Online Women's Clothing Retailing in the UK industry analysis

Online women's clothing retailers revenue is forecast to grow at a compound annual rate of 5% over the five years through 2023-24. The industry has mainly boomed thanks to the dramatic increase in photos and videos posted online, fast, affordable fashion and the introduction of credit and financing services like buy-now-pay-later platforms that have allowed consumers to manage household budgets better.

Industry Statistics and Trends
Online Women's Clothing Retailing in the UK industry analysis

➢ **Social media fuels fashion sales.**
   Eye-catching Instagram and TikTok posts compel youngsters to update their wardrobes, accelerating the sale of clothes and revenue growth as influencers showcase various products with enticing discount codes.

➢ **Functional clothing and rental platforms impact dress sales.**
   Shifts in fashion trends favour comfort over formality, driving Britons towards trousers and rental platforms like By Rotation and Hurr, reducing the little black dress's market share.

➢ **London remains a global fashion hub.**

London's innovative spirit, diverse consumer base and robust logistics combine to make it a globally recognised hub for women's fashion brands.

➢ **Brand recognition boosts retailers' competitive edge.**

Big retailers like ASOS and Richemont use their brand popularity and specific market positioning to keep prices competitive and sell products at high markups, outperforming smaller businesses.

Industry Revenue

Total value and annual change from 2011-2029. Includes 5-year outlook.
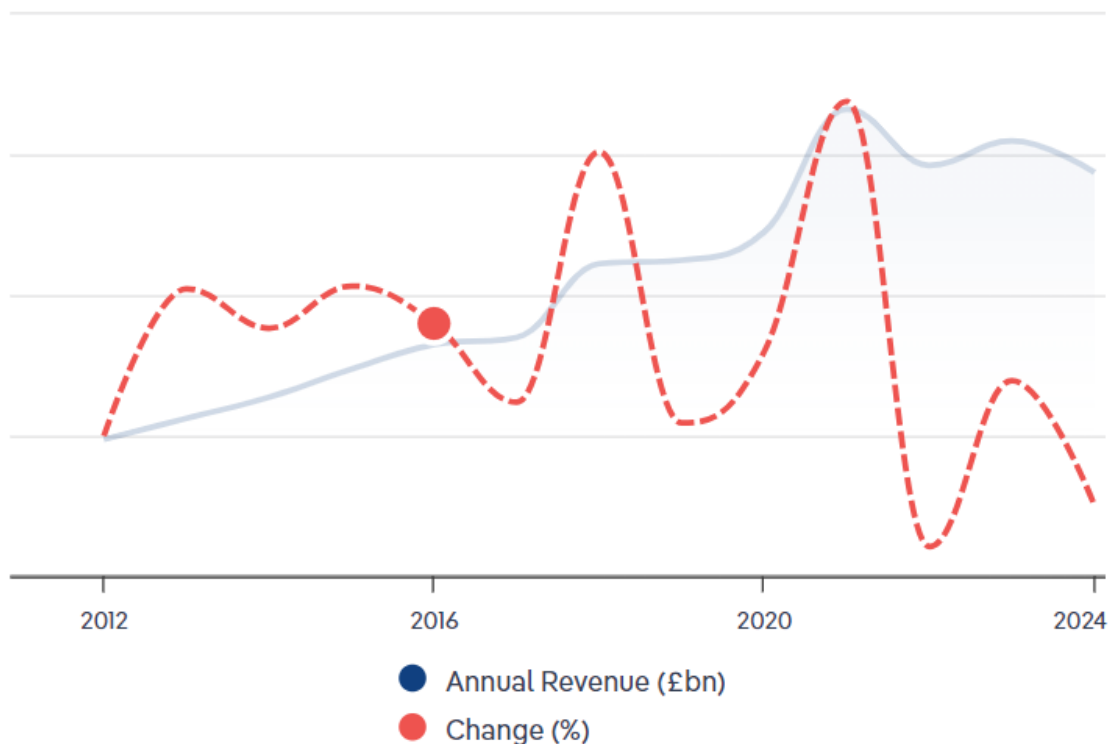
Source: IBISWorld

Online Women's Clothing Retailing in the UK market size (2024-2029)

Industry revenue has grown at a CAGR of 5.0% over the past five years, to reach an estimated £11.5bn in 2023.

TRENDS AND INSIGHTS

Social media promotes clothing sales

- The dramatic rise in photos and videos posted online is a – if not the – key driver of clothing sales from the younger generation.

Fast fashion and sustainability issues put the brakes on growth

- According to the Copenhagen Fashion Summit, online clothing retailers relied on fast fashion, but this has come at a cost - an estimated 87% of all clothing and accessories are disposed of in landfills or incinerated annually.

Revenue	Employees	Wages
£11.5bn	**11,996**	**£XXX.Xm**
'19-'24 ↑ 5.0 %	'19-'24 ↑ 4.2 %	'19-'24 🔒 X.X %
'24-'29 🔒 X.X %	'24-'29 🔒 X.X %	'24-'29 🔒 X.X %

Online Women's Clothing Retailing industry in the UK outlook (2024-2029)

Market size is projected to increase over the next five years.

TRENDS AND INSIGHTS

Social media and social commerce are set to take-off

- Social media and retail are now intertwined – gone are the days of print ads, and hello social shopping.

Biggest companies in the Online Women's Clothing Retailing industry in the UK

There are no companies that hold a large enough market share in the Online Women's Clothing Retailing in the UK industry for IBISWorld to include in this product.

Market share concentration of the Online Women's Clothing Retailing industry in the UK

Market share concentration for the Online Women's Clothing Retailing industry in the UK is low, which means the top four companies generate less than 40% of industry revenue.

The average concentration in the Retail Trade sector in the United Kingdom is 29%.
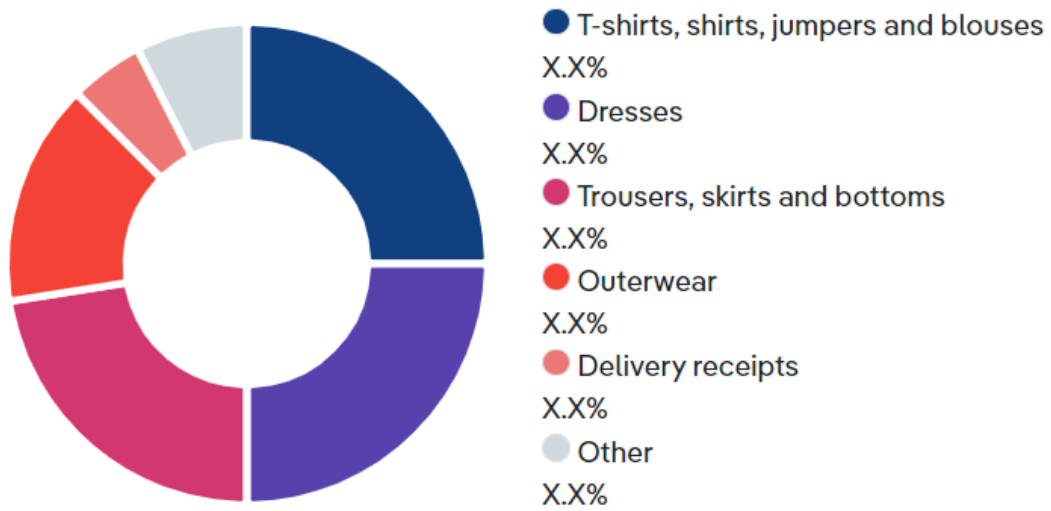
TRENDS AND INSIGHTS

Retailers with brand recognition leverage their popularity to gain an advantage in the market

- Larger fashion retailers like ASOS and Richemont sell across brands giving them economies of scale – this helps them pay less for products, lowering their prices and keeping them competitive.

Online Women's Clothing Retailing in the UK

Products & Services Segmentation

Industry revenue broken down by key product and services lines.

- ● T-shirts, shirts, jumpers and blouses
  X.X%
- ● Dresses
  X.X%
- ● Trousers, skirts and bottoms
  X.X%
- ● Outerwear
  X.X%
- ● Delivery receipts
  X.X%
- ● Other
  X.X%

Conclusion

Power BI is a business intelligence and reporting tool that allows users to create intuitive reports. A growing number of organizations are using Power BI as their business analytics solution. According to Gartner's report, by 2020, the companies that are investing in analytics will see their value enhanced compared to those that are not. This chapter provides a summary of all the chapters covered in this book.

Future Scope

The increasing coverage of the internet, the people with people access to smartphones and pc and the love of technology in the current generation surely support the statement that E-commerce has a bright future above all there is statistics are supporting that. Just from 11.3% in 2016 to a whopping 18% growth has been encountered in 2018 building a $2.86 trillion industry. Claiming that it will continue to grow giving exponential profits to the sellers in the future. Here are the reasons.

Why the future of E-commerce is bright the reasons are:

> ➤ The increasing popularity of online
> ➤ Growing internet coverage
> ➤ Better user experience
> ➤ The increasing popularity of affordable smartphones
> ➤ Safety

Trends of the future:

Rise of social media influence

Already many social media platforms are promoting their own online store and many others are coming into it day after day. A wave of Mediapreneur can also be seen in recent years where they are promoting their own merch. Sponsorship and affiliates also ever-increasing like never before and there are clear signs that they will keep growing every minute.

The arrival of Delivery Drone

Same day delivery system will leap further into the future with its new and enhanced Delivery drone system it will not only decrease Co2 emission, but it will also be the fastest and most human error-free system. Though it was supposed to come by 2019 from Tech Giant Amazon but for some internal reasons we haven't seen many of them. Despite that some of that this trend is not that far yet, As some of the food delivery services have already started delivery using drones and it will only increase. The use of this technology will further increase the scope of e-commerce.

Influence of A.I.

this would be another major change in the E-commerce world, Where A.I. will be deciding UI/UX, design, Website, managing accounts, and doing marketing. It gets clear when we see the recommendation system of online shopping platforms. The role of A.I. will be inevitable in the future and investors are always up to improvise their system and this is the only way of it. Soon it will be doing automation of repetitive works and possibly even beyond. Using the data A.I. will be more useful day by day and it will be attracting and converting more sales figures in the future using the preferences and data of the customers.

App-only approach

Mobile devices are literally the future of the internet so many E-commerce platform owners are switching to the app despite having websites there is a possibility that some of the biggest online

shopping sites go app-only in the near future. Knowing that it isn't so hard to imagine how amazing it will be to have your own app and grab the opportunities for yourself ASAP.

New modes of payment

Instead of using Cash people are using Paypal and another scan to play apps. In the near future, cryptocurrency can become another mode of payment

other trends of future

omnichannel experience where people will be able to buy products from physical stores, online without waiting

- ➢ VR will let people see videos and photos in online description in 360 digree
- ➢ search by image will be a norm
- ➢ Inter of things will increase vastly

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