**📝 About Project :**  
**Zomato Dashboard** in Power Bi visualisation tool. It is used for creating effective and interactive dashboard which helps outcomes to improve Zomato's food ordering and delivery performance within the restaurant industry.  
  
**📄 Pages:**  
•    Index Page  
•    Overview Page  
•    User Performance  
•    City Performance  
  
**📚 Modules:**  
•    Sales as per the year  
•    Orders count as per city  
•    Overall Rating count  
•    Number of Veg, Non-veg & Other snacks order count and their rating  
•    Number of new(gain) customers and number of lost customer as per gender  
•    Customer count as per age parameter  
•    Tabluar representation of sales, orders, gain or loss customers as per the city  
  
**➡Steps Involved :**  
1)Import Data (Excel or CSV File) in Power BI  
2)Transform & Clean Data  
3)DAX measures added to create calculated columns  
4)Create Visualizations for different metrics  
5)Add Interactivity & Navigation  
6)Design the Dashboard Layout  
7)Apply Filters and Tiles  
8)Testing  
9)Maintenance & Refresh  
10)Deploying the report on Power BI services  
  
**Conclusion :**  
**1.Customer Preferences**: Insights into popular cuisines, average ratings, and price sensitivity have enabled restaurants to tailor their menus and pricing strategies effectively.  
**2.Operational Efficiency:** Analysis of delivery times, order volumes, and customer feedback has optimized operational processes, leading to improved service quality and customer satisfaction.  
**3.Mapping Analysis:** Mapping customer locations and delivery hotspots has facilitated targeted marketing campaigns and optimized delivery routes.  
[**4.Financial**](http://4.financial/) **Performance:** Monitoring of sales trends, profitability, and cost analysis has provided a clear financial picture, aiding in budgeting and resource allocation.  
  
Overall, the Zomato dashboard has not only enhanced transparency and accountability within restaurant management but also gives data-driven decision-making. By visualizing complex data in intuitive ways, Power BI has enabled stakeholders to quickly grasp insights and take proactive steps towards business growth and customer satisfaction.

Live Zomato Dashboard Link :

https://app.powerbi.com/reportEmbed?reportId=bf1ff4c9-d1d6-47a8-8cc2-5810e8bb8eb5&autoAuth=true&ctid=7dd806fc-59d8-4bf1-b0f4-3768b11631b8