**MEAL DELIVERY COMPANY ANALYSIS**

**1. Project Title**

**Meal Delivery Company Dashboard**

**2. Objective**

The dashboard is to track and analyze meal delivery performance, focusing on order distribution, revenue, discounts, and forecasts. The main goals could be Monitor total orders and revenue across different platforms. Analyze order distribution by cuisine and category to understand customer preferences.

**3. Data Source**

* The dataset used for this project was sourced from **Excel** files.
* Data includes meal information, Weekly Demand Data, fulfilment center information.
* **4. Data Transformation & Processing**
* Power Query was used for **data cleaning and transformation**.
* **DAX (Data Analysis Expressions)** was applied for calculations and creating key performance indicators (KPIs).

**5. Key KPIs & Metrics Used**

**Total Orders:** 120M (Overall meal orders).

**Total Revenue:** 32bn (Total revenue generated).

**Total Discount & Discount %:** 3.96bn (Discount amount) & 11.04% (discount percentage).

**Orders by Source:** Email (8M), Homepage (14M).

**Orders by Cuisine:** Breakdown by Italian, Thai, Indian, etc.

**Orders by Category:** Treemap showing distribution across Beverages, Sandwiches, Pizza, etc.

**Top 5 Centers by Discount:** Bar chart ranking centers based on discounts given.

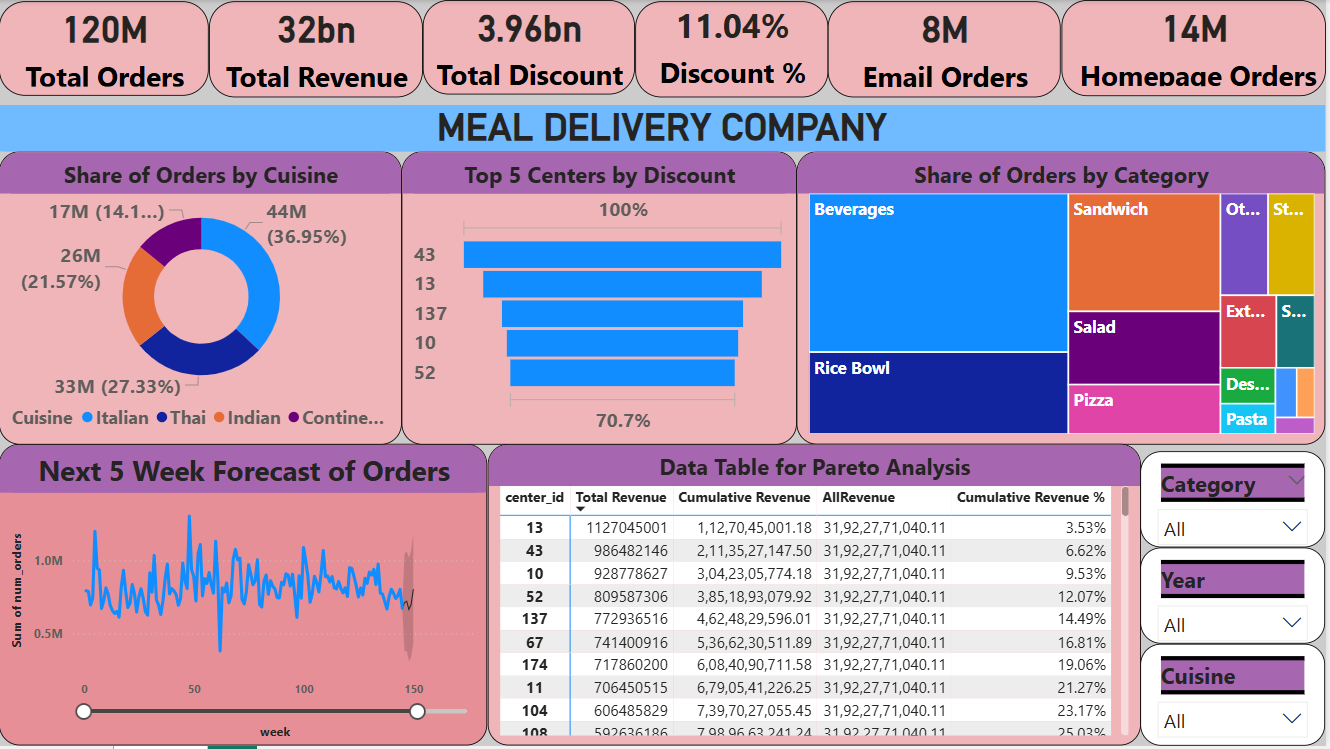
**Forecasted Orders:** Predicting order trends for the next 5 weeks.

**Pareto Analysis:** Cumulative revenue percentage by center.

**6. Dashboard Design & Features**

**Color-coded Sections:** Light pink & purple theme, but it could be improved for readability.  
**KPI Cards:** Highlighting key numbers like orders, revenue, discounts, etc..  
**Pie Chart & Treemap:** Representing order distribution by cuisine and category.  
**Bar Chart:** Ranking top centers based on discounts.  
**Forecasting Line Chart:** Predicting order trends with confidence intervals.  
**Interactive Filters:** Dropdowns for Category, Year, and Cuisine for dynamic analysis.  
**Data Table:** Detailed breakdown of revenue and cumulative revenue percentages.

**POWER BI DASHBOARD:**

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