

# Swiggy Orders Dashboard (Tableau / Power BI)

By: Tushar Kalra

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*Objective: Build a decision-first dashboard for orders, revenue, funnel drop-offs, and cuisine mix.*

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## Executive Summary

This dashboard tells the business story in 5 seconds: overall orders and revenue, trend lines, funnel drop-offs, and city/cuisine breakdown. The layout follows a KPI -> Trend -> Breakdown hierarchy.

## KPI Cards (Top Row)

- Total Orders, Revenue, Avg Basket Size
- Payment Success %, Avg Delivery Time

## Trend Panels (Middle)

- Orders by Day (line)
- Revenue by Day (bar/line)

## Breakdown Panels (Bottom)

- Top Cuisines (bar)
- City Mix (stacked bar)
- Order Funnel (browse->cart->checkout->success)

## Data Model

orders.csv (order\_id, user\_id, city, cuisine, order\_date, amount, status, delivery\_time\_min)

funnel.csv (user\_id, step, ts)

## Build Steps

- Import datasets; define relationships on order\_id/user\_id.
- Create measures: Orders, Revenue, Avg Basket Size, Payment Success %, Avg Delivery Time.
- Assemble layout: KPIs on top, trends middle, breakdowns bottom.
- Add filters: Date range, City, Cuisine.
- Publish dashboard; enable scheduled refresh.

## Decision Playbook

- If Payment Success % < target: inspect gateway route; enable retry.
- If Avg Delivery Time spikes: check city/zone ops capacity.
- If Orders flat but Revenue up: basket size promotion working.