# Instructions

You are part of analytics team a food ecommerce company and responsible to help the business stakeholder in taking data driven decisions. You are asked to create a fully automated and interactive dashboard which can help leadership to understand the performance of the business in one go. Use your wise judgement to calculate business metrics and create views in order to give maximum visibility of the business to leadership.

Data provided in the assignment is at order\_id level. You are expected to collate all the data and build an interactive dashboard. Details of the columns can be found in the following table.

|  |  |
| --- | --- |
| **Column** | **Details** |
| Date | Order date |
| Order\_ID | Unique order identifier |
| Customer\_ID | Unique customer identifier |
| City\_ID | City ID assigned to every city of the data |
| Restaurant\_ID | Restaurant ID assigned to every Restaurant of the data |
| Revenue | Revenue generated before discount |
| Discount | Discount amount applicable on the order |
| Rating | Rating given by customer post order delivery |
| Preparation time | Order time to pickup time in mins |
| Delivery time | pickup to delivery time in min |
| Total Time | sum of preparation time and delivery time |

Your assignment will be judged on logical metrics you are creating for the report and structured representation of the charts and graphs. You can use both normal pivots for the visualization.

Please create following calculated field for creating the dashboard

AOV = Total Revenue / Order count

Discount% = Total Discount / Order count

Average rating = Total Ratings / Order count

Average delivery time = Total Ratings / Order count

Hint: For order count, you can create an extra column where the values for all the rows is just 1. Hence, in calculated field, you just need to sum up in the denominator

Please create following charts in excel workbook. You need to create 4 sheets in the following manner. Make sure that all the charts are connected to slicers (city name and restaurant name)

Sheet 1: Overall numbers – 5 marks

1. Combo Trend line Chart – Revenue (trendline) and orders(trendline) vs Dates
2. Combo Chart – AOV (in columns) and Discount% (in trendline) vs date (doubt-full)
3. Month wise – Revenue table
4. Month wise – Order table
5. Pie chart – Restaurant name wise orders
6. Column Chart – City name wise orders
7. Trendline of total delivery time day over day

Sheet 2: City wise dashboard - 5 marks

1. City wise Trendline chart - revenue
2. City wise Trendline chart - Orders
3. **City wise bar chart - Average delivery time (using total time)**
4. **City wise bar chart - Average discount%**
5. Bar chart - Average restaurant rating

Sheet 3: Restaurant wise dashboard - 5 marks

1. Restaurant wise Trendline chart - revenue
2. Restaurant wise Trendline chart - Orders
3. Restaurant wise bar chart - Average delivery time (using total time)
4. Restaurant wise bar chart - Average discount%
5. bar chart - Average restaurant rating

Sheet 4: Report to manager- 5 mark

Assume that you are going to write the finding/ observation/insights from the graphs.