

Tech Saksham

Data Analysis with Power BI

360-DEGREE BUSINESS ANALYSIS OF ONLINE DELIVERY

**Nanjil Catholic College of Arts & Science,
Kaliyakkavilai**

NMID	Name
BAFA65BB9AA5B6AB3DF47396A2854116	ARSHA S JAYAN

ABSTRACT

In the digital age, data has become an invaluable asset for business particularly in online delivery sector. The proposed project, 360-Degree Business Analysis Of Online Delivery. The volume of data keeps rising and data technologies change every other day. This makes it more difficult for the organization to benefit from data-driven strategy across the organization. Data visualization with Power BI enables anyone to collect, prepare, analyze, and visualize data in minutes and help make better business decisions. Dashboards are an important visualization format that provides 360-degree-view and helps quickly gain insights.

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CHAPTER 1

INTRODUCTION

ProblemStatement:

360 Degree feedback fosters open communication and builds trust within teams. By understanding how colleagues perceive each others strengths and weaknesses teams can address interpersonal challenges improve collaboration and build a more cohesive working environment.

ProposedSolution:

Customer 360, or single customer view, delivered through a CRM or MDM application for effective customer engagement, operational processing, frictionless omnichannel experience based on trusted, high quality data.

Customer loyalty is key for a business and to achieve it organizations

require a comprehensive understanding of how their customers engage with them. Building an accurate 360 – degree customer view, including their buying behaviors, channels preferences and purchasing history, is a complicated undertaking, particularly when operating globally.

Feature:

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Value Creation: core competencies, key resources, governance, complementary assets, value networks.

Value Proposition: *Product offering

*Service offering

*Pricing model

Value Delivery: Distribution channel, target market segments.

Value Capture: Revenue model, cost structure, profit allocation.

Advantages:

*Increases self-Awareness

*Offers Objective Evaluation

*Reduces Workspace Bias

*Improve Work Relationships

*Create Open Culture

Scope:

A 360-degree view provides a complete, holistic view of a business entity. Most commonly, organizations focus on 360-degree views of a customer. But a 360-degree view can also be products, locations, assets, employees, or projects. Customer view is essentially a collection of intrinsic customer data – usually in a master data management system. Typical master data includes a legal name and

address, parent and ultimate parent industrial classification and account contacts.

CHAPTER 2

SERVICES AND TOOLS REQUIRED

Services Used:

Hard data:

This type of data gives you fact about your customers and comes from online accounts and transactions among other sources. Hard data also includes customers interactions with your business such as chats and emails.

Soft data:

Hard data can tell you plenty about what your customers are doing, but you need soft data to understand how they're feeling. Soft data is often hidden within the hard data, and it's invaluable in helping you understand the people behind the information for a full 360-degree view.

Tools and Software used:

There are multiple excellent options for creating data visualizations as well. Microsoft's Visio is perhaps the most popular with Business Analysts, but Data Analysts might also recommend *Tableau

*PowerBI

*Bokeh

*Plotly

*Infogram

360degrees software is a valuable tool used by organizations to gather comprehensive feedback on an individual's performance from

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multiple perspectives, including peers, managers, subordinates and sometimes even external stakeholders.

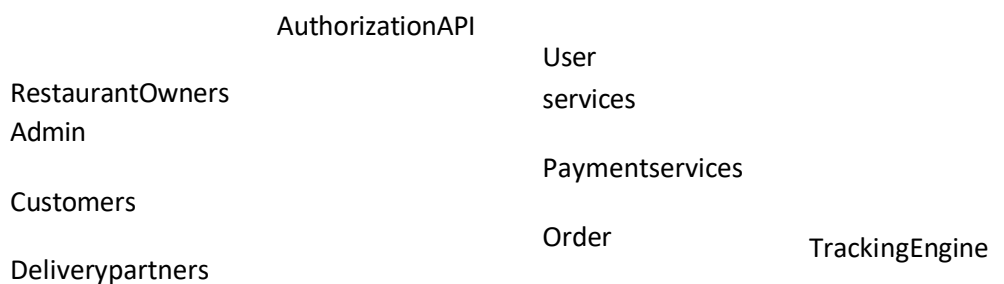
Data visualization tools descriptive and predictive analytics software, data mining tools and statistical analysis software are all utilised in business analytics.

CHAPTER 3

PROJECT ARCHITECTURE

3.1

Architecture



Data Architecture principles are a set of policies that govern the enterprise data framework with its operating rules for collecting integrating using and managing data assets. The basic purpose of the

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Data Architecture principles is to keep the supportive data framework clean consistent and auditable. The overall enterprise Data Strategy is built around these principles

1. DataCollection:Real-timecustomerdataiscollectedfromvarious sources like

banktransactions,customerinteractions,etc.Thiscouldbeachieved using serviceslikeAzureEventHubsorAWSKinesis.

2. DataStorage:Thecollecteddataisstoredinadatabasefor processing. Azure

SQLDatabaseorAWSRDSscanbeusedforthispurpose.

3. DataProcessing:Thestoreddataisprocessedinreal-timeusing services like

AzureStreamAnalyticsorAWSKinesisDataAnalytics.

4. MachineLearning:Predictivemodelsarebuiltbasedonprocessed data using

AzureMachineLearningorAWSSageMaker.Thesemodelscanhelp in predictingcustomerbehavior,detectingfraud,etc.

5. DataVisualization:Theprocesseddataandtheresultsfromthe predictive

modelsarevisualizedinreal-timeusingPowerBI.PowerBIallows you to create

interactivedashboards thatcanprovidevaluableinsightsinto thedata.

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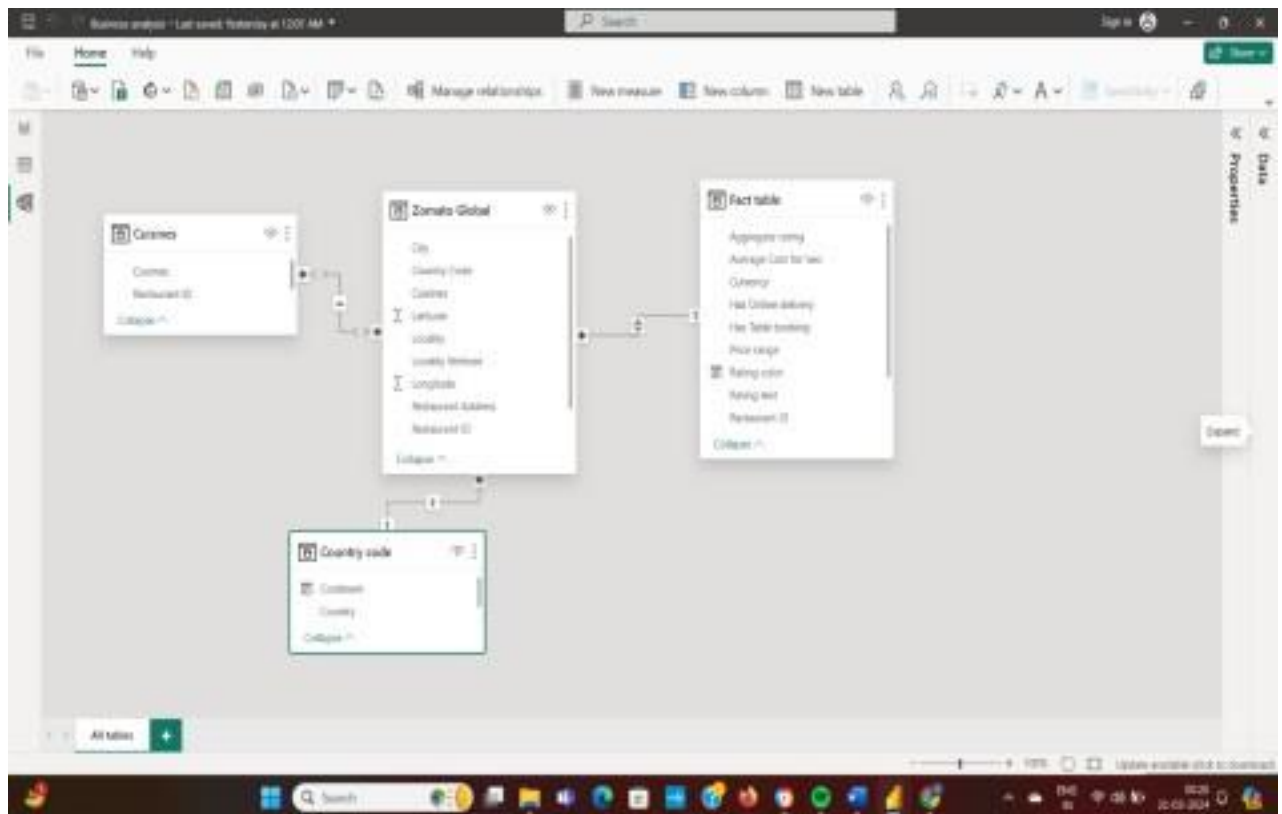
6. DataAccess:The dashboardscreatedinPowerBIcanbeaccessed through

PowerBIDesktop,PowerBIService(online),andPowerBIMobile.

CHAPTER4

MODELINGANDRESULT

MANAGERELATIONSHIP



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The country code, fact table , Zomato global, cuisines are interconnected thereby forming a relation that gives a clear idea about the relation of these data

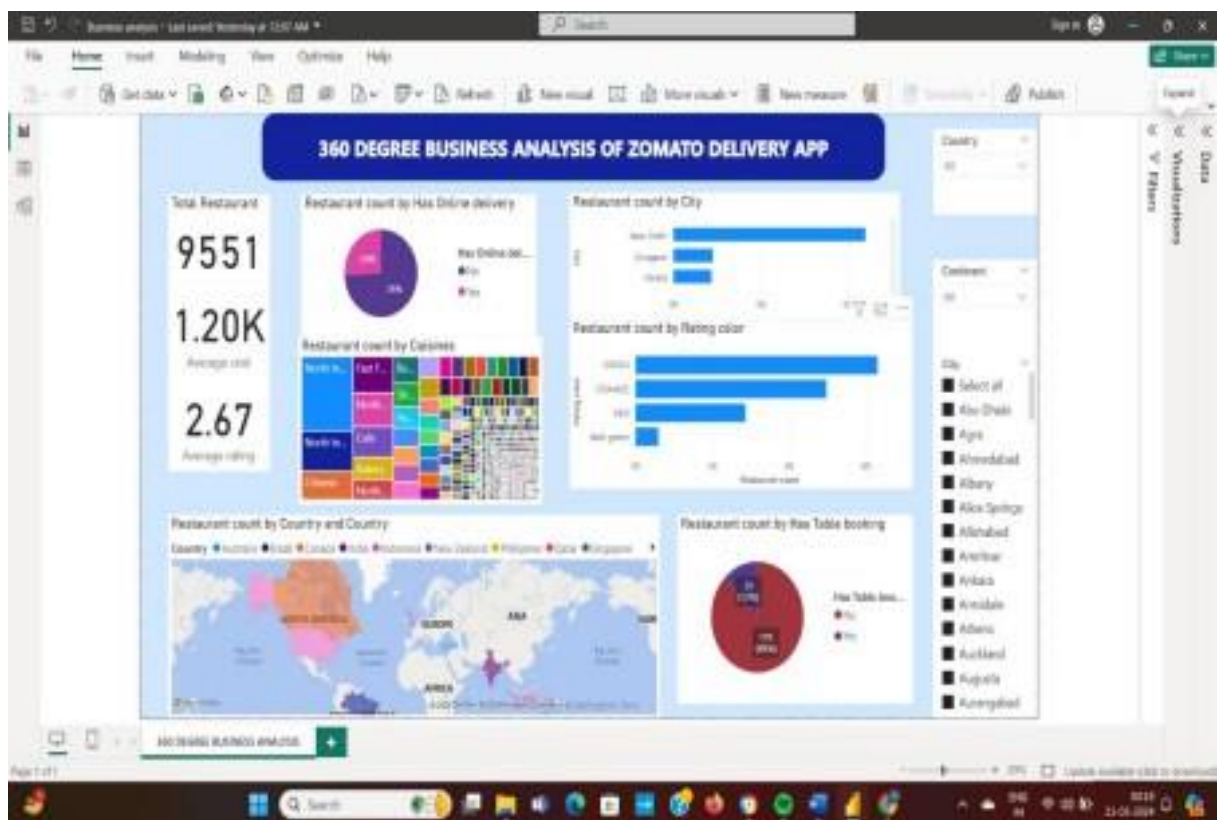
DATAS

Restaurant ID	Country Code	City	Restaurant Name	Restaurant Address
100001	1	New Delhi	100001	100001
100002	1	New Delhi	100002	100002
100003	1	New Delhi	100003	100003
100004	1	New Delhi	100004	100004
100005	1	New Delhi	100005	100005
100006	1	New Delhi	100006	100006
100007	1	New Delhi	100007	100007
100008	1	New Delhi	100008	100008
100009	1	New Delhi	100009	100009
100010	1	New Delhi	100010	100010
100011	1	New Delhi	100011	100011
100012	1	New Delhi	100012	100012
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100098	1	New Delhi	100098	100098
100099	1	New Delhi	100099	100099
100100	1	New Delhi	100100	100100

Restaurant ID	Average Cost for two	Cuisine	Has Table booking	Has Online delivery	Price range	Aggregate rating	Rating text	Rating color
1603202	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1603211	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1607100	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1607002	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1607105	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606900	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606807	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606811	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1603270	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606100	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606802	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1607104	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1607110	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1607013	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1607108	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1607112	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606910	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1607101	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606102	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606103	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606104	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606105	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606106	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606107	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606108	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606109	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606110	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606111	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606112	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606113	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606114	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606115	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606116	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606117	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606118	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606119	200	Indian (Regional)	No	No		2	Not rated	2: Not rated
1606120	200	Indian (Regional)	No	No		2	Not rated	2: Not rated

DASHBOARD

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CONCLUSION

Running a company requires constant decision-making. The company's leader lacks the necessary control over a decision and does it as best as they can, or even by mistake.

The benefits of Power BI are numerous, and it aids management teams in making fast decisions without jeopardizing the company's profitability. Data visualization is made simple with Power BI. It has a full summary of company data in visual form, with

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display choices such as tables, charts, gauges, and maps. This makes it easier for teamstouse.

Power BI helps companies be more efficient, agile, and flexible by making it easy to see results. Power BI is a powerful business intelligence and data visualization tool developed by Microsoft. It offers a range of benefits that make it popular for data analysis and reporting:

Through 360 degree business analysis of Zomato app we can analyze data through creating compelling visualizations, charts, graphs, and dashboards from your data. These visuals are interactive and provide insights that are easy to understand, making it simpler to communicate complex information.

FUTURE SCOPE

The future scope of this project is vast. With the advent of advanced analytics and machine learning, Power BI can be leveraged to predict future trends based on historical data. Integrating these predictive analytics into the project could enable the bank to anticipate customer needs and proactively offer solutions. Furthermore, Power BI's capability to integrate with various data sources opens up the possibility of incorporating more diverse datasets for a more holistic view of customers. As data privacy and security become increasingly important, future iterations of this project should focus on implementing robust data governance strategies. This would ensure the secure handling of sensitive customer data while complying with data protection regulations. Additionally, the project could explore the integration of real-time data streams to provide even more timely and relevant insights. This could

potentially transform the way banks interact with their customers,
leading to improved customer satisfaction and loyalty

REFERENCE LINK:

https://youtu.be/_AoySx1z5bk?si=S7VybA2UZPcTI4mL

GITHUB LINK:

<https://github.com/arshajayan1234/360-business.git>