**Tech Saksham**

**DataAnalysiswithPowerBI**

# 360-DEGREEBUSINESSANALYSISOF ONLINE DELIVERY

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ABSTRACT

In the digital age, data has become an invaluable asset forbusiness particularlyinonlinedeliverysector.Theproposedproject, 360-Degree Business Analysis Of Online Delivery.The volume ofdata keeps rising and data technologies change every other day . This make itmoredifficultfortheorganizationstobenefitfromdatadriven strategy across the organization.Data visualization with powerBI 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 CRMor MDM application for effective customer engagement, operational processing,frictionlessomnichannelexperiencebasedontrusted,high quality data.

Customerloyaltyiskeyforabusinessandtoachieveitorganizations

requireacomprehensiveunderstandingofhowtheircustomersengage with them. Building an accurate 360 – degreecustomer view, including theirbuyingbehaviors,channelspreferencesandpurchasing history, is a complicated undertaking,particularly when operating globally.

Feature:

ValueCreation:corecompetencieskeyresourcesgovernance complementary assets value networks.

ValueProposition:*Productoffering

*Serviceoffering
*Pricingmodel

ValueDelivery:Distributionchannelstargetmarketsegments.

ValueCapture:Revenuemodelcoststructureprofitallocation.

Advantages:

*Increaseself-Awareness

*OffersObjectiveEvaluation

*ReducesWorkspaceBias

*ImproveWorkRelationships

*CreateOpenCulture

Scope:

A 360-degree view provides a complete, holistic view of a business entity. Moat commonly,organizationsfocuson360-degreeviewsofa customer. But a 360- degree views can also be products, locations, assets, employees, or projects.Customer view is essentially acollection of intrinsic customer sata – usually in a master data managementsystem.Typicalmasterdataincludesalegalnameand

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

CHAPTER2

SERVICESANDTOOLSREQUIRED

ServicesUsed:

Harddata:

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

Softdata:

Hard data can tell you plenty about what yourcustomers are doing, but you need soft data to understand howthey'refeeling. Soft data is often hiddenwithintheharddata,andit'sinvaluable in helping you understand the people behindtheinformationfor a full 360- degree view.

ToolsandSoftwareused:

Therearemultipleexcellentoptionsforcreatingdatavisualizationsas well. Microsoft's Visio is perhaps the most popularwith Business Analysts, but Data Analysts might also recommend*Tableau

*PowerBI

*Bokeh

*Plotly

*Infogram

360degreesoftwareisavaluabletoolusedbyorganizationstogather comprehensive feedback on an individual's performance from

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multipleperspectives,includingpeers,managers,subordinatesand sometimes even external stakeholders.

Data visualization tools descriptive and predictiveanalyticssoftware, data mining tools and statistical analysis software are allutilised in business analytics.

CHAPTER3

PROJECTARCHITECTURE

3.1
Architecture

services

Trackingservices

AuthorizationAPI

User
services

RestaurantOwners
Admin

Paymentservices

Customers

Order

Deliverypartners

TrackingEngine

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

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

SQLDatabaseorAWSRDScanbeusedforthispurpose.

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

interactivedashboardsthatcanprovidevaluableinsightsintothedata.
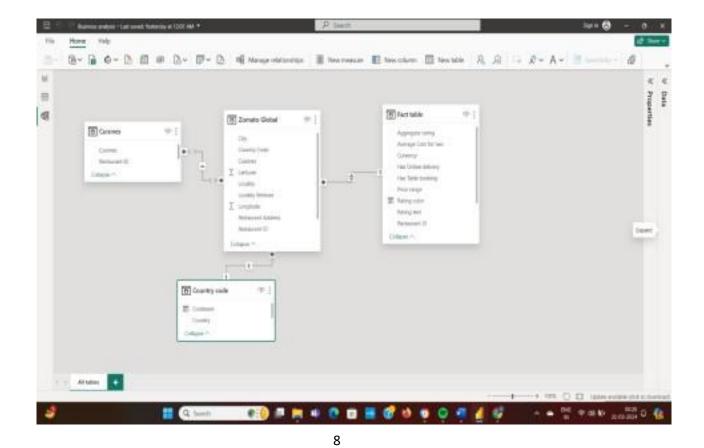7

6. DataAccess:ThedashboardscreatedinPowerBIcanbeaccessed through

PowerBIDesktop,PowerBIService(online),andPowerBIMobile.
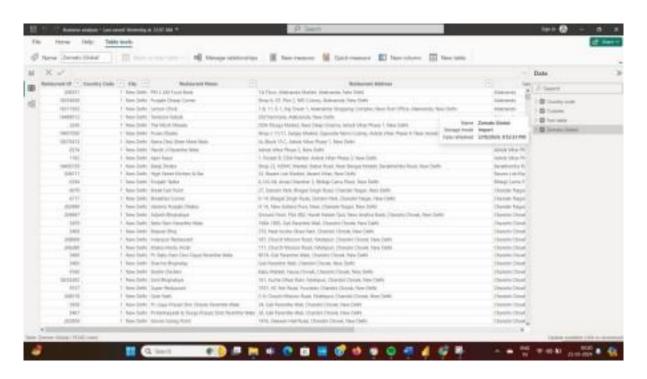

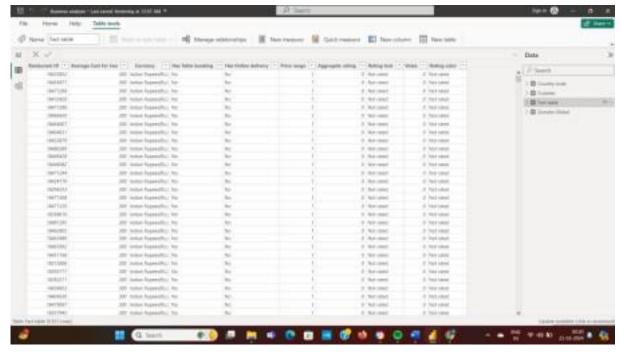 CHAPTER4

 MODELINGANDRESULT

MANAGERELATIONSHIP

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

DASHBOARD

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

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

PowerBI helps companies be more efficient, agile, and flexible by making it easy to see results. PowerBI 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 datas 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.

# FUTURESCOPE

The future scope of this project is vast. With the advent of advanced analytics and machine learning, PowerBI 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, PowerBI'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

potentiallytransformthewaybanksinteractwiththeircustomers,
leadingtoimprovedcustomersatisfactionandloyalty

REFERANCE LINK:

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

GITHUB LINK:

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