Instructions

You are part of the analytics team at 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 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 Timing / 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 the following charts in the 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
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

8. City wise Trendline chart - revenue
9. City wise Trendline chart - Orders
10. City wise bar chart - Average delivery time (using total time)
11. City wise bar chart - Average discount%
12. Bar chart - Average restaurant rating

Sheet 3: Restaurant wise dashboard - 5 marks Restaurant wise Trendline chart - revenue

13. Restaurant wise Trendline chart - Orders
14. Restaurant wise bar chart - Average delivery time (using total time)
15. Restaurant wise bar chart - Average discount%
16. 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.