



Tech Saksham

Case Study Report

Data Analytics with Power BI

360-Degree Business Analysis of Zomato Delivery App using Power BI

Government Arts & Science College – Dharmapuri

NAAN MUDHALVAN ID	NAME
1CC8FC6734D7CECAA3F429E0943A85F1	CHINNASAMY C

TRAINER NAME: R UMAMAHESWARI

MASTER NAME: R UMAMAHESWARI

ABSTRACT

In today's digital landscape, the food delivery industry has become increasingly competitive, with platforms like Zomato striving to stay ahead by leveraging data-driven insights. The project, "360-degree Business Analysis of Zomato Delivery App using Power BI", aims to empower Zomato with comprehensive data analysis and visualization capabilities. By harnessing the advanced features of Power BI, this project seeks to delve deep into Zomato's vast data reservoirs, extracting valuable insights regarding customer behavior, market trends, and operational efficiency.

Through meticulous analysis of key metrics such as order volumes, delivery places, popular cuisines, and customer feedback, the project endeavors to provide Zomato with actionable insights to optimize its business operations, enhance customer experience, and maintain its competitive edge. By synthesizing data analytics and visualization techniques, this project aspires to facilitate informed decision-making processes within Zomato, ultimately contributing to its digital transformation journey. The outcomes of this project hold the potential to revolutionize Zomato's approach to business strategy, fostering innovation, efficiency, and customer-centricity in the ever-evolving landscape of online food delivery services.

INDEX

S. No.	Table of Contents	Page No.
1	Chapter 1: Introduction	04
2	Chapter 2: Services and Tools Required	06
3	Chapter 3: Project Architecture	07
4	Chapter 4: Modeling and Result	09
5	Conclusion	25
6	Future Scope	26
7	References	27
8	Links	28

CHAPTER 1

INTRODUCTION

In the fast-paced world of online food delivery, gaining actionable insights from data is essential for businesses like Zomato to optimize their operations and enhance customer experience. Leveraging advanced analytics tools such as Power BI offers a strategic advantage, enabling organizations to delve deep into their data and extract valuable insights efficiently. As the competition intensifies in the online food delivery market, Zomato recognizes the importance of adopting a 360-degree approach to business analysis to stay ahead of the curve and meet evolving customer demands.

1.1 Problem Statement:

In the highly competitive online food delivery industry, Zomato faces the challenge of effectively analyzing vast amounts of data to gain comprehensive insights into its business operations. Traditional methods of data analysis often fall short in providing a holistic view of critical metrics such as order volumes, customer preferences, and market trends. This limitation hampers Zomato's ability to identify growth opportunities, optimize service offerings, and enhance overall business performance. Moreover, the lack of real-time analysis capabilities further exacerbates the challenge, leading to delayed decision-making and missed opportunities for strategic initiatives.

1.2 Proposed Solution:

To address these challenges, the proposed solution entails developing a Power BI dashboard specifically tailored for the 360-degree analysis of Zomato's delivery app data. By leveraging Power BI's advanced analytics and visualization capabilities, the dashboard will empower Zomato to gain actionable insights across various dimensions, including order trends, customer preferences, cuisine popularity, and geographical distribution. Integrating data from multiple sources, such as transaction records, customer feedback, and market demographics, the dashboard will offer a comprehensive view of Zomato's business landscape. Its interactive and customizable features will enable stakeholders to explore and visualize data dynamically, facilitating informed decision-making and strategic planning. With real-time analysis capabilities, the dashboard will enable Zomato to respond promptly to changing market dynamics, optimize operational efficiency, and deliver superior customer experiences in the fiercely competitive online food delivery market.

1.3 Feature

❖ Real-Time Analysis:

The dashboard provides real-time analysis of Zomato's delivery app data, allowing users to monitor key metrics and trends as they unfold, facilitating timely decision-making.

❖ Customer Segmentation:

Users can segment Zomato customers based on various criteria such as location, order frequency, cuisine preferences, and spending habits, enabling targeted marketing strategies and personalized recommendations.

❖ Trend Analysis:

The dashboard identifies and visualizes trends in customer behavior, restaurant popularity, and delivery patterns, providing insights into evolving market dynamics and consumer preferences.

❖ Predictive Analysis:

Leveraging historical data and predictive analytics techniques, the dashboard forecasts future trends in customer demand, restaurant performance, and market opportunities, enabling proactive planning and strategy development for Zomato's business growth.

1.4 Advantages

❖ Comprehensive Insights:

The 360-degree business analysis provided by the Power BI dashboard offers a holistic view of Zomato's delivery app data, enabling stakeholders to gain comprehensive insights into various aspects of the business.

❖ Enhanced Decision-Making:

By providing real-time analysis, predictive analytics, and trend identification, the dashboard empowers decision-makers at Zomato to make informed and timely decisions, optimizing operational efficiency and resource allocation.

❖ Targeted Marketing:

Customer segmentation features allow Zomato to target specific customer groups with personalized marketing campaigns, enhancing customer engagement and loyalty while maximizing marketing ROI.

❖ **Strategic Planning:**

Trend analysis and predictive analytics capabilities enable Zomato to identify emerging market trends and anticipate future demand, facilitating proactive strategic planning and business expansion initiatives.

❖ **Competitive Advantage:**

By leveraging advanced analytics tools like Power BI, Zomato gains a competitive edge in the online food delivery market, enabling them to stay ahead of competitors by offering superior services and experiences to customers and partners.

❖ **Operational Efficiency:**

The dashboard's ability to analyze and visualize operational data enables Zomato to identify inefficiencies, streamline processes, and optimize resource utilization, leading to improved operational performance and cost savings.

1.5 Scope

The project's scope entails developing a comprehensive Power BI dashboard tailored specifically for analyzing Zomato's delivery app data. It involves integrating data from multiple sources, including transaction records, customer feedback, and market demographics, to offer a holistic view of Zomato's business operations. Through interactive features like dropdown menus and filters, users can dynamically explore and analyze data to gain deeper insights into key metrics and trends.

Beyond data visualization, the project extends to predictive and prescriptive analytics. Leveraging historical data and advanced analytical techniques, the dashboard will enable predictive modeling to forecast future trends in customer demand, restaurant performance, and market opportunities. Additionally, prescriptive analytics will provide actionable recommendations to optimize operational processes, marketing strategies, and overall business performance.

The project's ultimate goal is to empower Zomato stakeholders with timely and relevant insights to drive strategic decision-making, enhance operational efficiency, and stay competitive in the online food delivery market. By providing a comprehensive platform for data analysis and decision support, the project aims to support Zomato's growth and success in meeting the evolving needs of customers and partners.

CHAPTER 2

SERVICES AND TOOLS REQUIRED

2.1 Services Used

❖ Data Collection and Storage Services:

Azure Data Factory or AWS Glue: Utilized for orchestrating and automating the collection, ingestion, and transformation of data from various sources such as transaction records, customer feedback, and market demographics.

Azure Blob Storage or AWS S3: Employed for storing the integrated data securely and cost-effectively, providing scalable and reliable storage solutions.

❖ Data Processing Services:

Azure Stream Analytics or AWS Kinesis Data Analytics: Utilized for processing and analyzing real-time streaming data from Zomato's delivery app, enabling quick insights extraction and decision-making based on the latest information.

❖ Machine Learning Services:

Azure Machine Learning or AWS SageMaker: Leveraged for building predictive models based on historical data from Zomato's delivery app, enabling forecasting and predictive analytics to anticipate future trends in customer demand, restaurant performance, and market opportunities.

By leveraging these services, the project aims to establish a robust data infrastructure and analytical framework that supports real-time analysis, predictive modeling, and actionable insights generation for Zomato stakeholders. This enables informed decision-making, strategic planning, and business growth in the competitive online food delivery market.

2.2 Tools and Software Used:

❖ Tools:

- **Power BI:** The primary tool for this project is Power BI, which will be utilized to develop interactive dashboards for real-time visualization of Zomato's delivery app data.
- **Power Query:** This tool serves as a data connection technology, allowing users to discover, connect, combine, and refine data from various sources such as transaction records, customer feedback, and market demographics.

❖ Software Requirements:

- **Power BI Desktop:** This Windows application is essential for creating reports and designing interactive dashboards that will be published to Power BI.
- **Power BI Service:** This online Software as a Service (SaaS) platform is used for publishing reports, creating new dashboards, and sharing insights with stakeholders within Zomato.
- **Power BI Mobile:** The mobile application enables users to access reports and dashboards on the go, providing flexibility and accessibility for stakeholders to stay updated with real-time insights from Zomato's delivery app data.

CHAPTER 3

PROJECT ARCHITECTURE

3.1 Architecture

❖ Data Collection:

- Utilize web scraping techniques or access Zomato's API to collect comprehensive data on restaurants, customer reviews, ratings, and other relevant information.
- Gather demographic data from open data platforms or government databases to enrich the analysis.

❖ Data Storage:

- Store collected data securely in a cloud-based storage solution such as Azure Blob Storage or AWS S3.
- Organize data into structured formats conducive to analysis, ensuring efficient data retrieval and management.

❖ Data Processing:

- Preprocess and clean the collected data using tools like Python or Azure Databricks to ensure data quality and consistency.
- Perform data transformations, filtering, and aggregation to prepare the data for analysis.

❖ Machine Learning:

- Implement machine learning algorithms to analyze Zomato's delivery app data and derive predictive insights.
- Train models to forecast customer preferences, restaurant performance, and market trends, aiding in strategic decision-making.

❖ **Data Visualization:**

- Utilize Power BI for data visualization, creating interactive dashboards and reports to present insights derived from the analyzed data.
- Incorporate a variety of visualization techniques such as charts, graphs, maps, and tables to effectively communicate findings to stakeholders.

❖ **Data Access:**

- Publish developed dashboards and reports to Power BI Service, allowing stakeholders to access and interact with them online.
- Enable data access and exploration through Power BI Mobile, ensuring accessibility across various devices for on-the-go decision-making.

CHAPTER 4

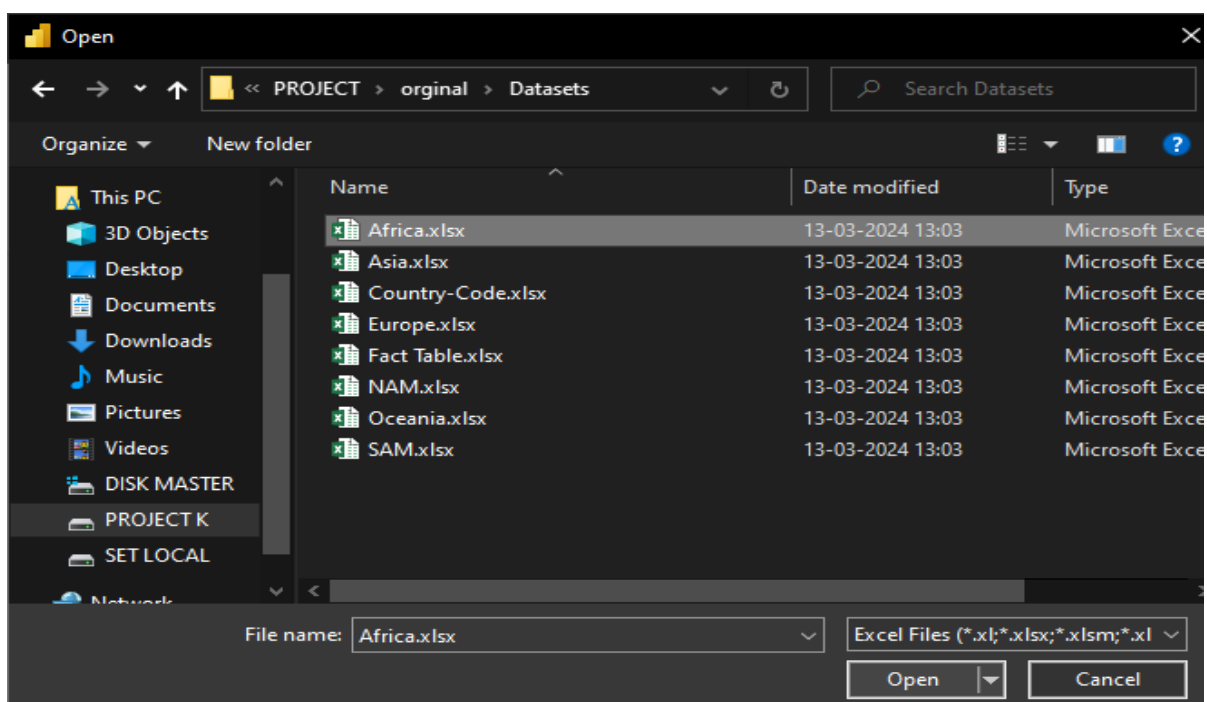
MODELING AND RESULT

4.1 Modeling :

4.1.1 Navigator Selection:

To connect multiple datasets from Excel workbooks in Power BI, follow these steps for each file:

- ⇒ **Open Power BI Desktop:** Launch Power BI Desktop on your computer. Click on "Get Data": In the Home tab, click on the "Get Data" option located in the ribbon at the top.
- ⇒ **Select "Excel":** In the "Get Data" window, choose the "Excel" option from the list of available data sources.
- ⇒ **Choose Excel Workbook:** Navigate to the location where your Excel workbooks are stored. Select the first workbook named "Africa.xlsx" from the file picker, and click "Open".



- ⇒ **Wait for Data Loading:** Power BI will begin loading the data from "Africa.xlsx". Depending on the size of the dataset, this process may take some time (approximately 5-15 seconds).

- ⇒ **Open Navigator:** Once the data is loaded, Power BI will display a Navigator window showing the tables available in "Africa.xlsx". Click on the table that contains the data you want to import into Power BI.
- ⇒ **Click Load:** After selecting the desired table, click on the "Load" button at the bottom right corner of the Navigator window. This will import the selected table data into Power BI.

Navigator

Display Options ▾

- Africa.xlsx [1]
 - ☒ Zomato Africa

Zomato Africa

Restaurant ID	Country Code	City	Restaurant Name,Address
18395463	189	Cape Town	The Butcher's Wife,15 Belgravia R
18337845	189	Cape Town	Coco Safar,Ground Floor, Cavendi
6401732	189	Cape Town	La Parada,107 Bree Street, CBD, C
6401060	189	Cape Town	Jason Bakery,185 Bree Street, CBD
6400421	189	Cape Town	Truth Coffee,36 Buitenkant Street
6402177	189	Cape Town	Salushi,25 Protea Road, Claremon
6401198	189	Cape Town	Origin Coffee Roasting,28 Hudson
6401054	189	Cape Town	Kloof Street House,30 Kloof Street
6403291	189	Cape Town	Jerry's Burger Bar,5 Park Road, Kic
6403499	189	Cape Town	Active Sushi,32 Hudson Street, Mi
6400191	189	Cape Town	Beluga,The Foundry, Prestwich Str
6404082	189	Cape Town	Rocomamas,107a Main Road, Gre
6401485	189	Cape Town	The Creamery,Newlands Quarter,
6400621	189	Cape Town	Nobu - One&Only,One & Only Hot
6403544	189	Cape Town	Jarryds,90 Regent Road, Sea Point
6403452	189	Cape Town	My Sugar,77 Regent Road, Sea Poi
6402163	189	Cape Town	Grand Caf� & Beach,Granger Bay
6401789	189	Cape Town	tashas,Ground Level, Victoria Whe
6400235	189	Cape Town	Gibson's Gourmet Burgers & Ribs,
6400217	189	Cape Town	Willoughby & Co.,Ground Level, V
6501534	189	Inner City	Cube - Tasting Kitchen,24 Albrech
18339373	189	Inner City	Urbanologi,1 Fox Street, Marshall
6517396	189	Johannesburg	Momo Baohaus,139 Greenway, G

Load **Transform Data** **Cancel**

- ⇒ **Repeat Steps for Other Files:** Repeat steps 2 to 8 for the remaining Excel workbooks. Each time, choose a different workbook from the file picker:
 - Asia.xlsx
 - Country-code.xlsx
 - Europe.xlsx
 - Fact table
 - NAM.xlsx
 - Oceania.xlsx
 - SAM.xlsx
- ⇒ **Verify Data:** Once all datasets have been imported, verify that the data from each Excel workbook has been successfully loaded into Power BI by checking the data view or using the Data tab.

By following these steps for each file, you can connect multiple datasets from Excel workbooks to Power BI and import them for further analysis and visualization.

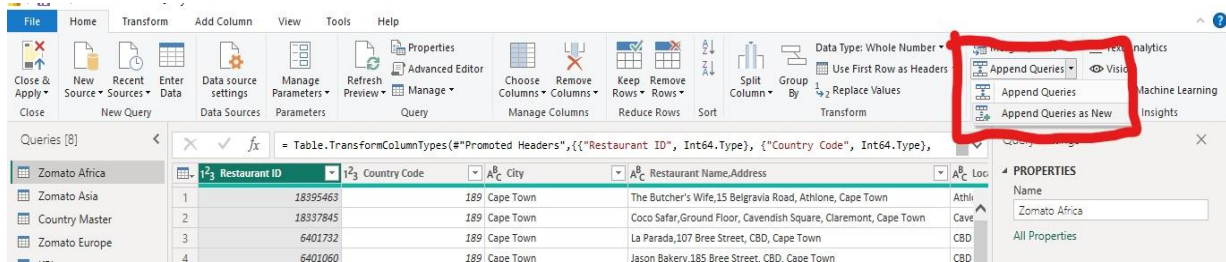
4.1.2 Query Editor

⇒ Transform Data:

- Begin by clicking on "Transform Data" to open the Power Query Editor.

⇒ Append Queries:

In the Power Query Editor, navigate to "Append Queries" and select "Append Queries as New."



Choose two or more tables from the available options, focusing only on Zomato countries' data.

Append

Concatenate rows from three or more tables into a single table.

☐ Two tables ☒ Three or more tables

Zomato Global (Current)

Zomato Africa

Zomato Asia

Country Code

Zomato Europe

Fact Table

Zomato NAM

Zomato Oceania

Zomato SAM

Add >>

Zomato Global (Current)

Zomato Africa

Zomato Asia

Zomato Europe

Zomato NAM

Zomato Oceania

Zomato SAM

OK

Cancel

Append the selected tables and rename the resulting table as "Zomato Global."

⇒ Split Columns:

Next, split the "Restaurant Name" and "Address" columns into two separate columns.

Select the column, click on "Split Column," choose "By Delimiter," and enter a comma as the delimiter

	Restaurant Name	Restaurant Address
1	The Butcher's Wife	15 Belgravia Road, Athlone, Cape Town
2	Coco Safar	Ground Floor, Cavendish Square, Claremont, Cape Town
3	La Parada	107 Bree Street, CBD, Cape Town
4	Jason Bakery	185 Bree Street, CBD, Cape Town
5	Truth Coffee	36 Buitenkant Street, CBD, Cape Town
6	Salushi	25 Protea Road, Claremont, Cape Town
7	Origin Coffee Roasting	28 Hudson Street, De Waterkant, Cape Town
8	Kloof Street House	30 Kloof Street, Gardens, Cape Town
9	Jerry's Burger Bar	5 Park Road, Kloof Street, Gardens, Cape Town

Split at the left-most delimiter occurrence and click "OK" to create two new columns (Restaurant Name, Address.1 , Restaurant Name, Address.2).

Split Column by Delimiter

Specify the delimiter used to split the text column.

Select or enter delimiter

Comma

Split at

☒ Left-most delimiter

☐ Right-most delimiter

☐ Each occurrence of the delimiter

Advanced options

Quote Character

"

☐ Split using special characters

Insert special character

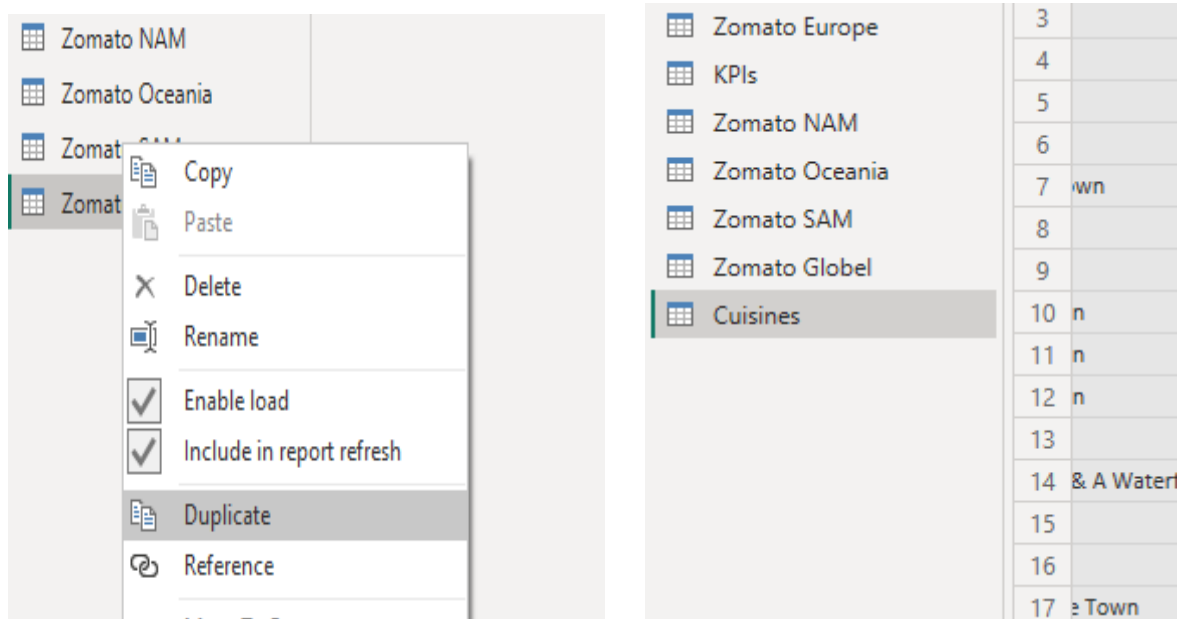
OK

Cancel

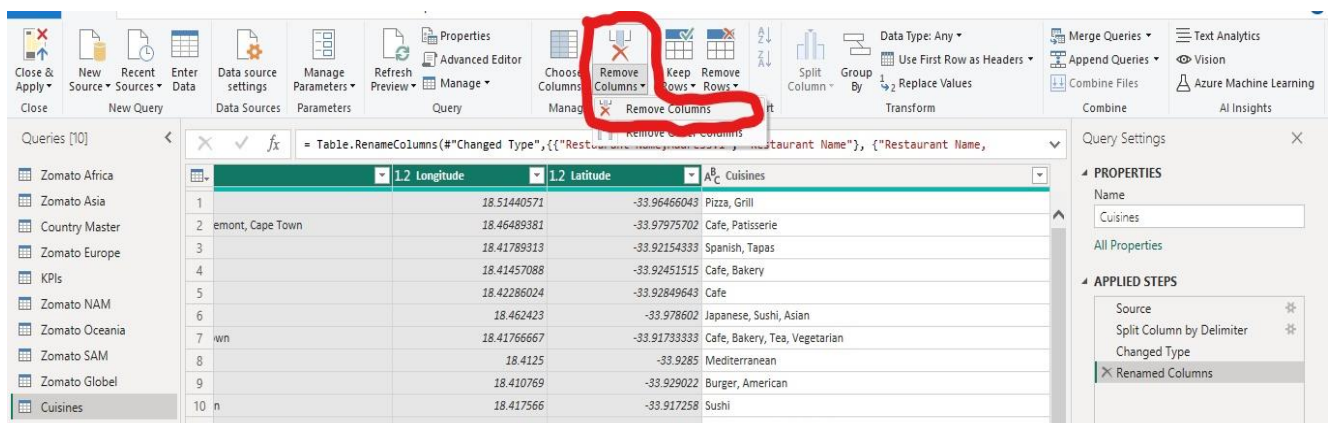
Rename the columns as "Restaurant Name" and "Restaurant Address."

⇒ Create Cuisines Table:

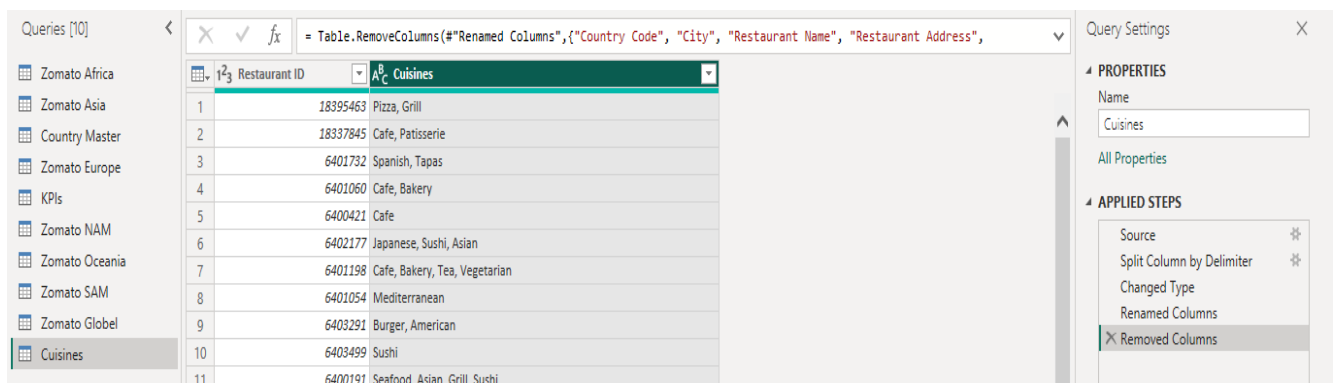
Duplicate the "Zomato Global" table and rename it as "Cuisines."



Remove all columns except "Restaurant ID" and "Cuisines."



Shown As



⇒ Split Cuisines Column:

Select the "Cuisines" column, click on "Split Column," choose "By Delimiter," and select each occurrence of the delimiter.

Queries [10] < ✕ ✓ fx = Table.TransformColumnTypes(#"Split Column by Delimiter1",{{"Cuisines", type text}})

	1 ² Restaurant ID	A ^B Cuisines
1	18395463	Pizza
2	18395463	Grill
3	18337845	Cafe
4	18337845	Patisserie
5	6401732	Spanish
6	6401732	Tapas
7	6401060	Cafe
8	6401060	Bakery
9	6400421	Cafe
10	6402177	Japanese
11	6402177	Sushi
12	6402177	Asian
13	6401198	Cafe
14	6401198	Bakery
15	6401198	Tea

In advanced options, split into rows and click "OK."

Split Column by Delimiter

Specify the delimiter used to split the text column.

Select or enter delimiter

Comma

Split at

- ☐ Left-most delimiter
☐ Right-most delimiter
☒ Each occurrence of the delimiter

Advanced options

Split into

- ☐ Columns
☒ Rows

Quote Character

"

☐ Split using special characters

Insert special character

OK

Cancel

⇒ Prepare Country Master Data:

Select the "Country Master" from the queries list and rename the column as "Country Code."

Remove any blank rows in the column by selecting "Remove Rows" and choosing "Remove Blank Rows."

The screenshot shows the Power Query Editor interface. On the left, the 'Queries' list includes 'Country Master'. The main area displays a table with columns 'Country Code' and 'Country'. The 'Country Code' column has values like 94, 191, 214, etc., and some null values. The 'Remove Rows' menu is open, showing options like 'Remove Top Rows', 'Remove Bottom Rows', 'Remove Alternate Rows', 'Remove Duplicates', 'Remove Blank Rows', and 'Remove Errors'. The 'Remove Blank Rows' option is highlighted.

Country Code	Country
94	Indonesia
94	Indonesia
null	null
191	Sri Lanka
214	UAE
94	Indonesia
1	India
30	Brazil
null	null
14	Australia
208	Turkey
189	South Africa

⇒ Prepare KPI's Data:

Select the "KPI's" table from the queries list and rename it as "Fact Table."

The screenshot shows the 'Queries' list on the left side of the Power Query Editor. The 'KPI's' table is selected and renamed to 'Fact Table'. The main area shows a preview of the 'Fact Table' with columns 'Country Code' and 'Country'.

Country Code	Country
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

⇒ Disable Load for Country Names:

Since the Zomato Global data already includes all countries, disable the load for the "Country" table.

Right-click on the table, uncheck "Enable Load," and click "Continue" to apply the changes. The country names will appear in italic font

⇒ Close and Apply:

Finally, click on "Close and Apply" to save the changes and apply them to your Power BI model.

Restaurant ID	Country Code	City	Restaurant Name,Address
1	18395463	189 Cape Town	The Butcher's Wife,15 Belgravia Road, Athlone, Cape Town
2	18337845	189 Cape Town	Coco Safar,Ground Floor, Cavendish Square, Claremont, Cape Town
3	6401732	189 Cape Town	La Parada,107 Bree Street, CBD, Cape Town
4	6401060	189 Cape Town	Jason Bakery,185 Bree Street, CBD, Cape Town
5	6400421	189 Cape Town	Truth Coffee,36 Buitenkant Street, CBD, Cape Town
6	6402177	189 Cape Town	Salushi,25 Protea Road, Claremont, Cape Town
7	6401198	189 Cape Town	Origin Coffee Roasting,28 Hudson Street, De Waterkant, Cape Town
8	6401054	189 Cape Town	Kloof Street House,30 Kloof Street, Gardens, Cape Town
9	6403291	189 Cape Town	Jerry's Burger Bar,5 Park Road, Kloof Street, Gardens, Cape Town
10	6403499	189 Cape Town	Active Sushi,32 Hudson Street, Mirage Building, Green Point, Cape Town
11	6400101	189 Cape Town	Palms The Foundry, Brachwisch Street, Green Point, Cape Town

4.1.3 Model View:

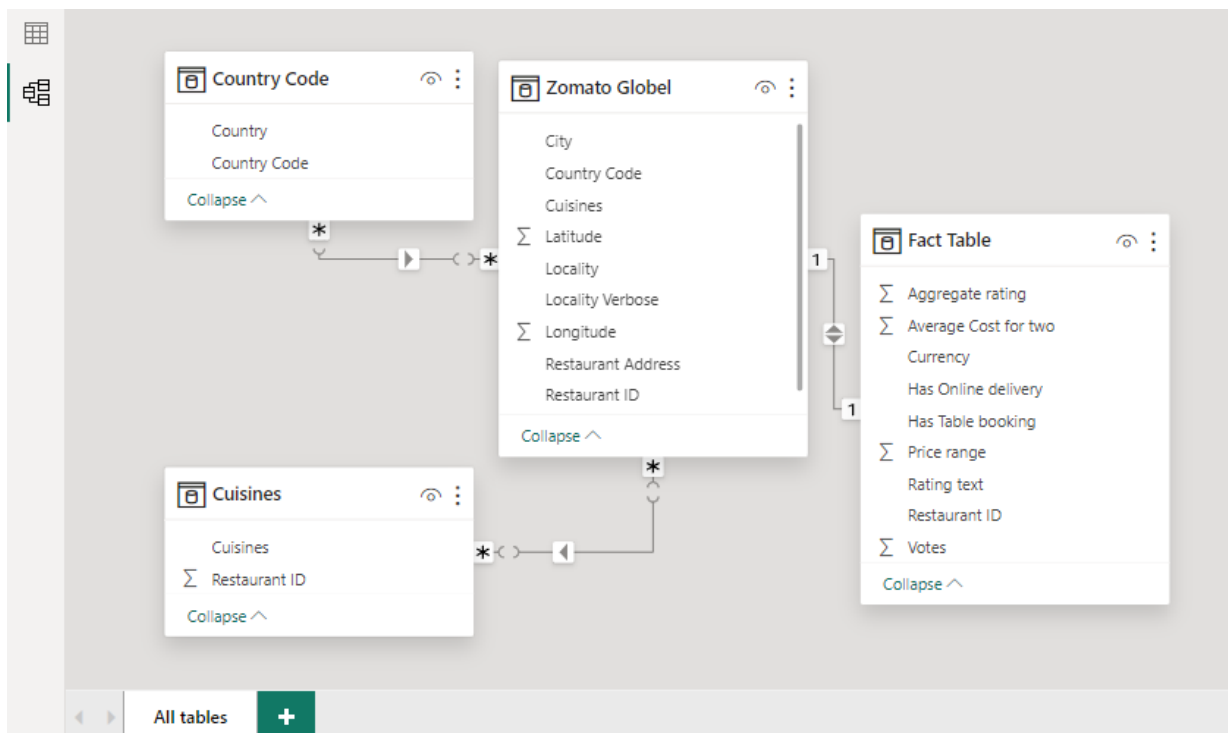
Here's the content written in a properly formatted manner:

⇒ Table Display:

- In the model view, you will see four tables: "Country Code," "Zomato Global," "Fact Table," and "Cuisines."

⇒ Establishing Relationships:

- Establish relationships between the tables to enable seamless data integration.
- Link the "Country Code" table to the "Zomato Global" table by arranging the "Country Code" column in both tables.
- Link the "Zomato Global" table to the "Fact Table" by arranging the "Restaurant ID" column in both tables.
- Link the "Cuisines" table to the "Zomato Global" table by arranging the "Cuisines" column in both tables.



⇒ Linked Tables:

- By establishing these relationships, you have created linked tables that allow for efficient data access and analysis within Power BI.
- The relationships ensure that data from different tables can be effectively combined and analyzed to derive valuable insights for decision-making and reporting purposes.

Table View Manipulation and Measure Creation

In the table view of Power BI, we'll perform several functions and manipulations to enhance the data representation:

⇒ Creating "Rating Color" Column in Fact Table:

Click on the "Fact Table" and create a new column named "Rating Color."

Use the following formula to determine the rating color based on the aggregate rating:

```
Rating color = IF('Fact Table'[Aggregate rating] = 0, "Not Rated",
IF('Fact Table'[Aggregate rating] <= 2.9, "RED",
IF('Fact Table'[Aggregate rating] <= 3.4, "Orange",
IF('Fact Table'[Aggregate rating] < 4.4, "GREEN",
IF('Fact Table'[Aggregate rating] <= 5, "Dark green", "Others")))))
```

Press Enter to create the new column for the rating color.

The screenshot displays the Power BI Desktop interface. The 'Table tools' ribbon is active, showing the 'Column tools' tab. The formula bar contains the DAX formula for creating the 'Rating color' column. The table view shows a list of agents with their details. The 'Rating color' column is highlighted, and a dropdown menu is open, showing the following options: (Select all), Dark green, GREEN, Not Rated, Orange, and RED.

Agent ID	Average Cost for two	Currency	Has Table booking	Has Online delivery	Price range	Aggregate rating	Rating text	Votes	Rating color	Country Code
2144	1600	Indian Rupees(Rs.)	Yes	Yes	3	3.8	Good	665	GREEN	
17977796	1500	Indian Rupees(Rs.)	Yes	No	3	3.8	Good	73	GREEN	
18463965	1600	Indian Rupees(Rs.)	Yes	No	3	3.8	Good	31	GREEN	
313047	1000	Indian Rupees(Rs.)	Yes	Yes	3	3.8	Good	120	GREEN	
18366026	800	Indian Rupees(Rs.)	Yes	No	2	3.8	Good	40	GREEN	
3346	700	Indian Rupees(Rs.)	Yes	Yes	2	3.8	Good	239	GREEN	
307309	2000	Indian Rupees(Rs.)	Yes	Yes	4	3.8	Good	1065	GREEN	
306132	1700	Indian Rupees(Rs.)	Yes	Yes	3	3.8	Good	706	GREEN	
7507	1500	Indian Rupees(Rs.)	Yes	No	3	3.8	Good	91	GREEN	
303749	1600	Indian Rupees(Rs.)	Yes	Yes	3	3.8	Good	184	GREEN	
18270895	900	Indian Rupees(Rs.)	Yes	No	2	3.8	Good	134	GREEN	
72475	800	Indian Rupees(Rs.)	Yes	Yes	2	3.8	Good	519	GREEN	
2800128	450	Indian Rupees(Rs.)	No	No	2	4	Very Good	169	GREEN	
3200015	600	Indian Rupees(Rs.)	No	No	2	4	Very Good	191	GREEN	
18275708	1200	Indian Rupees(Rs.)	No	No	3	4	Very Good	93	GREEN	
3800022	650	Indian Rupees(Rs.)	No	No	2	4	Very Good	223	GREEN	
3800078	250	Indian Rupees(Rs.)	No	No	1	4	Very Good	279	GREEN	

⇒ Creating "Continent" Column in Country Code Table:

Click on the "Country Code" table and create a new column named "Continent."

Use the SWITCH function to assign continent names based on the country code:

```
Continent = SWITCH('Country Code'[Country Code],
    189, "Africa",
    215, "Europe",
    37, "NAM",
    216, "SAM",
    14, "Oceania",
    148, "Oceania", "Asia")
```

The screenshot shows the Microsoft Power BI Desktop interface. The 'Zomato Global' table is selected, and the formula bar displays the DAX formula for a measure named 'Restaurant Count':

```
1 Restaurant Count = COUNT('Zomato Global'[Restaurant ID])
```

The table data includes columns: Restaurant ID, Country Code, City, Restaurant Name, and Restaurant Address. The 'City' column lists various locations in New Delhi, India.

Press Enter to create the new column for the continent.

⇒ Creating Measures:

Right-click on the "Zomato Global" table and select "New Measure."

Name the measure "Restaurant Count" and use the formula:

```
Restaurant Count = COUNT('Zomato Global'[Restaurant ID])
```

Press Enter to create the measure.

File Home Help Table tools Measure tools

Name: Average Rating Format: General Data category: Uncategorized

Home table: Fact Table

Structure: 1 Average Rating = AVERAGE('Fact Table'[Aggregate rating])

Restaurant ID	Average Cost for two	Currency	Has Table booking	Has Online delivery	Price range	Aggregate rating	Rating text	Votes	Rating color
18433852	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18465871	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18471268	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18472429	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18471296	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18466420	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18464607	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18464631	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18433879	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18480389	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18446428	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18446082	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18471244	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18424179	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18294253	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18471308	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate
18471320	300	Indian Rupees(Rs.)	No	No	1	0	Not rated	0	Not Rate

Data: Country Code, Continent, Country, Country Code, Cuisines, Count, Cuisines, Restaurant ID, Fact Table, Aggregate rating, Average Cost, Average Rating, Currency

Also, create a measure for the "Cuisines" table named "Count" with the formula:

Count = DISTINCTCOUNT(Cuisines[Cuisines])

File Home Help Table tools Measure tools

Name: Count Format: Whole number Data category: Uncategorized

Home table: Cuisines

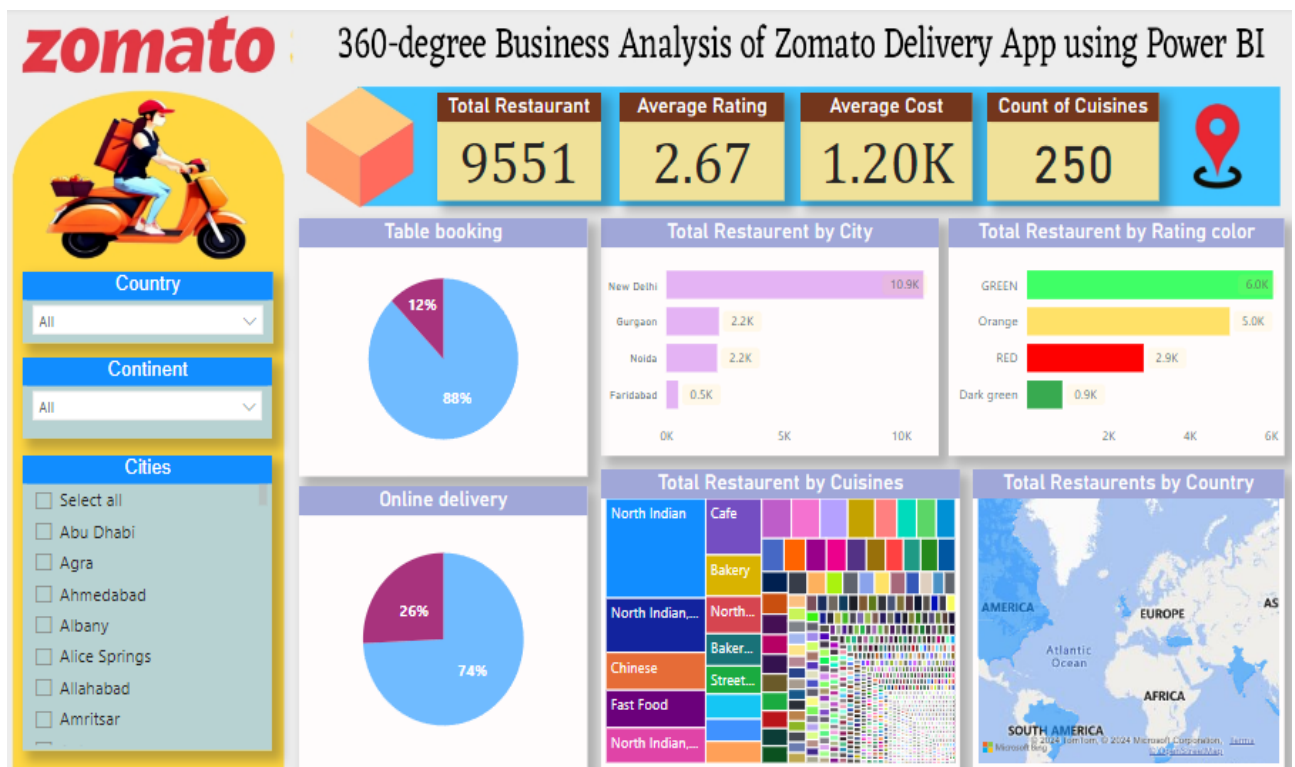
Structure: 1 Count = DISTINCTCOUNT(Cuisines[Cuisines])

Restaurant ID	Cuisines
3400025	North Indian
3400341	North Indian
3400005	North Indian
3400017	North Indian
3400325	North Indian
3400059	North Indian
3400072	North Indian
3400073	North Indian
3400033	North Indian
3400350	North Indian
3400016	North Indian
3400392	North Indian

Data: Country Code, Continent, Country, Country Code, Cuisines, Count, Cuisines, Restaurant ID, Fact Table

Press Enter after entering each formula to create the respective measures.

4.2 RESULT / DASHBOARD



CONCLUSION

The project "360-Degree Business Analysis of Zomato Delivery App using Power BI" has provided comprehensive insights into the operations and performance of the Zomato delivery app across various regions. Through data analysis and visualization, we have gained valuable insights into restaurant distribution, customer preferences, and key performance indicators. The creation of interactive dashboards has enabled stakeholders to understand trends, identify opportunities, and make informed decisions.

By leveraging Power BI's capabilities, we have transformed raw data into actionable insights, allowing for better strategic planning and optimization of business processes. The project has demonstrated the power of data analytics in understanding market dynamics, improving service quality, and enhancing customer satisfaction.

Overall, the project has showcased the importance of data-driven decision-making in the online delivery industry. Moving forward, these insights will serve as a foundation for further optimization and innovation within the Zomato delivery ecosystem, ultimately contributing to its continued success in the competitive market landscape.

FUTURE SCOPE

The future scope of Power BI presents a landscape of boundless possibilities. With the continuous advancement of analytics and machine learning, Power BI stands poised to revolutionize data-driven decision-making. Incorporating predictive analytics capabilities into the platform could enable organizations to anticipate future trends and customer behaviors based on historical data patterns. This foresight could empower businesses to proactively address customer needs, driving enhanced customer satisfaction and loyalty.

Furthermore, Power BI's seamless integration with diverse data sources opens avenues for a more comprehensive understanding of business operations. By incorporating data from various sources such as IoT devices, social media platforms, and cloud databases, organizations can gain deeper insights into their operations and customer interactions. However, as data privacy and security concerns escalate, future iterations of Power BI projects must prioritize robust data governance frameworks. Implementing stringent data protection measures will ensure the secure handling of sensitive information and compliance with regulatory requirements.

Looking ahead, the integration of real-time data streams holds immense potential for Power BI projects. By leveraging real-time data feeds, organizations can access up-to-the-minute insights, enabling agile decision-making and response to changing market dynamics. This real-time capability could transform the way businesses interact with their data, fostering agility and adaptability in an increasingly dynamic business environment.

In conclusion, the future of Power BI is characterized by its ability to drive innovation, agility, and actionable insights. By harnessing the platform's advanced analytics, seamless data integration, and real-time capabilities, organizations can unlock new opportunities for growth, efficiency, and competitive advantage in the digital age.

REFERENCES

<https://learn.techsaksham.org/>

<https://portal.naanmudhalvan.tn.gov.in/>



LINKS

<https://github.com/chinnasamy-c/power-bi>