Data Analyst Portfolio Project

Project Title : Food Delivery Business Dashboard – Customer & Sales Insights for Foodpanda

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Project Objectives

This project was developed to analyze customer behavior, sales performance, and restaurant-level metrics for a food delivery platform using an interactive Power BI dashboard. The main goals were to:

- Understand customer loyalty and churn trends
- Track sales and revenue growth over time
- Identify high-performing and low-performing restaurants and dishes
- Compare regional/city-wise performance
- Segment customers based on engagement

Business Requirements 1 Covered

Customer Insights

- Identify most loyal customers based on order frequency and loyalty points.
- Analyze customer churn trends by age group, gender, and city.
- Segment customers based on order frequency (e.g., One-time, Occasional, Frequent).
- Track newly acquired vs returning customers over time.
- Compare activity patterns of churned vs active customers.
- If the customer has not ordered in the last 3 months → they are considered Old Customers

Order & Sales Performance

- Analyze total revenue, number of orders, and average order value over time.
- Monitor order trends by day, week, month, and season.
- Identify high-performing and low-performing food categories based on revenue.
- Track top-selling dishes and most frequently ordered items.
- Determine which restaurants contribute the most to overall sales.

Portfolio

City-Level & Regional Analysis

- Compare order volume, customer count, and revenue by city.
- Detect cities with highest customer churn rates.
- Analyze differences in food preferences by city.
- Measure customer satisfaction levels by city (using ratings).

Financial Analysis

- Calculate revenue per customer and per order.
- Analyze order return/cancellation impact on revenue.
- Track monthly and quarterly revenue growth.
- Find discounts or patterns in low-value vs high-value orders.

Restaurant & Menu Performance

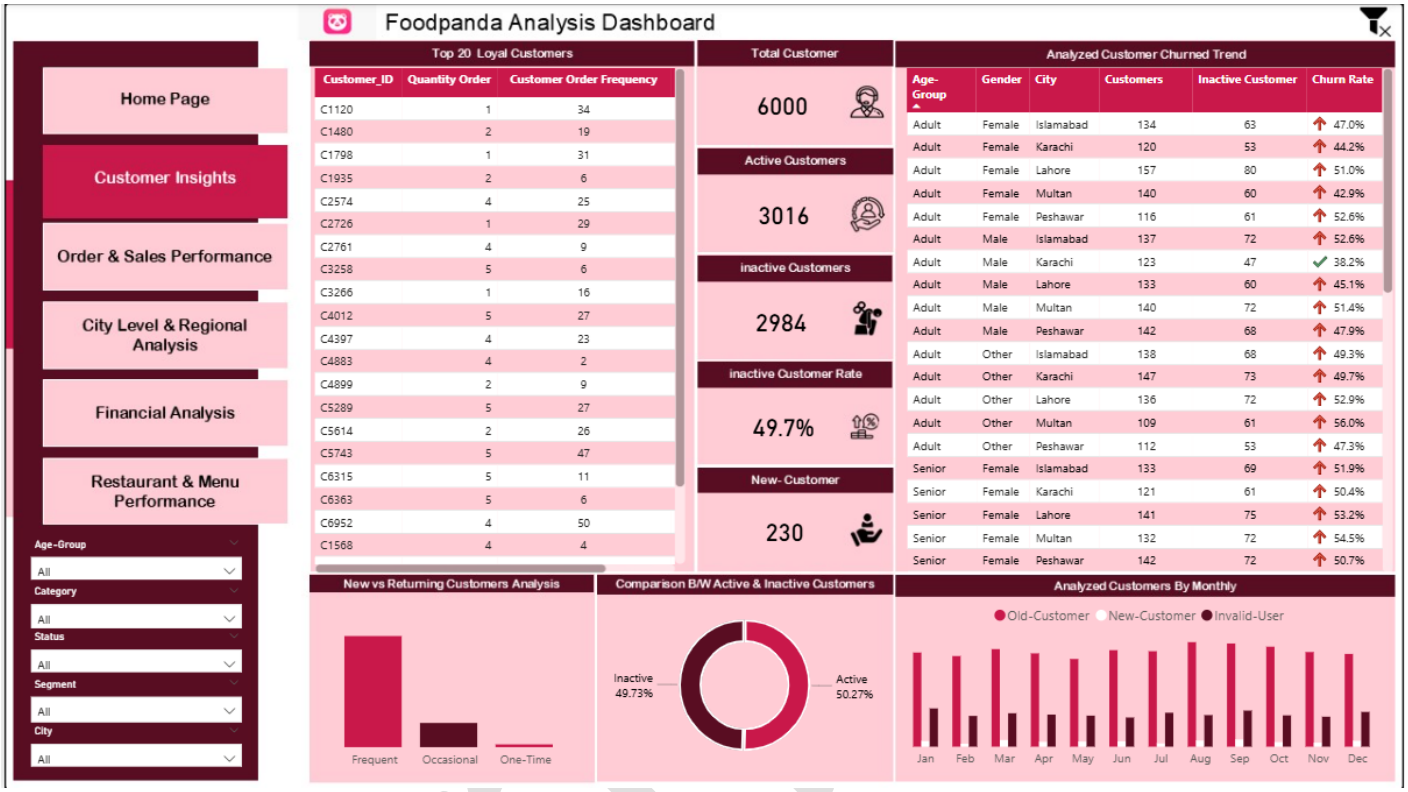
- Rank restaurants based on number of orders and revenue.
- Identify restaurants with highest cancellation or delay rate.
- Analyze average rating per restaurant and track trends.
- Identify top-rated and low-rated dishes.
- Track price trends across similar categories or dishes.

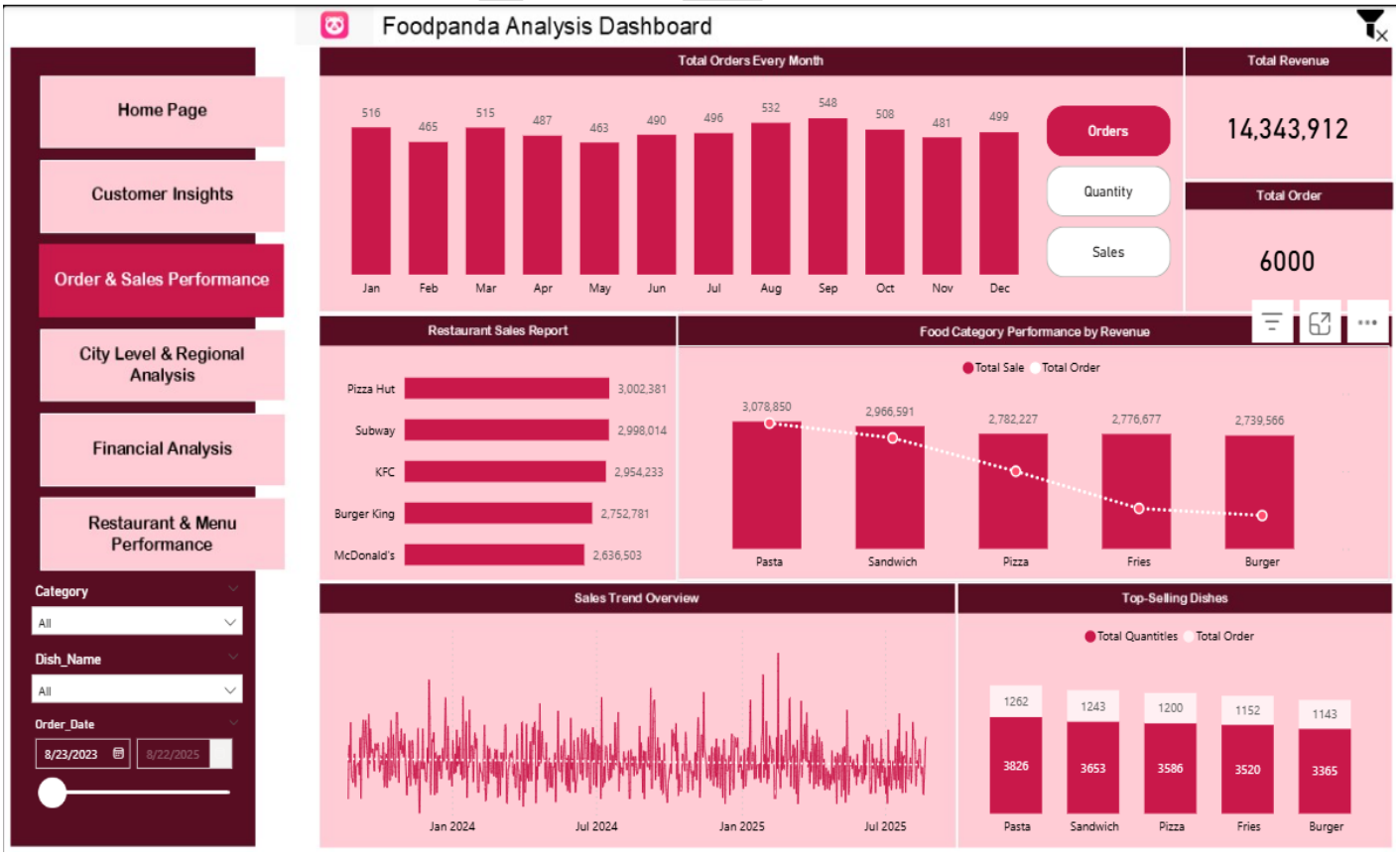
Tools & Technologies Used

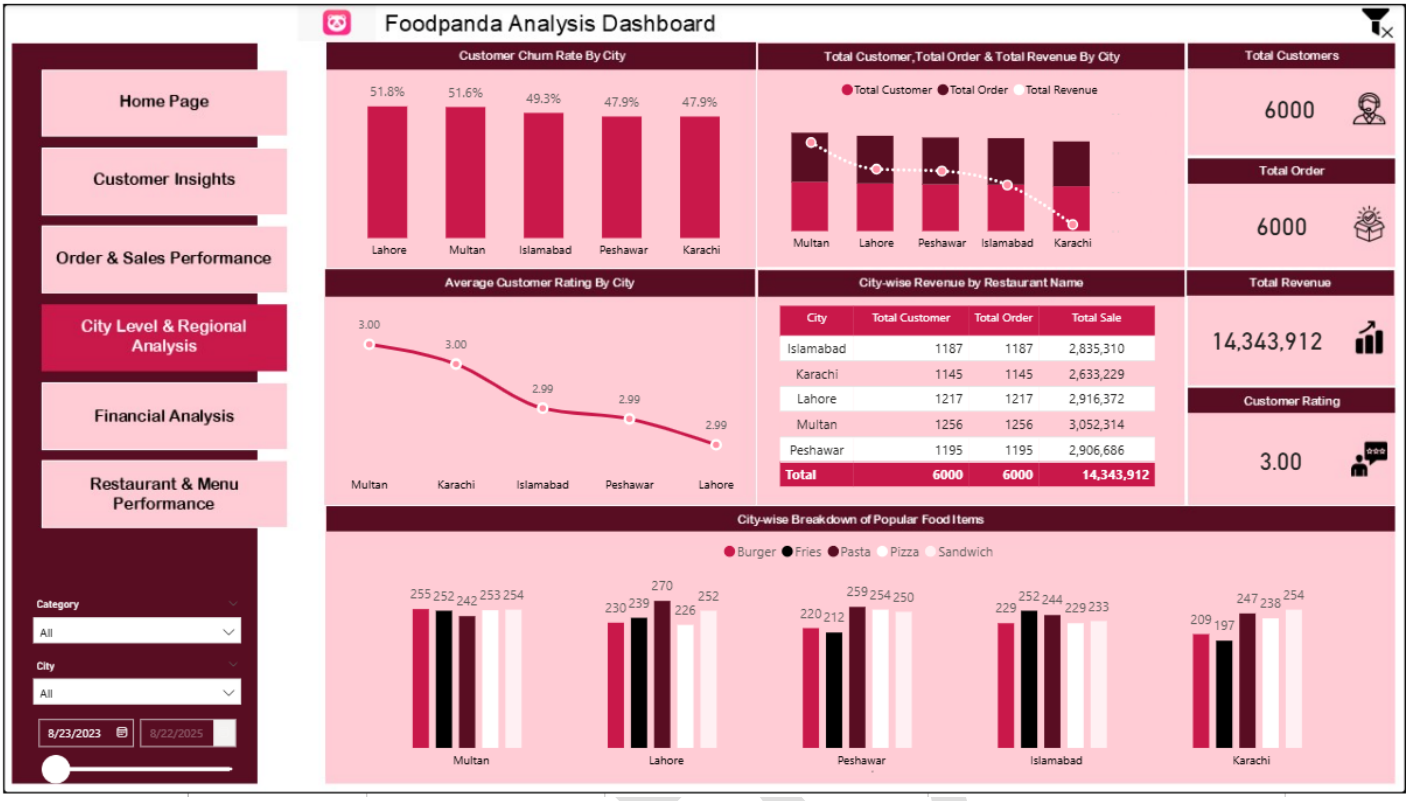
- **Power BI**: Dashboard design, KPIs, filters, visuals
- **DAX**: Calculated measures, aggregations
- **MS Excel**: Data cleaning and transformation

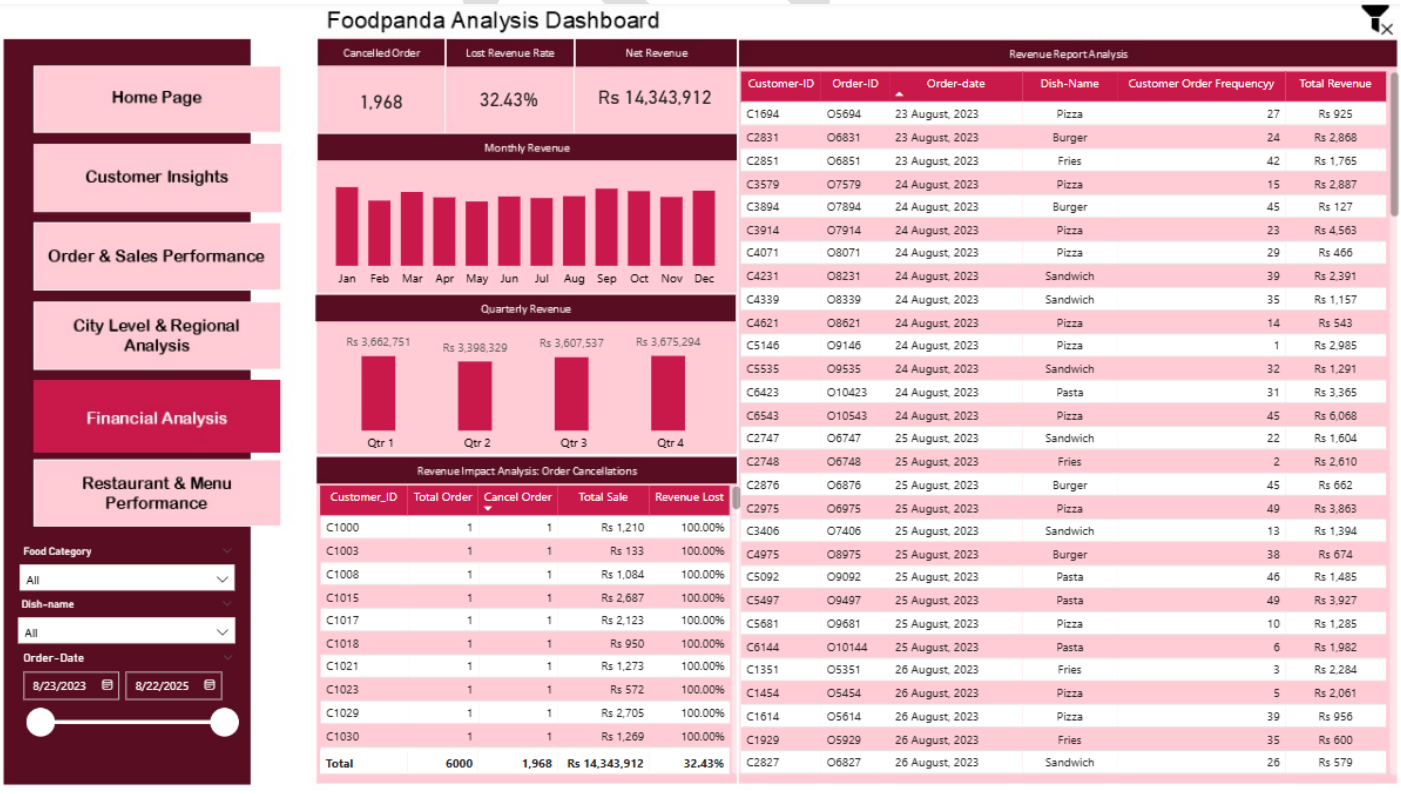
Portfolio

Dashboards Screenshots






Foodpanda Analysis Dashboard
Home Page
Customer Insights
Order & Sales Performance
City Level & Regional Analysis
Financial Analysis
Restaurant & Menu Performance
Category
All
City
All
8/23/2023
8/22/2025
Customer Churn Rate By City
51.8% 51.6% 49.3% 47.9% 47.9%
Lahore Multan Islamabad Peshawar Karachi
Total Customer,Total Order & Total Revenue By City
Total Customer Total Order Total Revenue
Multan Lahore Peshawar Islamabad Karachi
Total Customers
6000
Total Order
6000
Average Customer Rating By City
3.00 3.00 2.99 2.99 2.99
Multan Karachi Islamabad Peshawar Lahore
City-wise Revenue by Restaurant Name
City | Total Customer | Total Order | Total Sale
Islamabad | 1187 | 1187 | 2,835,310
Karachi | 1145 | 1145 | 2,633,229
Lahore | 1217 | 1217 | 2,916,372
Multan | 1256 | 1256 | 3,052,314
Peshawar | 1195 | 1195 | 2,906,686
Total | 6000 | 6000 | 14,343,912
Total Revenue
14,343,912
Customer Rating
3.00
City-wise Breakdown of Popular Food Items
Burger Fries Pasta Pizza Sandwich
255 252 242 253 254
230 239 270 226 252
220 212 259 254 250
229 252 244 229 233
209 197 247 238 254
Multan Lahore Peshawar Islamabad Karachi


Foodpanda Analysis Dashboard
Home Page
Customer Insights
Order & Sales Performance
City Level & Regional Analysis
Financial Analysis
Restaurant & Menu Performance
Food Category
All
Dish-name
All
Order-Date
8/23/2023
8/22/2025
Cancelled Order
1,968
Lost Revenue Rate
32.43%
Net Revenue
Rs 14,343,912
Monthly Revenue
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
Quarterly Revenue
Rs 3,662,751 Rs 3,398,329 Rs 3,607,537 Rs 3,675,294
Qtr 1 Qtr 2 Qtr 3 Qtr 4
Revenue Impact Analysis: Order Cancellations
Customer_ID | Total Order | Cancel Order | Total Sale | Revenue Lost
C1000 | 1 | 1 | Rs 1,210 | 100.00%
C1003 | 1 | 1 | Rs 133 | 100.00%
C1008 | 1 | 1 | Rs 1,084 | 100.00%
C1015 | 1 | 1 | Rs 2,687 | 100.00%
C1017 | 1 | 1 | Rs 2,123 | 100.00%
C1018 | 1 | 1 | Rs 950 | 100.00%
C1021 | 1 | 1 | Rs 1,273 | 100.00%
C1023 | 1 | 1 | Rs 572 | 100.00%
C1029 | 1 | 1 | Rs 2,705 | 100.00%
C1030 | 1 | 1 | Rs 1,269 | 100.00%
Total | 6000 | 1,968 | Rs 14,343,912 | 32.43%
Revenue Report Analysis
Customer-ID | Order-ID | Order-date | Dish-Name | Customer Order Frequencyy | Total Revenue
C1694 | O5694 | 23 August, 2023 | Pizza | 27 | Rs 925
C2831 | O6831 | 23 August, 2023 | Burger | 24 | Rs 2,868
C2851 | O6851 | 23 August, 2023 | Fries | 42 | Rs 1,765
C3579 | O7579 | 24 August, 2023 | Pizza | 15 | Rs 2,887
C3894 | O7894 | 24 August, 2023 | Burger | 45 | Rs 127
C3914 | O7914 | 24 August, 2023 | Pizza | 23 | Rs 4,563
C4071 | O8071 | 24 August, 2023 | Pizza | 29 | Rs 466
C4231 | O8231 | 24 August, 2023 | Sandwich | 39 | Rs 2,391
C4339 | O8339 | 24 August, 2023 | Sandwich | 35 | Rs 1,157
C4621 | O8621 | 24 August, 2023 | Pizza | 14 | Rs 543
C5146 | O9146 | 24 August, 2023 | Pizza | 1 | Rs 2,985
C5535 | O9535 | 24 August, 2023 | Sandwich | 32 | Rs 1,291
C6423 | O10423 | 24 August, 2023 | Pasta | 31 | Rs 3,365
C6543 | O10543 | 24 August, 2023 | Pizza | 45 | Rs 6,068
C2747 | O6747 | 25 August, 2023 | Sandwich | 22 | Rs 1,604
C2748 | O6748 | 25 August, 2023 | Fries | 2 | Rs 2,610
C2876 | O6876 | 25 August, 2023 | Burger | 45 | Rs 662
C2975 | O6975 | 25 August, 2023 | Pizza | 49 | Rs 3,863
C3406 | O7406 | 25 August, 2023 | Sandwich | 13 | Rs 1,394
C4975 | O8975 | 25 August, 2023 | Burger | 38 | Rs 674
C5092 | O9092 | 25 August, 2023 | Pasta | 46 | Rs 1,485
C5497 | O9497 | 25 August, 2023 | Pasta | 49 | Rs 3,927
C5681 | O9681 | 25 August, 2023 | Pizza | 10 | Rs 1,285
C6144 | O10144 | 25 August, 2023 | Pasta | 6 | Rs 1,982
C1351 | O5351 | 26 August, 2023 | Fries | 3 | Rs 2,284
C1454 | O5454 | 26 August, 2023 | Pizza | 5 | Rs 2,061
C1614 | O5614 | 26 August, 2023 | Pizza | 39 | Rs 956
C1929 | O5929 | 26 August, 2023 | Fries | 35 | Rs 600
C2827 | O6827 | 26 August, 2023 | Sandwich | 26 | Rs 579

Project Title: HR Analytics Dashboard – Workforce Insights, Salary Trends & Attrition Analysis

Project Objectives:

The objective of this project was to design an interactive Power BI dashboard to provide key HR insights for data-driven decision-making. The dashboard focuses on analyzing workforce distribution, salary structures, attrition trends, performance metrics, and hiring patterns.

Business Requirements 2 Covered

Using this dataset, we answered multiple questions with Powerbi Reporting Dashboards

Q.1) What is the distribution of Employee Status (Active, Resigned, Retired, Terminated) ?
Q.2) What is the distribution of work modes (On-site, Remote) ?
Q.3) How many employees are there in each department ?
Q.4) What is the average salary by Department ?
Q.5) Which job title has the highest average salary ?
Q.6) What is the average salary in different Departments based on Job Title ?
Q.7) How many employees Resigned & Terminated in each department ?
Q.8) How does salary vary with years of experience ?
Q.9) What is the average performance rating by department ?
Q.10) Which Country have the highest concentration of employees ?
Q.11) Is there a correlation between performance rating and salary ?
Q.12) How has the number of hires changed over time (per year) ?
Q.13) Compare salaries of Remote vs. On-site employees — is there a significant difference ?
Q.14) Find the top 10 employees with the highest salary in each department.
Q.15) Identify departments with the highest attrition rate (Resigned %).

Dashboards Screenshots