

# 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.

### 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.

## 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.

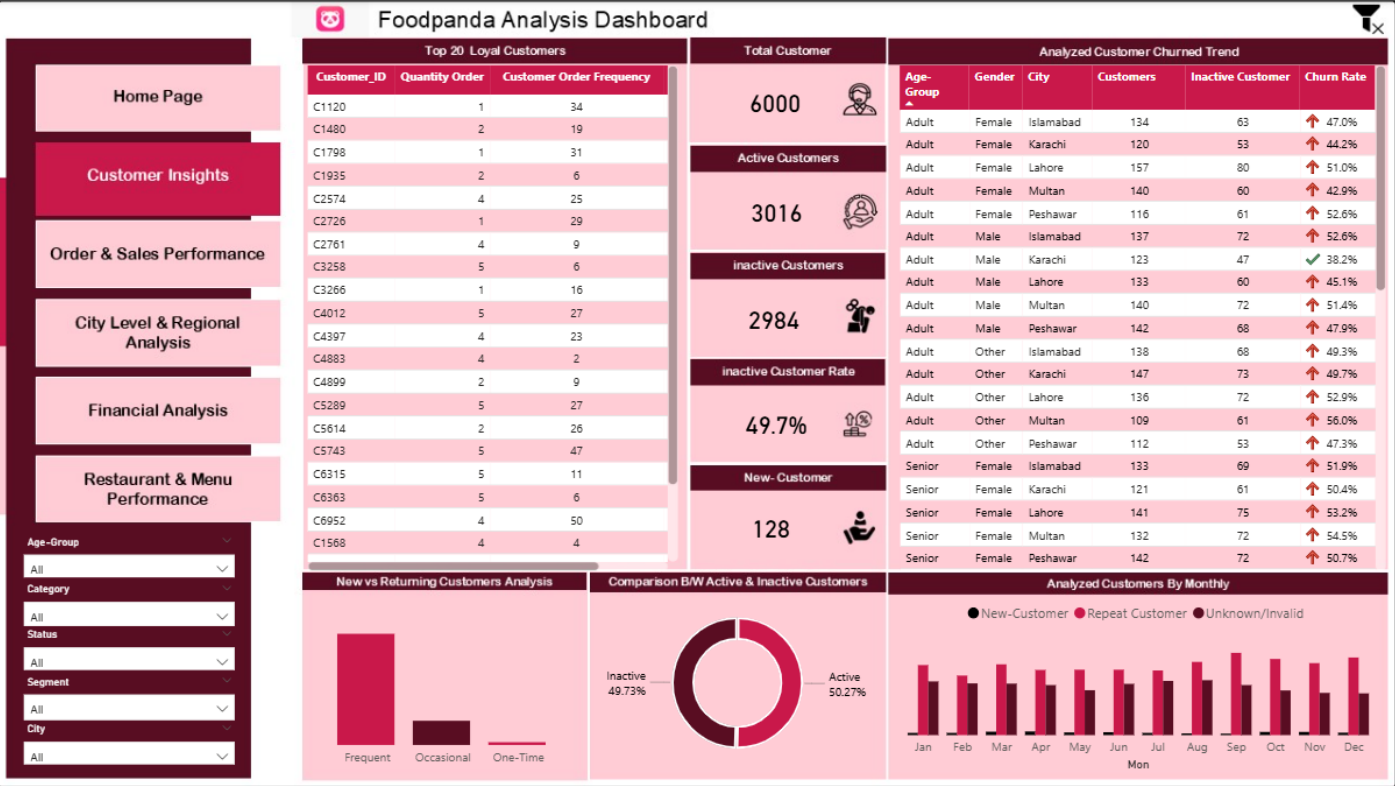
## Restaurant & Menu Performance

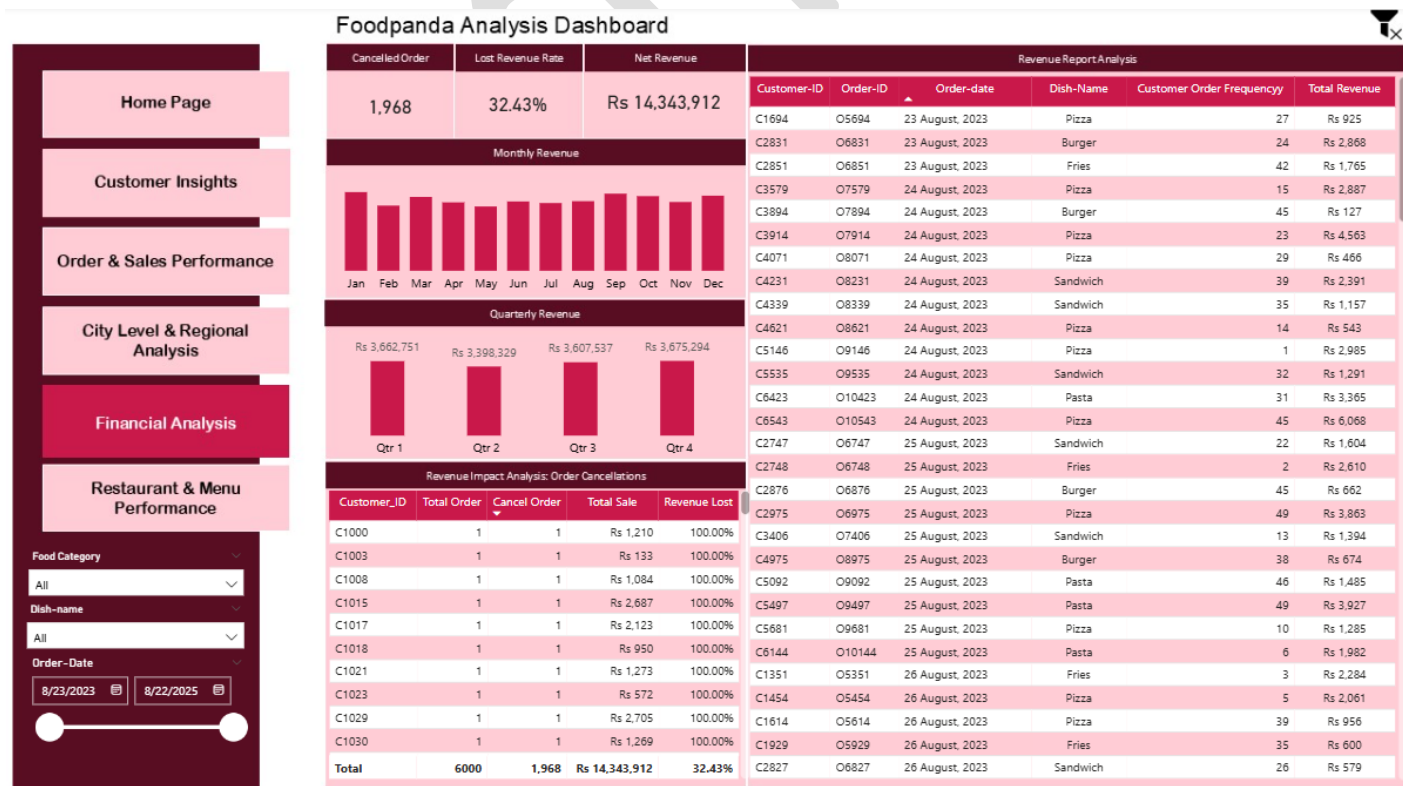
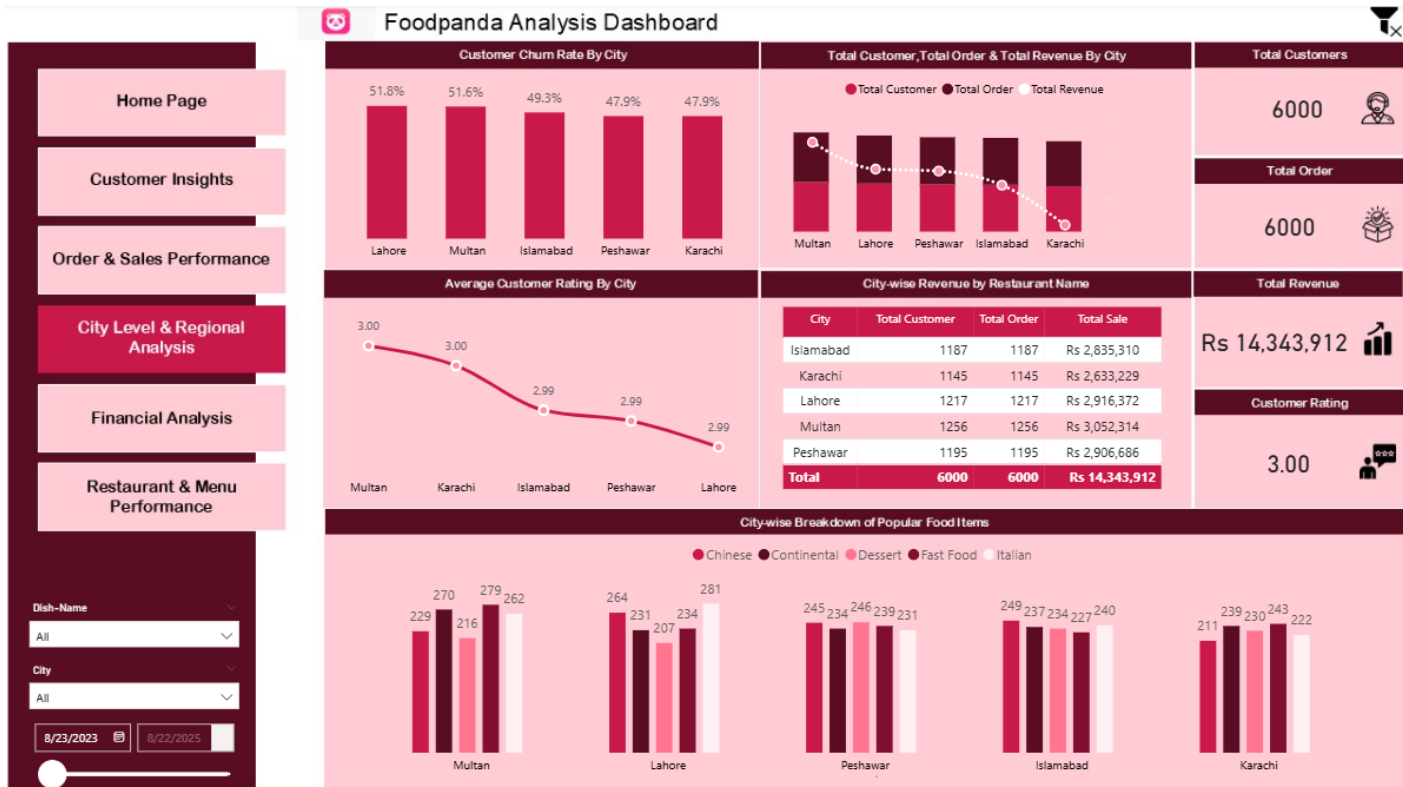
- Rank restaurants based on number of orders and revenue.
- Identify restaurants with highest cancellation or delay rate.
- Analyze average rating per restaurant and track trends.
- Identify top-rated and low-rated dishes.
- Track price trends across similar categories or dishes.

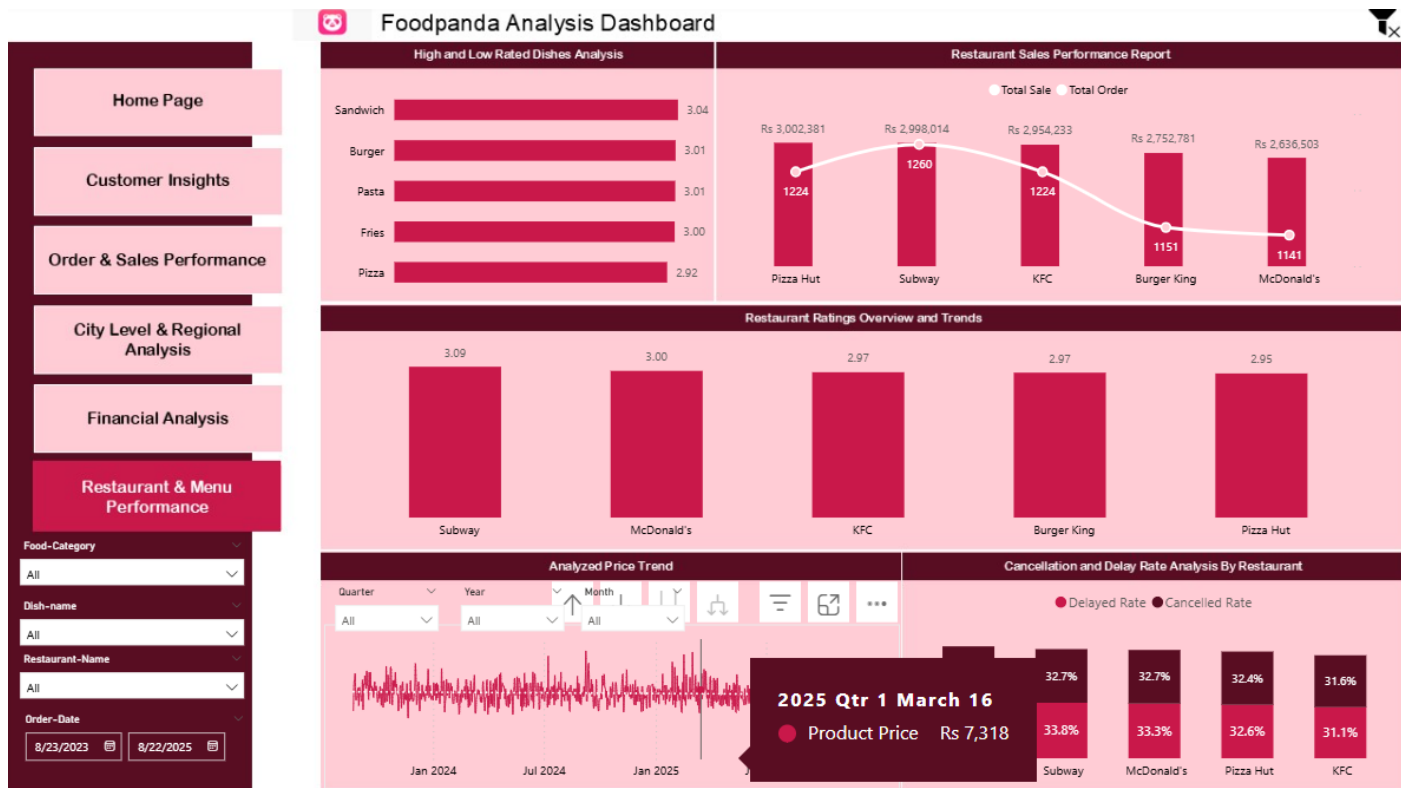
## Tools & Technologies Used

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

Dashboards Screenshots







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

