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Case Study Report

Data Analytics with Power BI

“Online Delivery Apps”

“Sri Paramakalyani College”

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ABSTRACT

The purpose of Online Food Ordering System is to automate the existing manual system by the help of computerized equipment’s and full-fledged computer software, fulfilling their requirements, so that their valuable data/information can be stored for a longer period with easy accessing and manipulation of the same. The required software and hardware are easily available and easy to work with. The Online Food Ordering System's main purpose is to maintain track of information such as Item Category, Food, Delivery Address, Order, and Shopping Cart. It keeps track of information about the Item Category, the Customer, the Shopping Cart, and the Item Category. Only the administrator gets access to the project because it is totally built at the administrative level. The project's purpose is to develop software that will cut down on the time spent manually managing Item Category, Food, Customer, and Delivery Address. It saves the Delivery Address, Order, and Shopping Cart information.

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CHAPTER 1

INTRODUCTION

Online food ordering is the process of ordering food from a website. The product can either be food that has been specially prepared for direct consumption (such as vegetables straight from a farm or garden, frozen meats, etc.) or food that has not been (such as direct from a certified homekitchen, restaurant). The effort to create an online food ordering system aims to replace the manual method of taking orders with a digital one. The ability to rapidly and correctly create order summary reports whenever necessary is a key factor in the development of this project. The potential of an online food ordering system is enormous. Any restaurant or fast food chain can use this PHP project to keep track of customer orders. This project is simple, quick, and precise. There is less disk space needed. MYSQL Server is used as the backbone by the online food ordering system, eliminating the risk of data loss and ensuring data security. Customers have the option of either having the food delivered or picked up. A customer starts by selecting the restaurant of their choice, then scans the menu, picks an item, and then decides whether they want it delivered or picked up. Then, when picking up the food, you can pay with cash at the restaurant or with a credit card or debit card using the app or website. The customer is informed by the website and app about the food's quality, how long it takes to prepare, and when it will be ready for pick-up or delivery.

1.1 Needs of Online Food Order:

Helping customers in placing meal orders whenever they want. Customers will be able to order their preferred foods at any time, but as we've already mentioned, this is only a limited option. As a result, restaurants need to have a specific system in place that will allow them

to serve a large number of customers while streamlining operations. One of the best platforms is ordering, which offers all of these services in addition to a host of cutting-edge features that have helped countless small and large enterprises establish themselves as market leaders.

Functionalities :

• Provides search options based on a variety of criteria. like Food Item, Customer, Order, and Order Confirmation.

• Online food ordering systems also manage payment information for order details, order confirmation details, and food items online.

• It keeps track of all the data regarding Categories, Payments, Orders, etc.

• Manage the category's details.

• Displays the food item's information and description for the customer. Easy to manage the Food Item, Category more effectively.

• It focuses on keeping track of order's data and transactions.

• Manage the food item's information.

• Improvements in editing, adding, and updating records lead to proper resource management of food item data.

• Manage the order's information by combining all Confirm Order data.

Features :

• Based on products and components.

• Easily creating and altering issues.

• Issue List can be queried in any detail.

• Reporting & Charting in a more thorough manner.

• User accounts are used to manage access and uphold security.

• Straightforward status & resolutions.

• Priorities and severity levels at various levels as well as targets and milestones for the programmers to follow.

• Attachments & Additional Comments for more information.

• A solid database back end.

• Various levels of reports are provided with many filtering options.

• It has more storage space.

• Accuracy in the work.

• Information retrieval is simple and quick. nicely crafted reports.

CHAPTER 2

2.1 E-service Quality :

E-service quality is customers' evaluation of websites or online applications to purchase a product or service. Customers always expect good quality websites or online applications when conducting online transactions . Thus, e-service quality is a very important thing to take into account for businesses that sell their products and services online, especially the culinary businesses, whose interaction between customers and companies takes place using online media.believe that the websites and online applications quality is fundamental to maintain customer loyalty, influence them to visit the company's website, and make them loyal customers. Therefore, having qualified websites and online applications is very essential for the success of an online business . Besides, previous studies examine that e-service quality has a significant effect on customer trust.

2.2 Food quality:

Food quality indicates all performance of food attributes that meet customer needs. This aspect is very vital in the culinary business. Although previous studies have emphasized the importance of food quality, they have not found a consensus on the attributes that describe qualified food. use taste, nutrition, ingredient, and variety to evaluate customer experience and consumer satisfaction with the culinary product. use menu, size, presentation, and variety as basic indicators of food quality. Furthermore, states that the factors of attractiveness,

safety, and ingredients are general characteristics used by customers to determine food quality. Other scholars believe that the variety of menu, the appearance of food, taste, health aspects, freshness, and the food temperature are important factors in assessing the quality of food. Together, food quality and service quality are seen as a basic factor that influences customer expectations of restaurants as a culinary products provider.

2.3 Trust:

Trust refers to the confidence of customers in the services' quality and reliability. It plays a crucial role in relationship initiation, formation, and maintenance. In the online shopping context, trust is a basic factor for beginning a transaction since customers perceive that the risk level in online transactions is higher than in the conventional ways, in terms of payment, transaction information, and products or services delivery. Therefore, online customers prefer making a transaction with those online retailers that they trust more. Furthermore, past studies agree that customer trust has a significant effect on the development of customer loyalty in both offline and online shopping environments.

2.4 Online Loyalty:

In a challenging and competitive business habitat like in the food sector, customer satisfaction alone is inadequate to guarantee business continuity, let alone increases business success. The key to surviving and thriving in this ambitious environment is to have loyal customers. Loyalty is "a deeply held commitment to consistently repurchase a

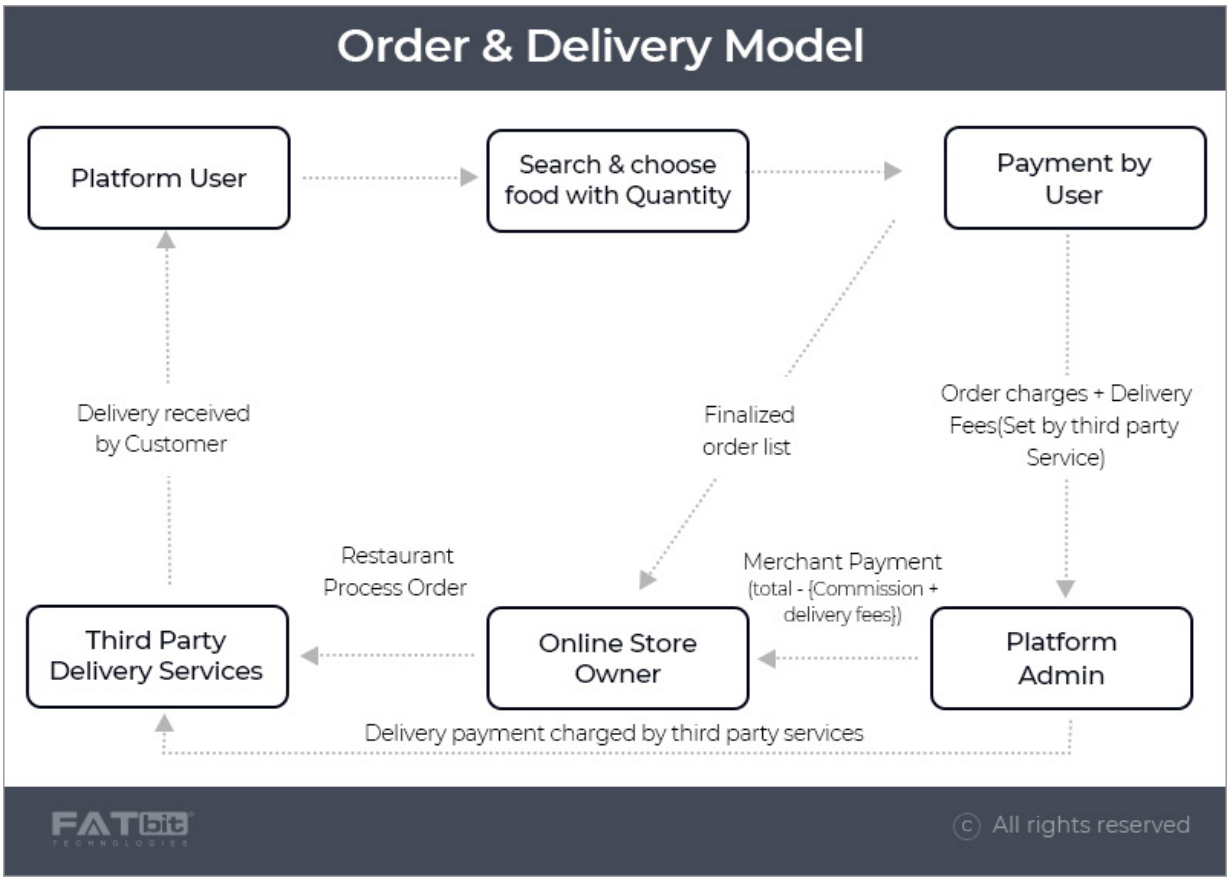
preferred product or service in the future despite situational influences and marketing efforts" . It can be categorized into vendor loyalty, retail loyalty, service loyalty, and brand loyalty. Meanwhile, e-loyalty or online loyalty extends traditional loyalty by touching online technology as a mediating factor of the relationship between customers and companies. Researchers generally report online loyalty as customer loyalty on a website, indicated by his intention to access or revisit the website, order products or services, and recommend the website to others.

CHAPTER 3

PROJECT ARCHITECTURE

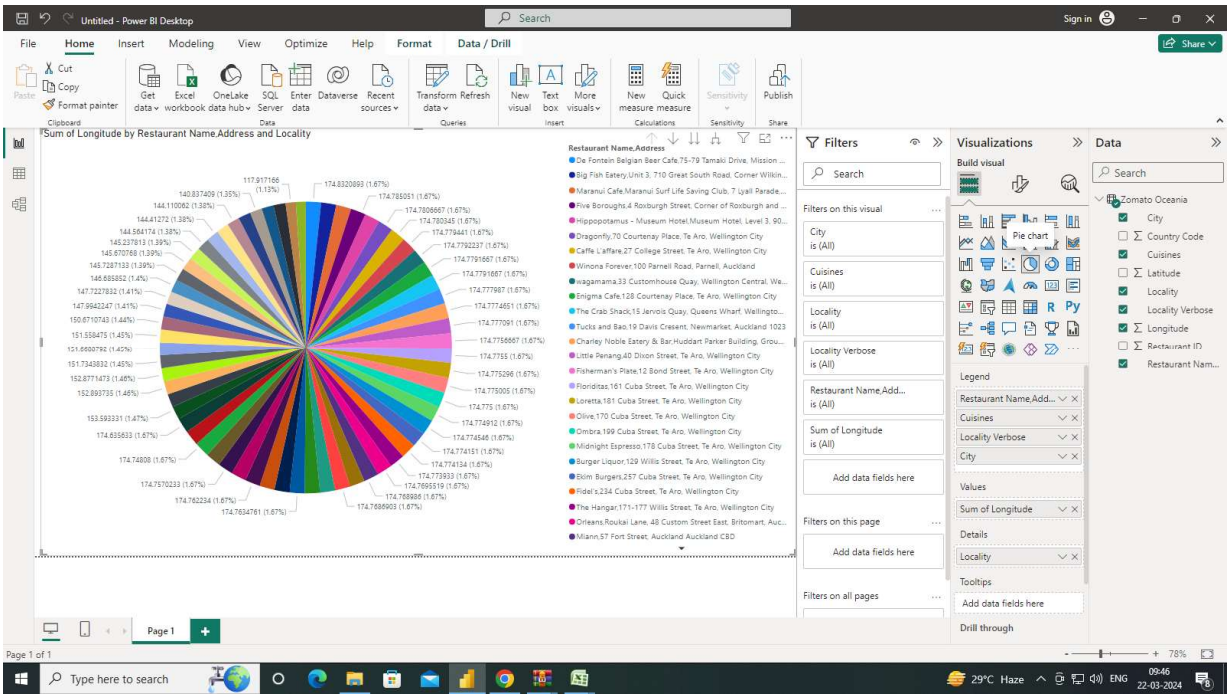
3.1 Order and delivery Model

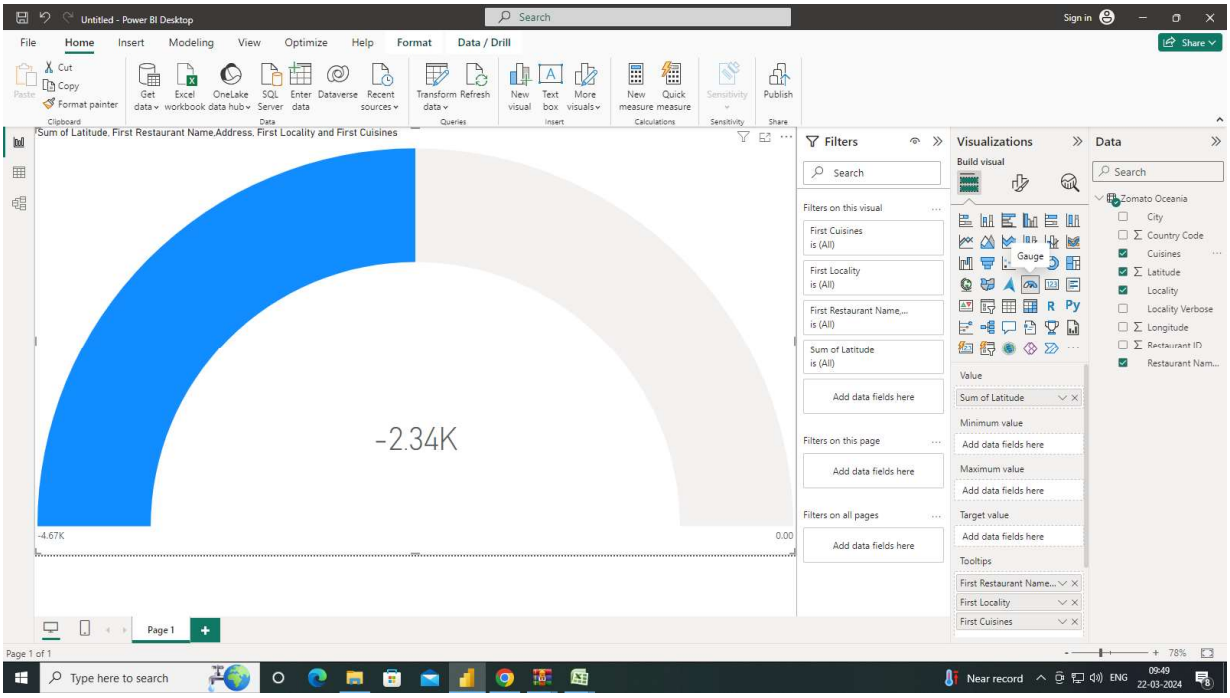
There are three major entities involved in this business model i.e, Admin or platform owner, merchants or restaurant owners, and a delivery service provider. In this business model, food delivery is taken care of by the third party. The delivery service provider is usually a courier or logistics company that collaborates with the platform owner to provide food delivery to the customers. The delivery charges on orders are set by the delivery service provider.

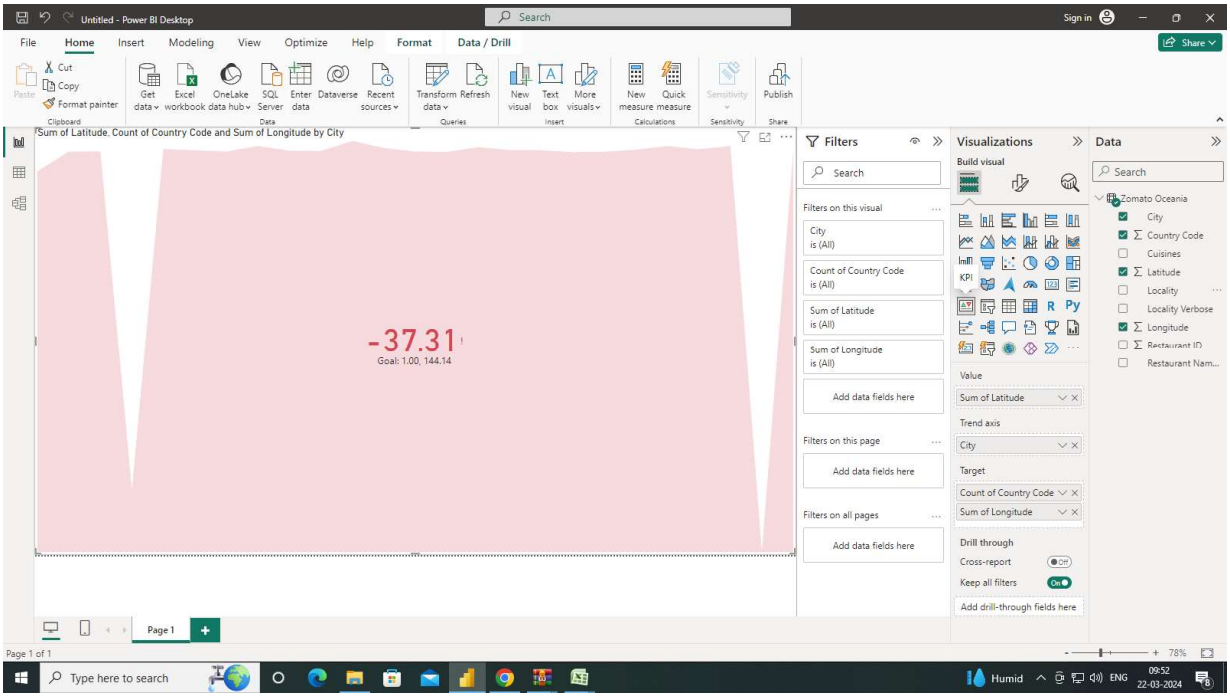


CHAPTER 4

DATA VISUALIZATION USING POWER BI







CONCLUSION

Restaurant Management System is a web-based technology that aids the restaurant industry in carrying out tasks effectively and efficiently. It aids in managing cash flow for managers. Managers can view analytics data to assess company growth. The manager can control orders and employee schedules by using this system. The full complement is a restaurant management system. It provides access to the Online Order platform, third-party connectors software, and comprehensive CRM solution, which together cover a sizable portion of your restaurant's requirements. They are not the outdated hardware and software sets for restaurants that were previously offered. They are the hottest things around, smooth, manageable, inexpensive, and quick. In the "Online Food Ordering Project," we made every effort to meet all the demands of the restaurant. Because it is straightforward and adaptable, the project is successful. The biggest benefit of my project is that it draws plenty of users because of its simplicity. A novice user may operate it with ease. Any type of restaurant can utilize our software. By automating meal ordering, billing, and inventory control, the restaurant management system assists the restaurant manager in managing the restaurant more successfully and efficiently. The system handles the transaction and stores the data produced. These data will be used to create reports that assist the restaurant manager in making wise business decisions. For example, the manager can decide whether more waiters, delivery men, delivery carts, and cooks are needed based on how many clients will be present during a specific time period. When this project is finished, all security concerns will be resolved. Additionally, a quick and secure authentication process will be used for record maintenance. Because it automatically pulls information about a consumer from the database on subsequent visits, data entry is quick and easy. As a result, our program will undoubtedly succeed in replacing the antiquated manual way of storing secure information. The work plan also specifies the specific 29 front end and back end

characteristics of the technology being used in the project. Future project goals and its scope have been elaborated

FUTURE SCOPE

Each project should pay close attention to future development because it contains the system's most recent features. It lessens software issues and defects. It develops a close relationship with customers based on their comments or preferences. Developer will incorporate certain dynamic elements that are briefly described below into my restaurant management system. Reporting module with real time mechanism.

- Modern architecture with smooth transitions.
- System for email and mobile confirmation.
- Selling Point

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