🍽️ Food Delivery Business Performance Dashboard
Revenue drivers • Delivery risk • Customer retention Insight

Membership
- ☐ New
- ☐ Premium
- ☐ Regular

category
- ☐ Biriyani
- ☐ Chat
- ☐ Chinese
- ☐ Pasteries
- ☐ Pizza
- ☐ South Indian Meal

restaurant_name
All

order_date
01-01-2025 — 30-06-2025

Total Revenue	Total Orders	Total Customers	On time delivery%	Repeat Customer %
₹380K	299 (-7%) 🟡 Slightly below target	186	30% 🔴 Critical	46% 🟡 Moderate loyalty
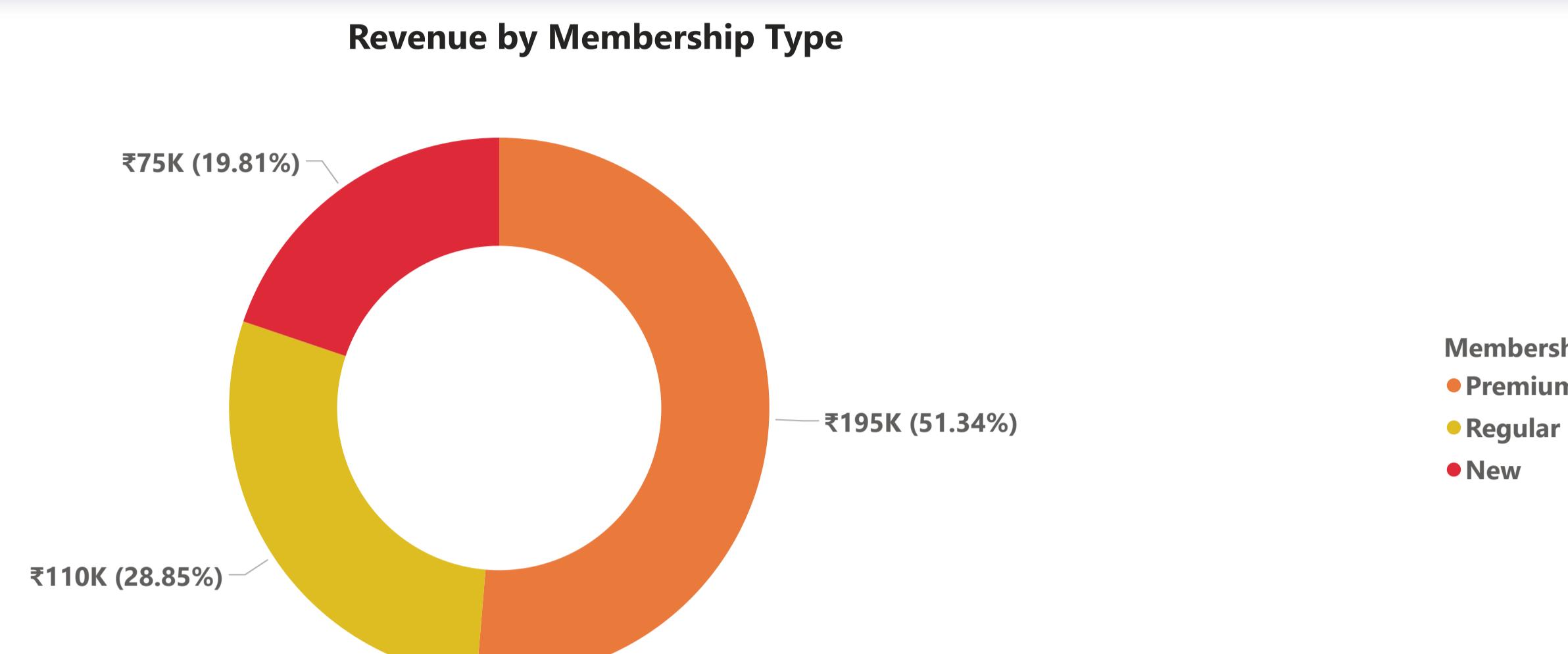
⭐ **Section A - Revenue Drivers**

Identify customer segments and restaurants generating the most revenue

Revenue by Membership Type

₹75K (19.81%)
₹195K (51.34%)
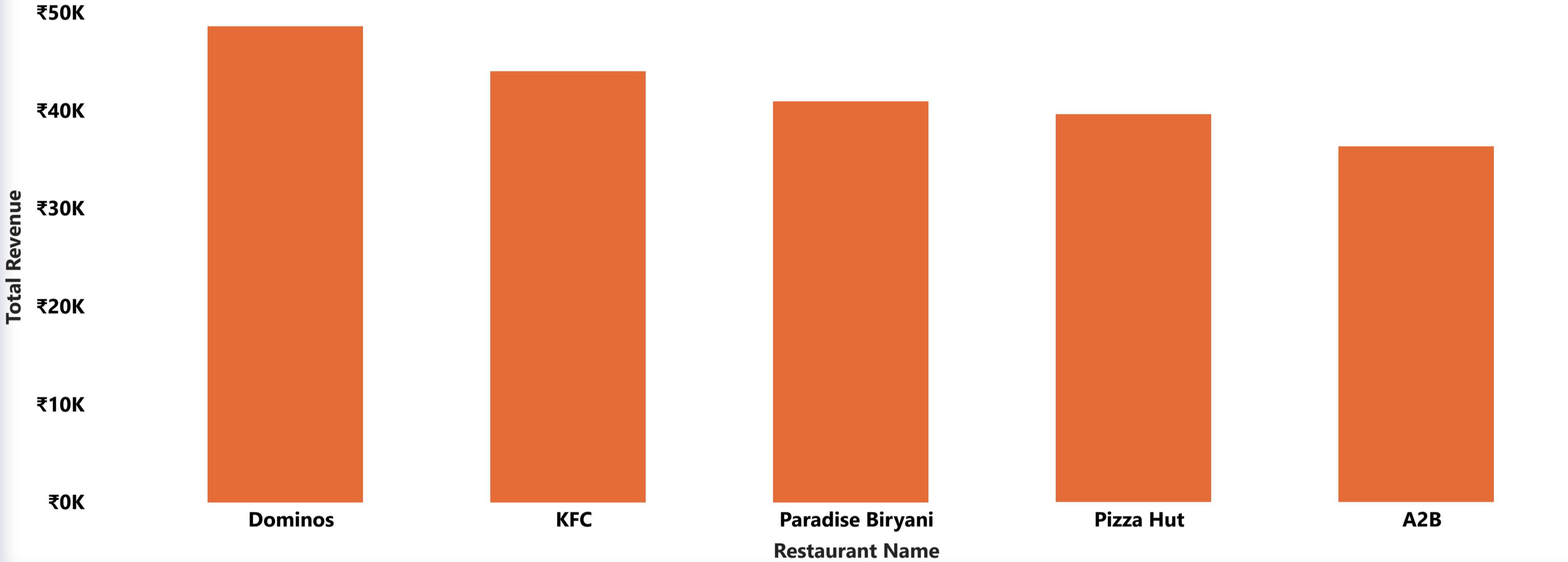₹110K (28.85%)

Membership
- ● Premium
- ● Regular
- ● New

⭐ **Section B - Performance Breakdown**

Measure category performance to highlight strengths and bottlenecks
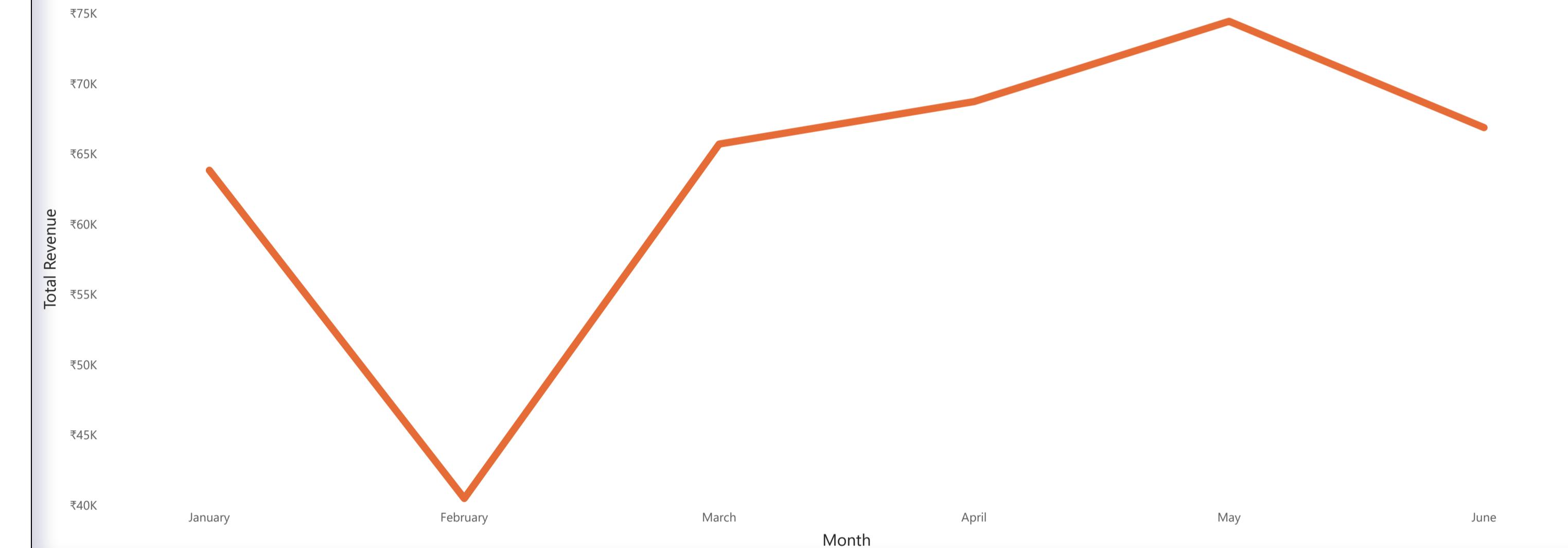
Top 5 Categories - Delivery Time, Rating & Revenue

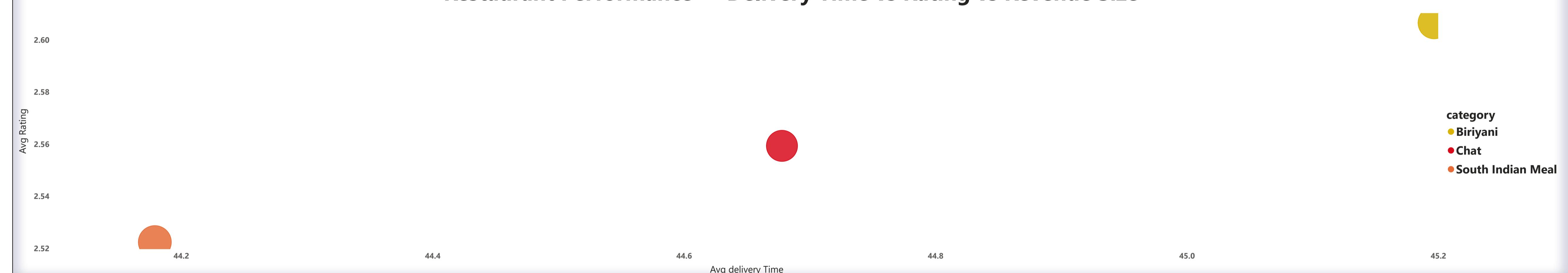| category	Avg delivery Time	Avg Rating	Total Revenue ▼
South Indian Meal	44.18	2.52	₹83,944
Biriyani	45.20	2.61	₹79,101
Chat	44.68	2.56	₹74,078
Chinese	44.51	2.45	₹66,950
Pasteries	39.48	2.62	₹39,607

Top Restaurants by Revenue

Monthly Revenue Trend

⭐ **Section C - Customer Experience & Churn**

Analyze delivery time and customer rating patterns behind churn

Restaurant Performance — Delivery Time vs Rating vs Revenue Size

category
- ● Biriyani
- ● Chat
- ● South Indian Meal

📌 **Executive Summary - What we see → Why it matters → What to do next**

What we see:
Revenue is strong (₹380K), driven mainly by Regular membership customers and top categories like South Indian Meal & Biriyani. However, only **30% of orders are delivered on time** and **only 46% of customers return.**

Why it matters:
Slow delivery from high-revenue restaurants is causing **low ratings and customer churn**, reducing long-term revenue potential. High dependence on a small customer group increases **business risk** if loyalty drops further.

What we should do next:
Improve delivery speed for top restaurants, promote fast-delivery high-rated categories, and introduce a **loyalty program for Regular customers** to increase repeat rate and safeguard future revenue

🔍 **Insights by: Preethi M | ⚙ SQL • DAX • Power BI | 📅 2025**