Food Delivery Performance Analytics Dashboard

The Food Delivery Performance Analytics Dashboard is a comprehensive Power BI solution designed to analyze end-to-end food delivery operations.

Project Overview

Tracks KPIs: customers, orders, revenue, delivery efficiency, order status.

Power BI dashboard for end-to-end food delivery analysis.

Converts raw operational data into actionable business insights.

Project Context

01 Food delivery is competitive; efficiency and satisfaction are key.

02 Data often fragmented across partners, payments, and periods.

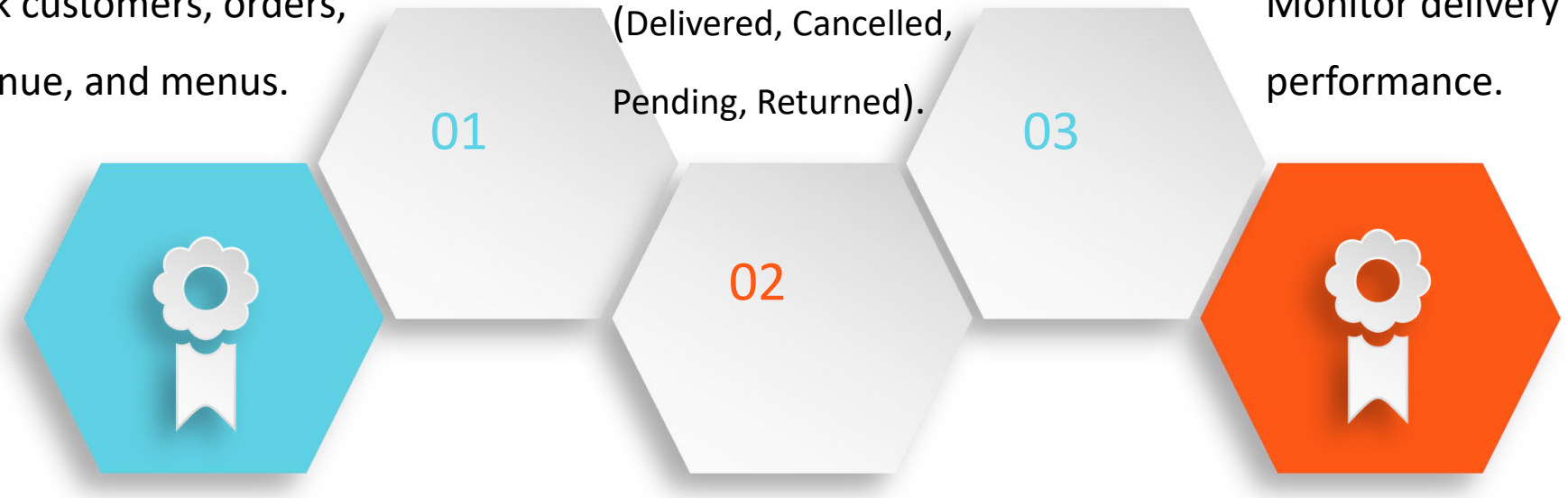
03 Dashboard consolidates all metrics for better monitoring and optimization.

Project Objectives

Track customers, orders, revenue, and menus.

Analyze order status (Delivered, Cancelled, Pending, Returned).

Monitor delivery time performance.



Study ordering behavior by meal period and day.

Compare performance across delivery partners and payment modes.

Improve operations and customer satisfaction.

Target Audience

Operations Managers – Delivery efficiency insights.

Business Analysts – Trend analysis & growth opportunities.

Marketing Teams – Campaign planning based on demand.

Product Managers – Menu and pricing optimization.

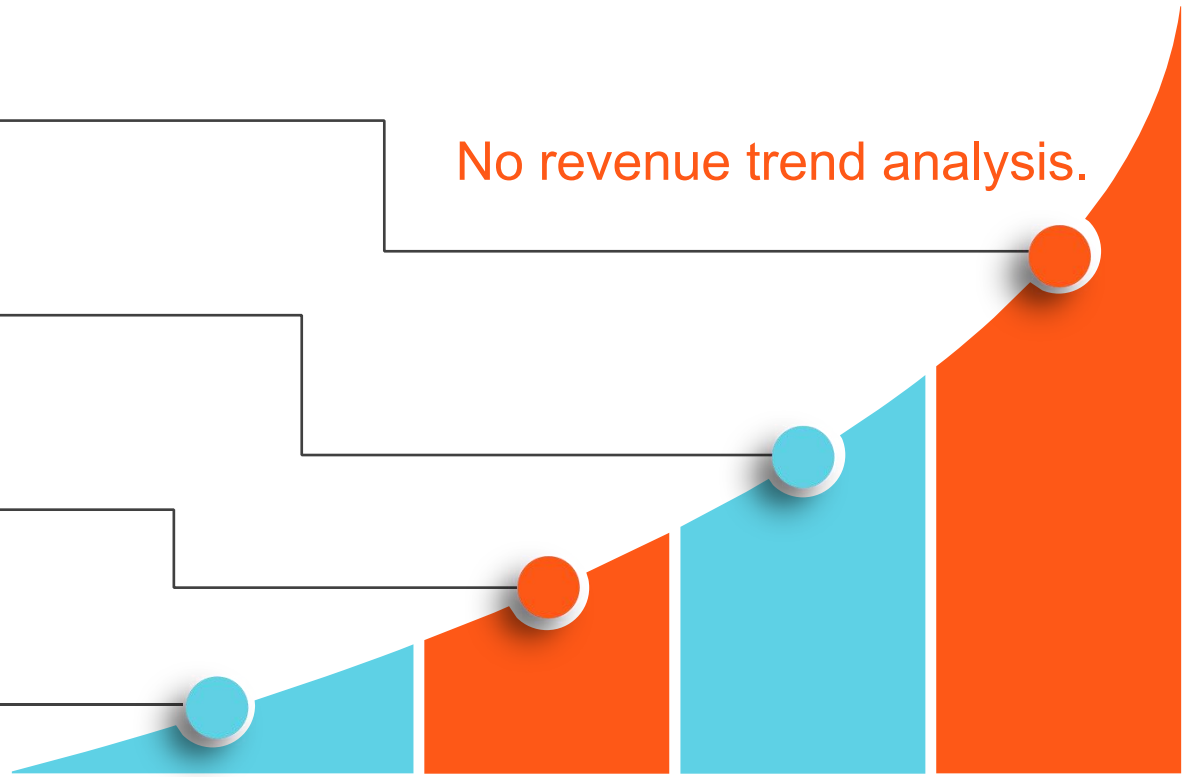
Business Problems Addressed

No unified KPI view.

Limited visibility of cancellations & delays.

Difficulty tracking delivery partner performance.

Lack of peak ordering time insights.



Key Features & Visual Insights

KPI Cards: Customers, Orders, Revenue, Menus, Avg Delivery Time.

Order Summary: Delivered, Cancelled, Pending, Returned (Doughnut chart).

Orders by Meal Period: Morning, Afternoon, Evening, Night.

Delivery Partner Performance: Uber Eats, Swiggy, Zomato, Dunzo, In-house.

Key Features & Visual Insights

Revenue by Month: Line/Area chart for growth and trends. 01

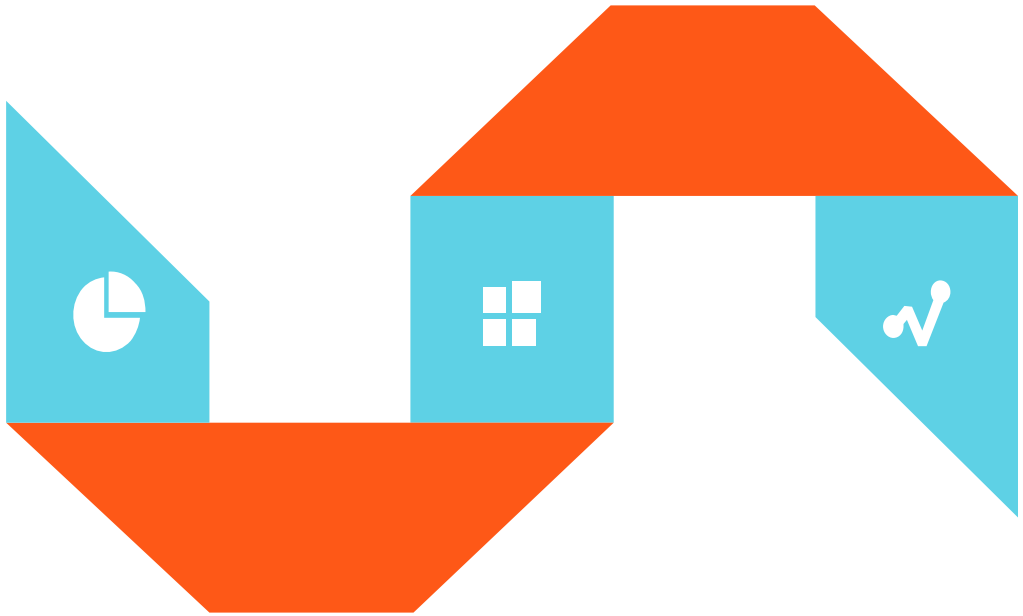
Orders by Delivery Time: 11–50+ mins delivery distribution. 02

Orders by Day Name: Identify peak weekdays. 03

Filters & Slicers: Month, Payment Mode. 04

Data Sources & Description

Orders, Customers,
Partners, Payment,
Date datasets



CSV / Excel files

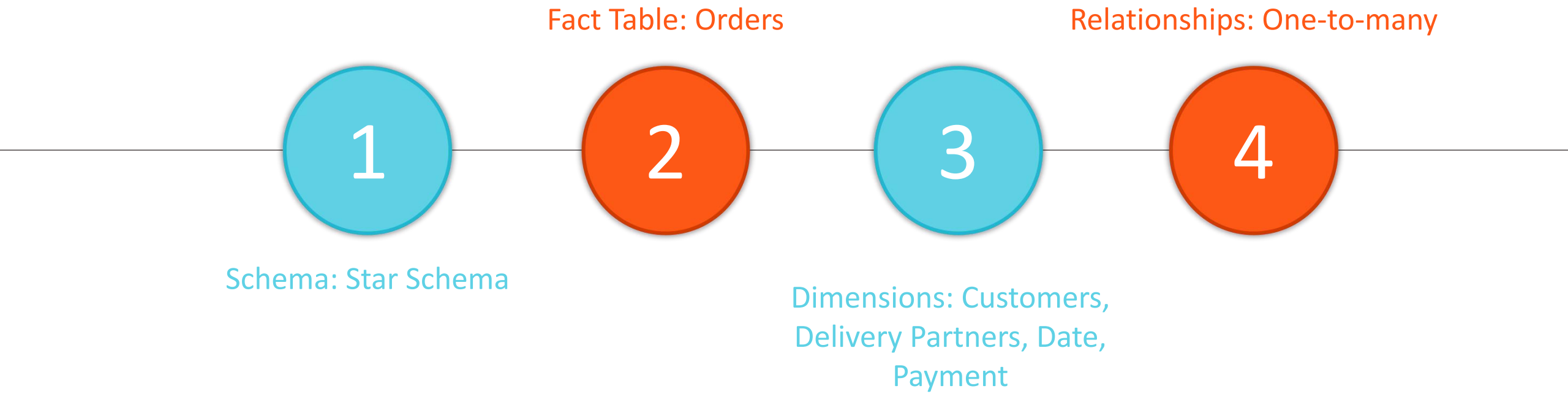
Data cleaning via Power Query.

Project Lifecycle & Technical Workflow




Requirement Gathering → Data Collection → Cleaning → Modeling → DAX → UI & Visuals → Insight Generation

Data Modeling Approach



DAX Measures Implemented

Total Customers = DISTINCTCOUNT(Customer_ID)

Total Orders = COUNT(Order_ID)

Total Revenue = SUM(Revenue)

Average Delivery Time = AVERAGE(Delivery_Time)

Delivered Orders % = DIVIDE([Delivered Orders], [Total Orders])

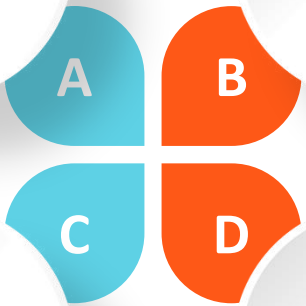
Insight Generation & Analysis

01

Peak ordering times identified for staffing optimization.

02

Evaluated partner performance.



03

Delivery time correlated with cancellation rates.

04

High-demand menu items identified by meal period.

Performance Dashboard Metrics

Orders: 12,450 → Peak on weekends

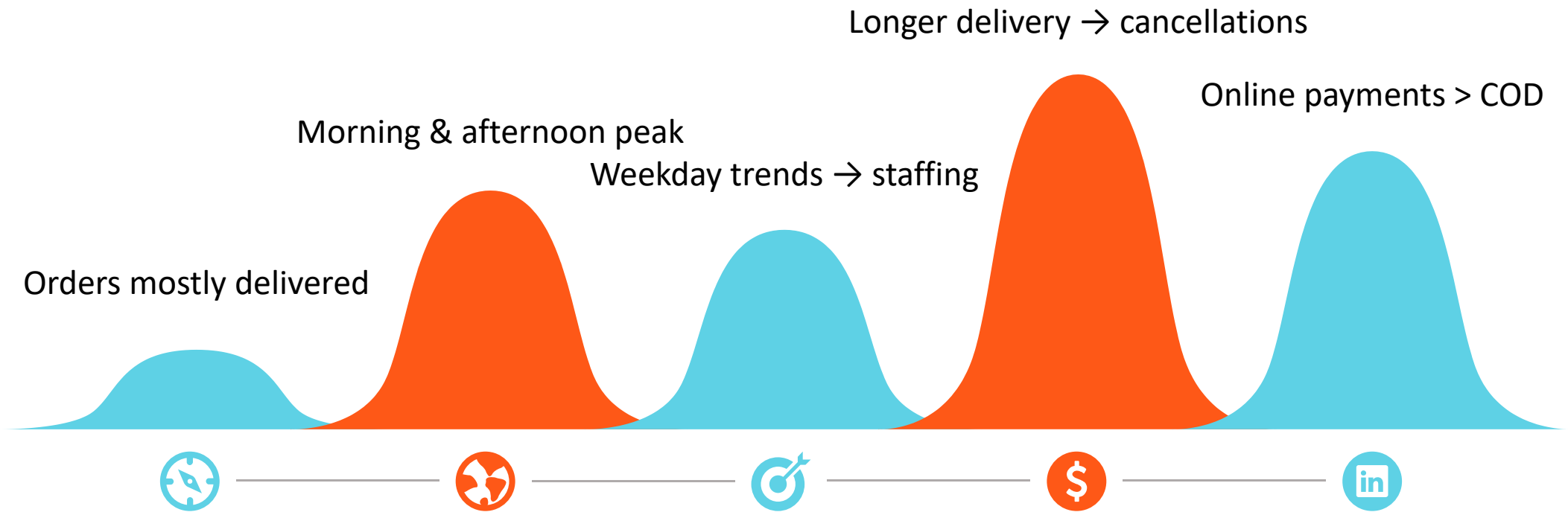
Delivered Orders %: 92% → High operational efficiency

Customers: 5,620 → Repeat orders indicate loyalty

Average Delivery Time: 28 mins → 85% on-time delivery

Revenue: $245,000 → 15% monthly growth

Key Business Takeaways



Tools & Technologies Used

- Power BI Desktop, Power Query, DAX, CSV / Excel
- Star Schema Data Modeling

Best Practices & Recommendations

- Maintain centralized real-time data.
- Optimize delivery routes during peak hours.
- Track high-demand items for inventory planning.
- Monitor partner performance monthly.

Future Scope

Geo-map delivery locations

Rider performance & SLA tracking

Predict delivery time using ML

Customer segmentation & loyalty analysis

How to Use This Project

- Clone/download repository
- Open .pbix in Power BIs

- Load sample/actual dataset
- Interact with filters and visuals

Conclusion

Improve delivery efficiency

Reduce delays & cancellations

Optimize partner performance

Enhance satisfaction & Support data-driven decisions

THANK YOU

Every great presentation is complete with a great audience — and that’s you!

For feedback, improvements, or project collaboration: