

ZOMATO Business

ZOMATO is one of India largest Fast Foods restaurant chain and serving millions of customer daily across various cities in India with more than 1000 restaurant and have largest SKU in the industry



We Are Looking For Dashboard where we can check our Financial Performance, How we can Optimize our Business and Budgeting



Financial Overview
Metrices



Optimization of
Business



Financial Planning &
Budgeting

Financial Performance

- 01 Overall Sales,Gross Profit,EBITDA,PAT,SKU
- 02 Show YoY Change for Following (Sales, Gross Profit,EBITDA,PAT)
- 03 Trend of Sales with PAT with PAT%
- 04 Show 100% stake Column Chart showing (Sales,Gross Profit,EBITDA,PAT)
- 05 Show Sales by Category & Location
- 06 Sales Bifurcation by Channel
- 07 Volume & Trend by Category

To Analyze the Historical Data Always Calculate sum of all Line item Available in Data ,Always Try to avoid Column Total

Calculate for Actual and Budget Both

DAX for Actual & Budget

Optimization for Business

- 01 Top Category by Gross Profit & Net Revenue (Scatter Plot)
- 02 Gross Profit & Volume Comparison with Average (Dynamic)
- 03 Pareto Analysis (Level 1,2,3)
- 04 Show highest sales by category and % of SKU Contribution (Mekko Chart)

Optimization Steps:

Will Create Formula every Problem statement defined by the client in order to Complete the Project

DAX Solved for the Problem

Quadrant Analysis

Quadrant Analysis to Identify category ,Sub Category high Contribution by sales & Gross Profit

Quadrant Analysis to Identify Location high Contribution by sales & Gross Profit

Step 1

Calculate Gross Profit Margin

Dax

Gross Profit = sum(Actual(Gross_Profit))

GP Comparision

Gross Profit & Volume Comparison For Category

Step 1

Calculate Gross Profit Margin

Dax

Gross Profit = sum(Actual(Gross_Profit)

Gross Profit = sum(Actual(Total Volume)

Pareto Analysis

Find out 20% SKU Contributing 80% of the Revenue

Pareto 1

Calculate

Cum SKU %

Total Sales

Ranking of SKU By Sales

Cumulative Sales

Calculate Total SKU Sales

$\text{Cumulative \%} = \text{Cum} / \text{Total SKU sales}$

SKU Count

Cumulative sku Count

Net SKU Count

Pareto Analysis

Find out 20% SKU Contributing 80% of the Revenue

Pareto 2

Calculate

Des SKU NR

Pareto Analysis

Find out 20% SKU Contributing 80% of the Revenue

Pareto 3

Calculate

Pareto Base

Pareto % Top N revenue

Show Sales and % SKU

Mekko Chart is a type of data visualization that combines elements of bar charts and stacked bar charts to show data distribution across multiple dimensions. It is particularly useful for displaying categorical data across different variables, where both the width and height of the bars represent different metrics.

Mekko Chart

Calculate

Total Sales

%SKU Over Total SKU

Budgeting Analysis

- 01 PVM Analysis
- 02 Variance Analysis
- 03 Actual Vs Budget Financial Analysis for Business Drivers (Sales,EBITDA,PAT,Volume) with Trend YoY
- 04 Actual Vs Budget Financial Analysis for Cost Drivers (COGS,Packging,Marketing) with Trend YoY

PVM Analysis helps to understand the factors affected the business to Increase or Decrease

Step 1

Here We are showing Total Amount of Sales for the Given Dates

Column Dax

Day = DAY(ListOfOrders[Order Date].[Date])

Calculated Measures

Sales by Day = calculate([Total Sales],groupby(ListOfOrders,ListOfOrders[Day]))

Calculate monthly and ytd sales for each sub category?

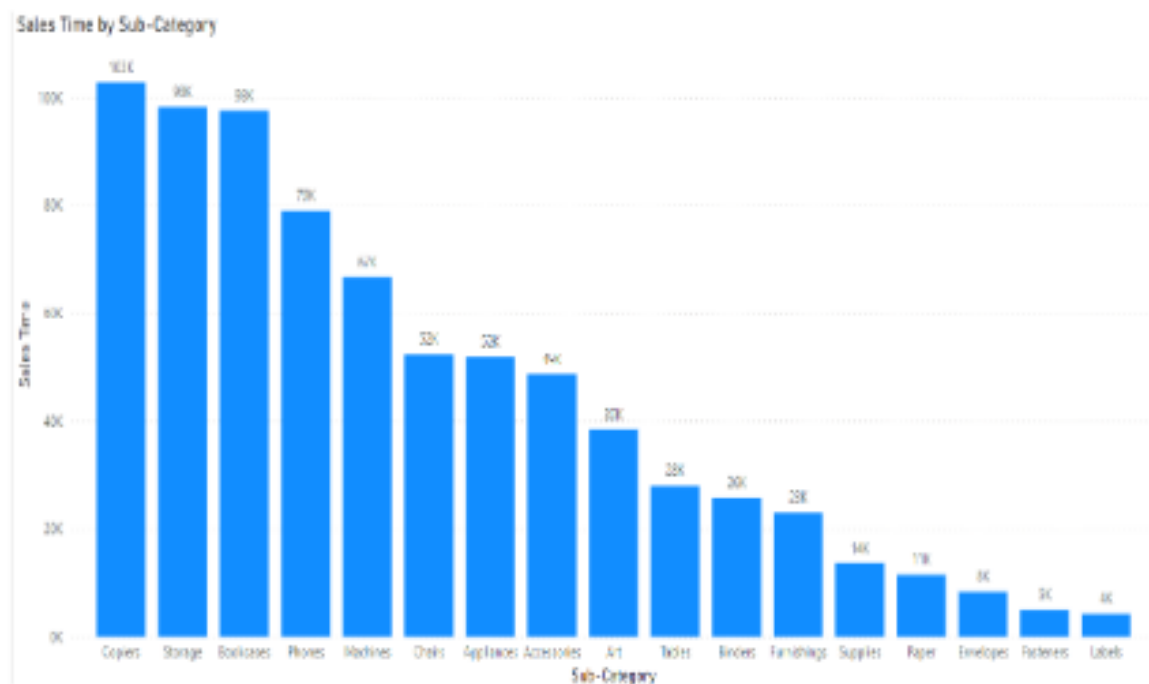
Selectedvalue Function

Here we are showing monthly and ytd sales for each sub category

Calculated Measures

Sales Time =

```
IF(SELECTEDVALUE(Timeframe[Timeperiod])="Monthly",  
SUM(OrderBreakdown[Sales]),  
IF(SELECTEDVALUE(Timeframe[Timeperiod])="Ytd",  
CALCULATE(SUM(OrderBreakdown[Sales]),  
FILTER(all(ListOfOrders),ListOfOrders[Order  
Date]<=MAX(ListOfOrders[Order Date]))&&  
ListOfOrders[Order Date].[Year]= max(ListOfOrders[Order  
Date].[Year]))))
```



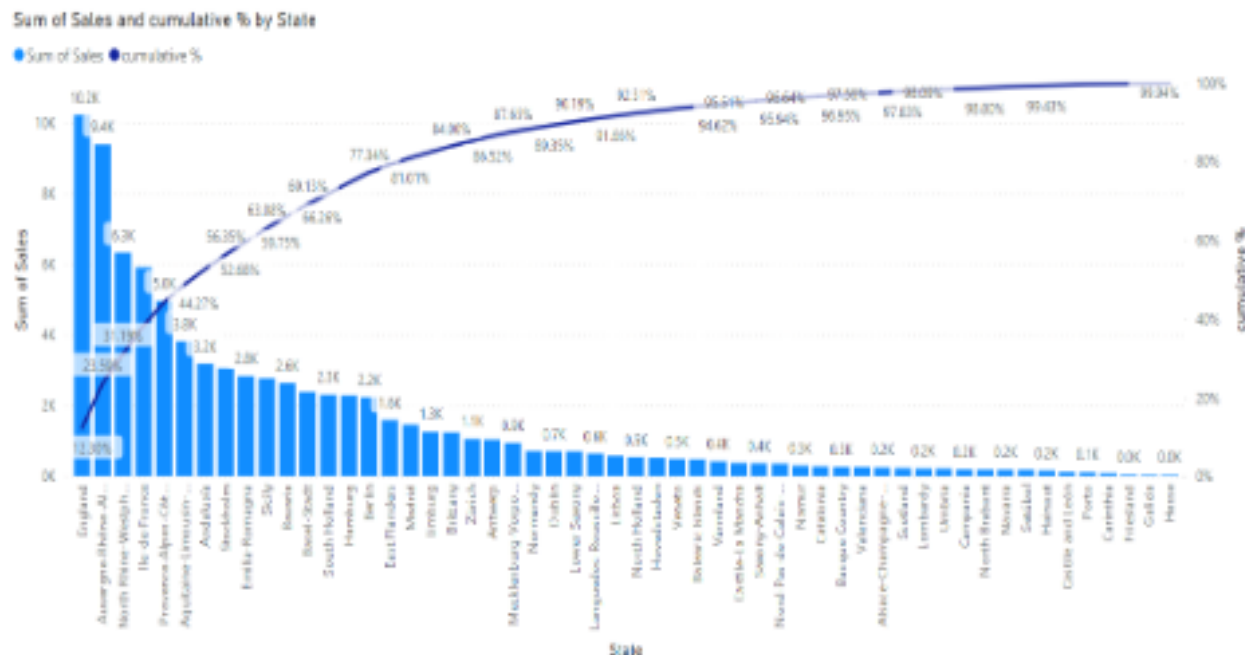
Calculate Cumulative Sales %?

Cumulative %

Here we are showing cumulative sales%.

Calculated Measures

```
Cumulative % = Var sales = SUM(OrderBreakdown[Sales])  
return  
DIVIDE(  
    CALCULATE(SUM(OrderBreakdown[Sales]),  
    FILTER(  
        ALLSELECTED(ListOfOrders[State]),  
        CALCULATE(SUM(OrderBreakdown[Sales])>=sales))),  
    [All sales])
```



Calculate Running total sales?

Running Total

Here we are showing running total sales.

Calculated Measures

Sales Running Total = CALCULATE([Sales Time], FILTER(ALL(ListOfOrders[Country]), ListOfOrders[Country] <= MAX(ListOfOrders[Country])))

| Country | Sum of Sales | Sales Running Total |
|----------------|---------------|---------------------|
| Austria | 114 | 114 |
| Belgium | 4,222 | 4336 |
| Denmark | 527 | 4863 |
| France | 27,235 | 32098 |
| Germany | 15,512 | 47610 |
| Ireland | 703 | 48313 |
| Italy | 6,709 | 55022 |
| Netherlands | 3,207 | 58229 |
| Portugal | 870 | 59099 |
| Spain | 6,629 | 65728 |
| Sweden | 3,474 | 69202 |
| Switzerland | 3,442 | 72644 |
| United Kingdom | 10,444 | 83088 |
| Total | 83,088 | 83088 |

Calculate profit making top countries?

Top N (Ranking)

Here we are showing profit making top countries.

Calculated Measures

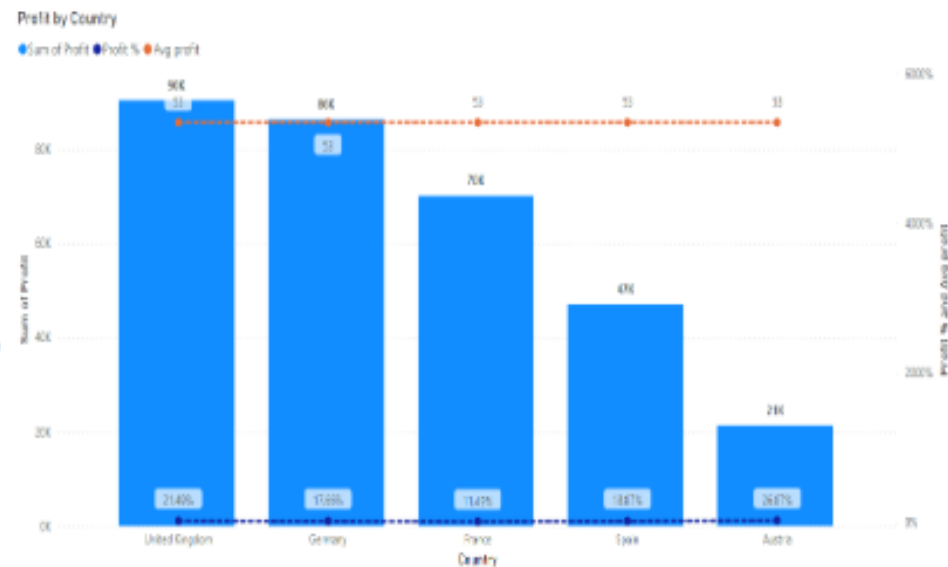
Rank country =

Var A = RANKX(ALL(ListOfOrders[Country]),[Profit],,DESC)

Var B = IF(HASONEVALUE('Top N Country'[Top N Country]), MIN('Top N Country'[Top N Country]),20)

Return

IF(A<=B,1,0)



Calculate Sales & Profit contribution for each sub category?

Product Contribution

Here we are showing sales & profit contribution for each sub category.

| Sub-Category | No of Products | %GT Sum of Sales | %GT Sum of Profit |
|--------------|----------------|------------------|-------------------|
| Accessories | 14 | 5.91% | 6.89% |
| Appliances | 10 | 10.40% | 0.39% |
| Art | 37 | 5.06% | 7.74% |
| Binders | 38 | 4.95% | 6.32% |
| Bookcases | 10 | 11.17% | 25.19% |
| Chairs | 15 | 5.66% | -1.53% |
| Copiers | 17 | 15.95% | 11.77% |
| Envelopes | 12 | 1.22% | 2.34% |
| Fasteners | 9 | 0.46% | 0.83% |
| Furnishings | 15 | 2.96% | 2.30% |
| Labels | 11 | 0.60% | 0.41% |
| Machines | 16 | 5.21% | 0.14% |
| Paper | 16 | 2.31% | 5.60% |
| Phones | 19 | 13.98% | 27.96% |
| Storage | 31 | 9.74% | 2.13% |
| Supplies | 14 | 1.51% | 1.53% |
| Tables | 2 | 2.89% | -0.01% |
| Total | 286 | 100.00% | 100.00% |

Apply conditional formatting using dax?

Conditional formatting

Here we are showing green bars for Positive profit and red bars for negative profit.

Calculated Measures

Conditional formatting =

`IF(SUM(OrderBreakdown[Profit])>0,"Green",
IF(SUM(OrderBreakdown[Profit])<0,"Red"))`



Calculate Total Active products?

Active Products

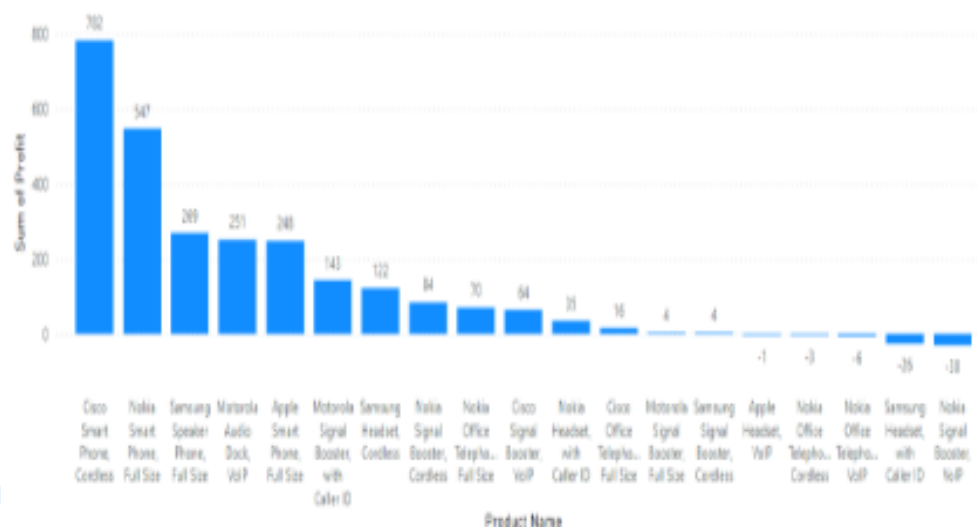
Here we are showing active products till date.

Calculated Measures

Active Products till date =

```
IF (
    HASONEFILTER ( OrderBreakdown[Product Name] ),
    IF ( SELECTEDVALUE ( OrderBreakdown[Product Name] ) IN
VALUES ( OrderBreakdown[Product Name] ), 1, 0 ),
    SUMX (
        VALUES ( OrderBreakdown[Product Name] ),
        CALCULATE (
            IF ( SELECTEDVALUE ( OrderBreakdown[Product Name] ) IN
VALUES ( OrderBreakdown[Product Name] ), 1, 0 )
    )
)
```

Sum of Profit by Product Name



Calculate 3 month prior and 6 month prior MAT and highlight loss making and profit making products?

MAT

Here we are showing 3 month prior and 6 month prior MAT and highlight loss making and profit making products.

Calculated Measures

3 month prior MAT = `CALCULATE([MAT Sales],DATESINPERIOD(ListOfOrders[Order Date].[Date],EOMONTH(MAX(ListOfOrders[Order Date])), -3), -3, MONTH))`

MAT conditions =

`IF([MAT Sales]< [6 month prior MAT],1,`
`IF([MAT Sales]< [3 month prior MAT],2,3))`

MAT Sales, 3 month prior MAT and 6 month prior MAT by Product Name

