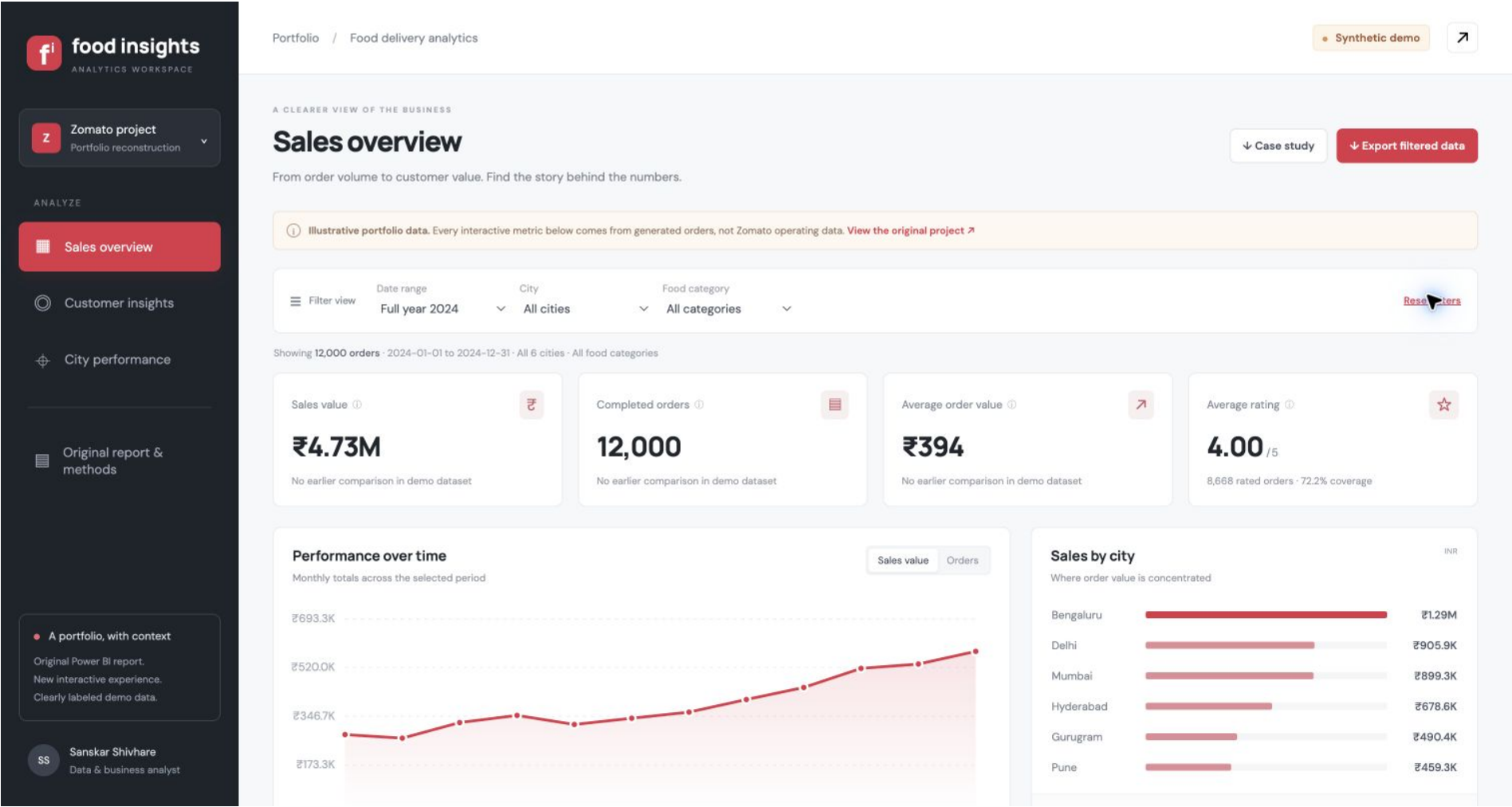


Food Delivery Analytics

From a static Power BI report to an explorable data story.

Sales, customer behavior and city performance, inspired by my original Zomato dashboard. The new interactive version uses 12,000 generated orders so its calculations and filters can be inspected without employer data.



A dashboard with a clear audit trail.

Original Power BI artifact: four-page Zomato Dashboard PDF in my public repository. New deliverable: a browser-based reconstruction with transparent synthetic data. No claim of official affiliation, client revenue uplift or reproduced source totals.

01 BUSINESS QUESTION

Where is order value concentrated? Which customer cohorts return? How do cities compare on order volume, basket size and ratings?

The original PDF establishes the sales, users and city-performance scope. Its underlying rows and full measure definitions are unavailable.

02 THE BUILD

Three analysis views with synchronized date, city and category filters, cohort-return analysis, sortable city comparisons and filtered CSV export.

An original-report gallery preserves provenance. Every interactive number is recomputed from the generated order-level fixture.

03 VALIDATION

Unique order IDs, monetary arithmetic, city/month reconciliation, filter boundaries, missing ratings, cohort censoring and export contents were checked.

The browser export was independently reconciled: 518 Q4 Bengaluru Veg orders, totaling INR 217,454.49. Responsive layouts were checked at 1512, 756 and 378 CSS pixels.

DEMONSTRATION BASELINE - FICTIONAL DATA

12,000

completed orders

INR 4,726,681.79

sales value

2,883

unique customers

8,668

rated orders

HANDOVER

Interactive web app, reproducible CSV generator, metric dictionary, reconciliation checks, PostgreSQL analysis queries and starter DAX / Power BI setup notes. A native PBIX is not included. Sales value is order value after discounts plus delivery fees, not platform revenue or profit.

Original project source on [GitHub](#)

Web reconstruction / synthetic data