

ASSIGNMENT

Take one domain and Build Business Understanding

Domain Chosen: Online Food Delivery (Zomato/Swiggy Type Services)

Introduction

Business Understanding is the first and most important step in any data-related project. It involves clearly defining the business problem, objectives, and expected outcomes. In this stage, we try to understand what the business needs, what problems it is facing, and how data can help in solving those problems. A clear business understanding ensures that the analysis is meaningful and aligned with real-world goals.

1. Business Objective

The main objective of an online food delivery platform is to provide fast, reliable, and convenient food delivery services to customers. The business aims to increase customer satisfaction, maximize the number of orders, and improve delivery efficiency. It also focuses on increasing revenue by attracting more users and retaining existing customers through better service.

2. Problem Statement

One of the major problems faced by food delivery platforms is delayed delivery and order cancellations. Customers often experience late deliveries due to traffic, restaurant delays, or inefficient route planning. This leads to poor customer satisfaction and negative reviews.

Another issue is uneven demand, where peak hours create high pressure on delivery partners while off-peak hours result in low utilization.

3. Key Factors Affecting the Business

Several factors influence the performance of the business. These include delivery time, food quality, distance between restaurant and customer, traffic conditions, and availability of delivery partners. Customer preferences, pricing, discounts, and app usability also play a major role. External factors such as weather conditions and festivals can also impact demand and operations.

4. Role of Data in Solving the Problem

Data plays a crucial role in improving business performance. By analyzing past order data, the company can predict peak hours and allocate delivery partners efficiently. GPS and real-time traffic data help in optimizing delivery routes. Customer feedback data helps in identifying issues related to food quality or service. Data can also be used to recommend restaurants and personalize user experience.

5. Expected Outcomes

By properly understanding the business and using data effectively, the company can reduce delivery time, minimize order cancellations, and improve customer satisfaction. It can also increase operational efficiency and revenue. Better decision-making based on data can help the business grow and stay competitive in the market.

Conclusion

Business Understanding is essential for identifying problems and setting clear goals. In the online food delivery domain, it helps in improving service quality and efficiency. By focusing on customer needs and using data-driven strategies, businesses can achieve better performance and long-term success.