

**Project Title: Zomato Analytics Dashboard**

**Prepared By:** Meet Khandelwal

**Date:** 01-06-2025

---

## 1. Introduction

The **Zomato Analytics Dashboard** is designed to provide data-driven insights into food delivery operations, restaurant performance, and customer behavior. This dashboard will empower stakeholders to monitor key metrics, identify trends, and make informed decisions aimed at enhancing efficiency and customer satisfaction.

---

## 2. Objectives

The primary goals of the dashboard are to:

- Monitor and evaluate order and delivery performance.
  - Track restaurant reviews and ratings.
  - Analyze customer behavior and preferences.
  - Provide clear data visualizations for actionable decision-making.
  - Improve operational effectiveness using defined Key Performance Indicators (KPIs).
- 

## 3. Key Performance Indicators (KPIs)

- **Total Orders:** Number of orders placed in a given time frame.
  - **Average Delivery Time:** Mean delivery duration (in minutes).
  - **Average Order Value (AOV):** Total revenue divided by the number of orders.
  - **Customer Satisfaction (Rating):** Average customer rating (1 to 5 scale).
  - **Discount Utilization Rate:** Percentage of orders where a discount was applied.
-

## 4. Visualizations

- **Total Orders Trend:**  
*Line chart* showing order volume over time (daily, weekly, or monthly).
  - **Delivery Time Analysis:**  
*Bar chart* displaying average delivery times segmented by city.
  - **Top Restaurants:**  
*Horizontal bar chart* showcasing the top 10 revenue-generating restaurants.
  - **Customer Ratings Distribution:**  
*Pie or bar chart* representing the distribution of customer ratings (1–5).
  - **Cuisine Popularity:**  
*Bar chart* depicting the most frequently ordered cuisines.
- 

## 5. Filters

The dashboard will support filtering data by:

- Restaurant Name
- Rating
- Restaurant Location
- Customer Location
- Delivery Partner

## 6. Data Sources

- **Orders Dataset:**  
Includes Order ID, Customer Name, Location, Restaurant Name, Cuisine, Order Date, Delivery Time, Order Amount, and Discount Info.
  - **Restaurant Dataset:**  
Contains Restaurant Name, Location, Ratings, Reviews, and Cuisine Types.
  - **Reviews Dataset:**  
Consists of Review Text, Ratings, Review Date, and Customer Feedback.
-

## 7. Functional Requirements

View Name	Description	Required Columns
<b>Total Orders KPI</b>	Displays the total number of orders in a timeframe.	Order_ID
<b>Average Delivery Time KPI</b>	Shows the mean delivery time for all orders.	Delivery_Time_Minutes, Order_ID
<b>Average Order Value KPI</b>	Calculates the average order amount.	Order_Amount, Order_ID
<b>Customer Satisfaction KPI</b>	Displays the average customer rating.	Rating, Review_Date
<b>Discount Utilization KPI</b>	Indicates the percentage of discounted orders.	Is_Discount_Applied, Order_ID
<b>Total Orders Trend Chart</b>	Visualizes the order trend over time.	Order_Date, Order_ID, Customer_Location
<b>Delivery Time Chart</b>	Analyzes average delivery times by location.	Delivery_Time_Minutes, Customer_Location
<b>Top Restaurants Chart</b>	Highlights the top 10 restaurants by revenue.	Restaurant_Name, Order_Amount, Restaurant_Location
<b>Ratings Distribution Chart</b>	Shows the distribution of customer ratings.	Rating, Order_ID
<b>Cuisine Popularity Chart</b>	Displays most popular cuisines based on orders.	Cuisine, Order_ID