Business Requirement Document (BRD)

# 1. Project Overview

The Zomato Restaurant Analysis project aims to provide comprehensive insights into customer preferences, restaurant performance, and service availability using historical data. The project helps business stakeholders optimize restaurant listings, improve customer experience, and guide strategic decisions for partner management.

# 2. Objectives

- Analyze restaurant openings by year, month, and quarter  
- Identify trends in cost, cuisine, and rating distribution  
- Evaluate restaurant performance by features such as online delivery and table booking  
- Present KPIs through interactive dashboards using Excel, Power BI, and Tableau

# 3. Stakeholders

- Product Manager: Shivani Nair  
- Business Analyst: Pradeep Kumar Roy Choudhury  
- Operations Lead: Rahul Mehta  
- Marketing Head: Meera Desai

# 4. Data Sources

Data provided in Excel format includes fields such as city, country, restaurant name, average cost, has online delivery, has table booking, average rating, cuisines, and date of opening.

# 5. Tools & Technologies

Excel, Power BI, Tableau, SQL

# 6. Assumptions

- Currency conversion applied to average cost  
- Datekey\_Opening used for time-series analysis  
- Mock stakeholders represent actual decision-makers for simulation purposes

# 7. Timeline (Estimated)

Week 1: Requirement Gathering & Data Understanding  
Week 2: Data Cleaning & SQL Queries  
Week 3: Dashboard Development  
Week 4: Review & Final Submission

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