**Business Requirement Document (BRD)**

**Project Name: Zomato Analytics Dashboard**

**1. Introduction**

The Zomato Analytics Dashboard aims to provide insights into food delivery performance, restaurant reviews, and customer preferences. It will help stakeholders identify trends, improve delivery operations, and enhance customer satisfaction.

**2. Objectives**

- Track order and delivery performance.

- Monitor restaurant reviews and ratings.

- Understand customer behavior and preferences.

- Visualize data for quick decision-making.

- Enhance operational efficiency using key performance indicators (KPIs).

**3. Key Performance Indicators (KPIs)**

- **Total Orders**: Count of orders placed within a selected time frame.

- **Average Delivery Time**: Average time taken (in minutes) for order delivery.

- Average Order Value (AOV): Total revenue divided by the number of orders.

- **Customer Satisfaction (Rating):** Average customer rating (scale of 1 to 5).

- **Discount Utilization Rate**: Percentage of orders with discounts applied.

**4. Visualizations (Charts)**

- **Total Orders Trend**: A line chart showing order volume over time (daily/weekly/monthly).

- **Delivery Time Analysis**: A bar chart showing average delivery time by city.

- **Top Restaurants**: A horizontal bar chart showing top 10 restaurants based on revenue.

- **Customer Ratings Distribution**: A pie chart or bar chart showing the breakdown of ratings (1 to 5).

- **Cuisine Popularity**: A bar chart showing the most popular cuisines based on order count.

**5. Filters**

- **Date Range**: Filter orders, reviews, and revenue by specific date ranges.

- **City/Location**: Filter data based on customer or restaurant locations.

- **Cuisine Type**: Filter data by selected cuisines (e.g., Indian, Chinese, Italian).

- **Rating Range**: Filter restaurants or reviews based on ratings (e.g., 3 stars and above).

- **Customer location**: Filter data based on customer location.

**6. Data Sources**

* + **Orders Dataset**: Contains details such as Order ID, Customer Name, Location, Restaurant Name, Cuisine, Order Date, Delivery Time, Order Amount, etc.
  + **Restaurant Dataset**: Includes Restaurant Name, Location, Ratings, Reviews, and Cuisine.
  + **Reviews Dataset**: Includes Review Text, Ratings, Review Date, and Customer Feedback.