



# Food Panda

Business Requirements Document (BRD)

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## **1. Project Objective**

The objective of this project is to design and develop an interactive Power BI dashboard for a food panda dataset. The dashboard will provide actionable insights into customer behavior, restaurant performance, and order trends. It aims to help management make data-driven decisions to improve customer satisfaction, operational efficiency, and revenue growth

## **2. Business Problem / Opportunity**

With growing competition in the food delivery market, businesses need to understand their customers, optimize restaurant partnerships, and ensure timely deliveries. The dataset reveals challenges such as fluctuating order frequencies, varying restaurant performance, and most preferred dish, booking trends, and most demand zone. The opportunity lies in using data analytics to uncover patterns that improve sales, service quality, and retention rates

## **3. Target Audience**

The primary audience includes business managers, marketing teams, operations managers, and data analysts. Secondary users include restaurant partners who want to monitor performance metrics and identify key improvement areas

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## 4. Scope

In Scope: - Customer segmentation and churn analysis - Restaurant and product performance Order and delivery analysis Out of Scope: - Real-time tracking integration - Predictive modeling (future work) - Data beyond provided dataset timeframe

## 5. Data Source(s)

Dataset: Food panda Delivery Dataset from kaggle

Key Columns: customer id, gender, age, city, restaurant name, dish name, category, price, quantity, payment method, order date, delivery status, churned, rating

## 6. Key Metrics / KPIs

Category	Metrics / KPIs
Customer Analysis	Total Customers, Active vs Inactive, Gender Distribution, Churn Rate, Avg Loyalty

<b>Restaurant/Product Analysis</b>	<b>Top Restaurants by Sales, Top Categories, Avg Rating per Restaurant, Total Reve</b>
<b>Order/Performance Analysis</b>	<b>Total Orders, Avg Order Value, Delivery Status Breakdown, Payment Method Usa</b>

## 7. Deliverables

Power BI interactive dashboard with 3 sections: Customer, Restaurant, and Order Analysis Dataset cleaning and data model creation (Fact and Dimension tables) - Visual KPIs and trend insights - BRD document (this file)

## 8. Timeline / Milestones

<b>Day</b>	<b>Milestone</b>
<b>Day 1</b>	<b>Dataset Understanding and Cleaning</b>
<b>Day 2</b>	<b>Data Modeling and Relationship Setup</b>
<b>Day 3</b>	<b>Dashboard Layout Design (Customer, Restaurant, Orders)</b>
<b>Day 4</b>	<b>KPI and Visual Creation</b>
<b>Day 5</b>	<b>Testing, Insights Generation, and Final Report</b>

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## 9. Business Impact & Success Criteria

This dashboard will empower stakeholders to make data-driven decisions by identifying customer patterns, restaurant performance gaps, and delivery efficiency. Success will be measured through the accuracy of insights, ease of visualization, and user adoption rate.

## 10. Risks & Assumptions

Risks: - Limited dataset size may restrict trend accuracy - Missing or inconsistent date formats  
Assumptions: - Dataset accurately represents business operations - All key fields are complete and clean for analysis

## 11. Notes / Out of Scope

Predictive analytics, machine learning, and live order tracking are excluded from this phase. Future versions can integrate customer