

Food Panda

Functional Requirement Document (FRD)

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1. Dashboard Sections

- Customer Analysis — Active/Inactive, Signup trends, Gender & Age, City insights.
- Restaurant Analysis — Revenue, Orders, Preferred Dish, Category summary.
- Order Analysis — top rating restaurant, delivery status, most ordered dish

2. Visuals Used

- Gauge (Active Customers)
- Donut Chart (Active vs Non-Active)
- Line Chart (Signup Trends)
- Bar Chart (Gender & Age)
- Map (City wise Customers)
- KPI Cards (Revenue, Orders)
- Pie Chart (Preferred Dish)
- Matrix (Revenue Breakdown)

3. Data Requirements

a) Customer Analysis

- Customer id
- gender
- age
- city
- signup date
- churned (Active / Inactive)

b) Restaurant / Product Analysis

- restaurant name
- dish name
- category
- price
- quantity
- gender
- age

c) Order Analysis

- price
- order date
- price & quantity
- payment method (Cash / Wallet / Card)
- delivery status (Delivered / Cancelled / Delayed)
- churned (to detect customer drop)
- rating (for delivery performance tracking)

4.Filters / slicers

1.Customer Analysis Filters:

- Gender
- Age
- Delivery status

2.Restaurant Analysis Filters:

- city
- quantity
- gender
- age

3. Order analysis Filters:

- Restaurant
- City
- Payment method
- Delivery status

5. Visuals / Charts

KPIs (Top Section) → Card Visual

- Total Revenue, Total Orders

Restaurant Performance →

- Bar Chart → Revenue by Restaurant
- Pie / Donut Chart → Orders by dish Type
- Matrix/Table → category , dish name, orders, revenue

Order Trend Analysis →

- Line Chart → Orders year / Month
- Area Chart → preferred dish
- Bar chart → top rating restaurant
- Column chart → delivery status

Customer Analysis →

- Donut Chart → active vs non active
 - Bar Chart → customers by gender and age
 - Map → city
 - Line chart → sign up month
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6. Interactivity

- Drill-down (Year → Quarter → Month → Day)
 - Tooltip & Hover Insights
 - Page navigation buttons (Summary Page → Detail Page)
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7. Calculations / Measures (DAX)

- Total Revenue = `SUM(Order Amount)`
 - Total Orders = `COUNT(Order ID)`
 - Non Active customers =`CALCULATE(COUNT)`
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8. Export / Reporting Needs

- Export as PDF / Excel report
 - Auto-refresh & Share via Power BI Service
 - Dashboard accessible on Mobile / Laptop (Responsive Design)
 - If required, schedule email summary report weekly/monthly
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9. Notes / Special Instructions

- Use slicers on left side for user-friendly filters
- Use minimal colors (professional look — light background)
- Highlight top performing & low-performing restaurants
- Add bookmark button for switching between Summary & Detail pages
- Must be fast and optimized — no heavy visuals