

## **4. Take one domain and build business Understanding**

### **Domain: Online Food Delivery**

#### **1. Business Objective**

- The company aims to increase monthly orders and overall revenue growth.
- The business wants to improve customer retention and satisfaction rates.
- The company seeks to reduce delivery delays and operational inefficiencies.

#### **2. Problem Statement**

- Customer churn is increasing due to late deliveries and poor experience.
- Operational costs are rising because of inefficient route planning.
- Marketing campaigns are not effectively targeting high-value customers.

#### **3. Business Goals**

- The organization wants to predict which customers may stop ordering.
- The company aims to optimize delivery routes to reduce fuel costs.
- The business plans to personalize offers for different customer segments.

## **4. Key Stakeholders**

- The marketing team focuses on customer acquisition and engagement strategies.
- The operations team manages delivery efficiency and driver performance.
- Senior management monitors revenue growth and profitability metrics.
- Customers expect fast delivery and accurate order fulfillment.

## **5. Success Criteria**

- Customer retention rate should increase significantly within six months.
- Average delivery time should decrease without increasing operational costs.
- Marketing return on investment should improve measurably.
- Overall customer satisfaction scores should show continuous improvement.

## **6. Business Constraints**

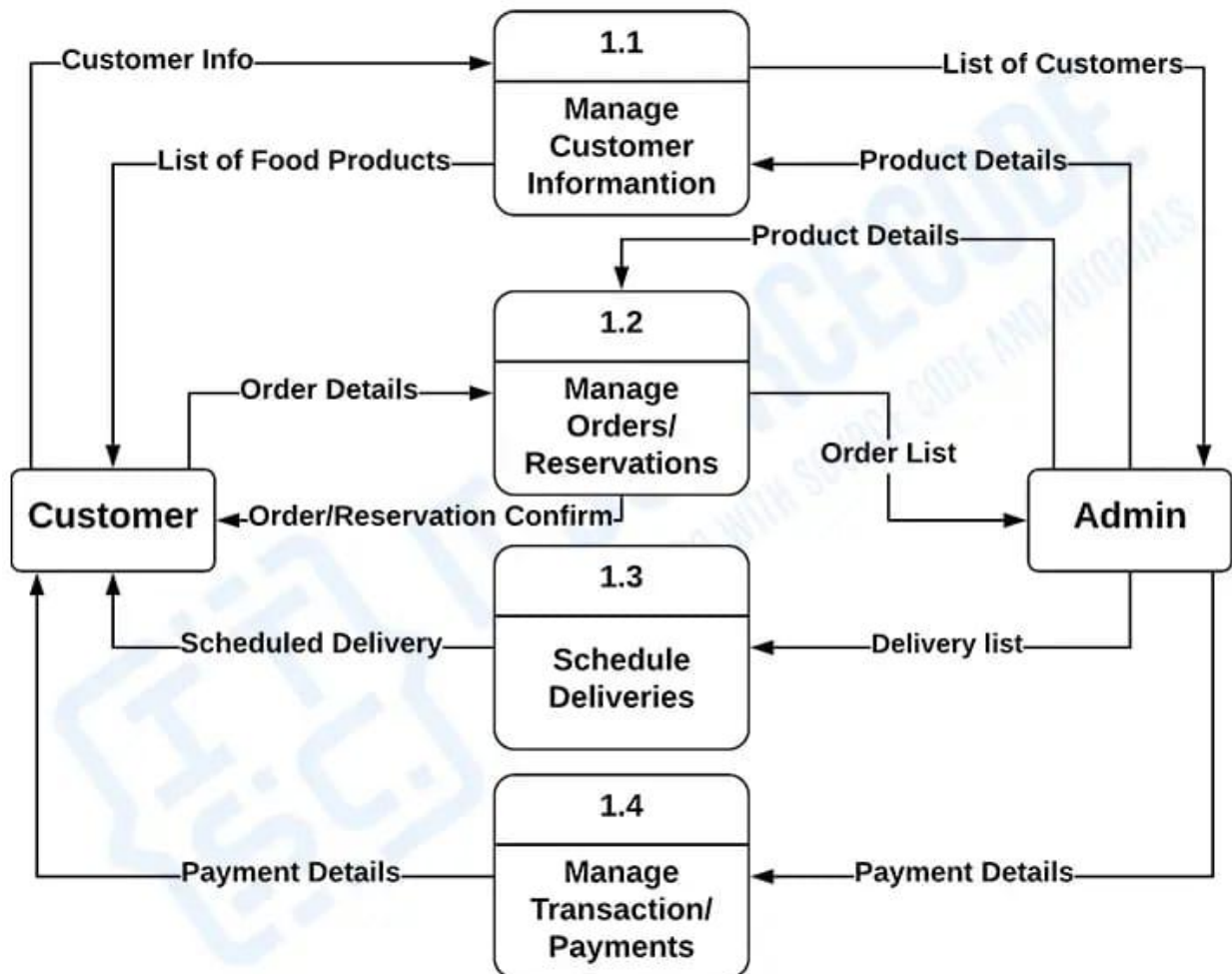
- Budget limitations restrict large-scale infrastructure expansion.
- Delivery capacity depends on the availability of drivers.
- Market competition pressures pricing and promotional strategies.

## **7.Expected Outcome**

- The business expects improved efficiency and higher customer loyalty.

- Data-driven decisions should enhance profitability and competitive advantage.

## FOOD ORDERING SYSTEM



## DATA FLOW DIAGRAM LEVEL 1