

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

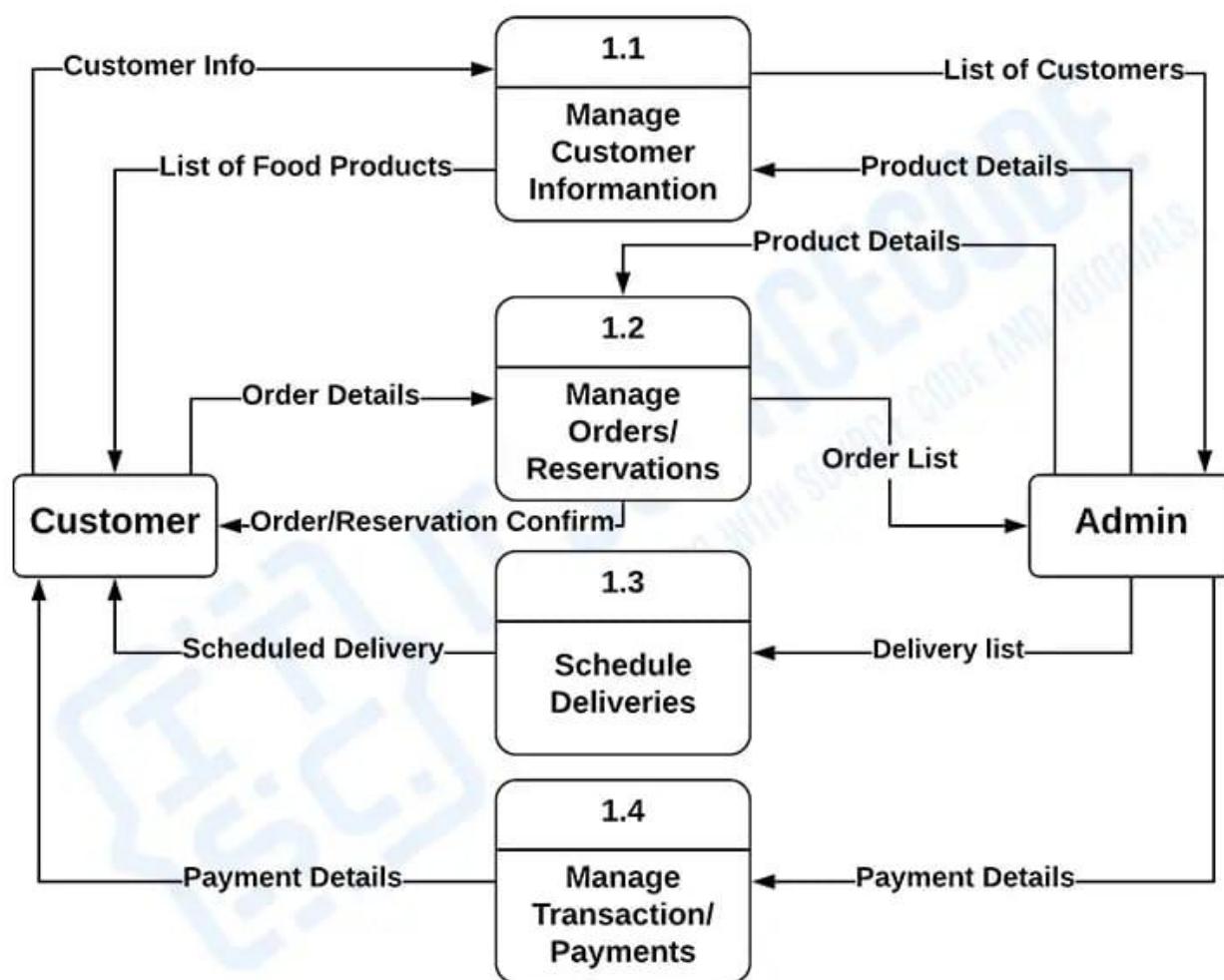
- Budget limitations restrict large-scale infrastructure expansion.
- Delivery capacity depends on the availability of drivers.
- Market competition pressures pricing and promotional strategies.

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