

# Analysis Requirements Document (ARD)

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## 1. Project Overview

This project analyzes synthetic order data from three major quick commerce platforms in India—Instamart, Blinkit, and JioMart. The goal is to uncover performance trends, customer satisfaction insights, refund behavior, and category-wise revenue performance using interactive Power BI dashboards powered by DAX logic.

## 2. Business Problems & Solutions

### Problems Identified in Quick Commerce Business:

- **High Refund Rates:** Almost half (45.82%) of the orders lead to refunds, indicating issues in product quality, delivery accuracy, or customer experience.
- **Low Average Service Rating:** All platforms have service ratings close to 3.2/5, showing mediocrity in customer satisfaction.
- **Unstructured Customer Feedback:** Raw text feedback is unclassified, making it difficult to quantify sentiment or identify recurring issues.
- **Unclear Revenue Drivers:** Stakeholders lack visibility into which product categories are generating the most revenue.
- **Lack of Differentiation Among Platforms:** With similar KPIs across competitors, it's hard to pinpoint who's leading or lagging.

### How the Dashboard Solves These Problems:

- **Refund Analytics:** Visual breakdown of refunded vs non-refunded orders with DAX-driven refund rate KPIs.
- **Sentiment Analysis Using DAX:** Classifies feedback into Positive, Neutral, or Negative, exposing issues like "delivery person was rude."
- **Revenue Deep-Dive:** Highlights top revenue-driving categories like Personal Care (₹17M), helping prioritize supply chain efforts.
- **Platform Performance Comparison:** Visualizes and compares platforms on revenue, ratings, and sentiment.
- **Executive KPIs:** High-level cards and summaries allow leadership to make quick, data-backed decisions.