Business Requirement Document (BRD)

Project Name: Zomato Analytics Dashboard

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Date: 17 March 2025

1. Introduction

The Zomato Analytics Dashboard aims to provide insights into food delivery performance, restaurant reviews, and customer preferences. It will help stakeholders identify trends, improve delivery operations, and enhance customer satisfaction.

2. Objectives

- Track order and delivery performance.

- Monitor restaurant reviews and ratings.

- Understand customer behavior and preferences.

- Visualize data for quick decision-making.

- Enhance operational efficiency using key performance indicators (KPIs).

3. Key Performance Indicators (KPIs)

- Total Orders: Count of orders placed within a selected time frame.

- Average Delivery Time: Average time taken (in minutes) for order delivery.

- Average Order Value (AOV): Total revenue divided by the number of orders.

- Customer Satisfaction (Rating): Average customer rating (scale of 1 to 5).

- Discount Utilization Rate: Percentage of orders with discounts applied.

4. Visualizations (Charts)

- Total Orders Trend: A line chart showing order volume over time (daily/weekly/monthly).

- Delivery Time Analysis: A bar chart showing average delivery time by city.

- Top Restaurants: A horizontal bar chart showing top 10 restaurants based on revenue.

- Customer Ratings Distribution: A pie chart or bar chart showing the breakdown of ratings (1 to 5).

- Cuisine Popularity: A bar chart showing the most popular cuisines based on order count.

5. Filters

- Date Range: Filter orders, reviews, and revenue by specific date ranges.

- City/Location: Filter data based on customer or restaurant locations.

- Cuisine Type: Filter data by selected cuisines (e.g., Indian, Chinese, Italian).

- Rating Range: Filter restaurants or reviews based on ratings (e.g., 3 stars and above).

- Discount Applied: Toggle to view only discounted or non-discounted orders.

6. Data Sources

- Orders Dataset: Contains details such as Order ID, Customer Name, Location, Restaurant Name, Cuisine, Order Date, Delivery Time, Order Amount, etc.

- Restaurant Dataset: Includes Restaurant Name, Location, Ratings, Reviews, and Cuisine.

- Reviews Dataset: Includes Review Text, Ratings, Review Date, and Customer Feedback.

7. Functional Requirements

View Name	Description	Required Columns
Total Orders KPI	Displays total orders placed within the selected period.	Order_ID
Average Delivery Time KPI	Shows the average delivery time for orders.	Delivery_Time_Minutes, Order_ID
Average Order Value KPI	Calculates the average value of all orders.	Order_Amount, Order_ID
Customer Satisfaction KPI	Displays the average rating given by customers.	Rating, Review_Date
Discount Utilization KPI	Shows the percentage of orders with discounts applied.	Is_Discount_Applied, Order_ID
Total Orders Trend Chart	Line chart showing order trends over time.	Order_Date, Order_ID, Customer_Location
Delivery Time Chart	Bar chart analyzing delivery time by city.	Delivery_Time_Minutes, Customer_Location
Top Restaurants Chart	Bar chart showing the top 10 restaurants by revenue.	Restaurant_Name, Order_Amount, Restaurant_Location
Ratings Distribution Chart	Pie chart showing distribution of customer ratings.	Rating, Order_ID
Cuisine Popularity Chart	Bar chart highlighting the most popular cuisines.	Cuisine, Order_ID

8. Non-Functional Requirements

- Performance: Dashboards should load within 5 seconds for datasets under 50,000 rows.

- Usability: Intuitive layout for non-technical users.

- Scalability: Ability to handle data growth up to 1 million rows.

9. Stakeholders

- Business Analysts: Analyze performance metrics.

- Operations Team: Monitor delivery efficiency.

- Marketing Team: Understand customer preferences and trends.

- Restaurant Owners: Track performance and customer feedback