

## **BRD**

### **Foodpanda Business Insights & Delivery Performance Dashboard**

#### **Project Objective**

The objective of this project is to analyze customer activity, order trends, restaurant performance, and delivery outcomes using Foodpanda transactional data. The goal is to provide meaningful insights that help understand customer behavior, operational efficiency, and business growth opportunities.

#### **Business Problem / Opportunity**

Food delivery platforms collect large volumes of customer and order data, but without proper analysis, valuable insights remain hidden. This dashboard will:

- Identify key revenue drivers
- Understand customer engagement and churn patterns
- Compare restaurant and food category performance
- Evaluate delivery efficiency and rating trends

This analysis supports improved customer experience, better vendor management, and optimized operations.

#### **Target Audience**

The insights in this dashboard will be useful for:

- **Business Analysts** – to track performance trends
- **Marketing Teams** – to understand customer demographics and retention
- **Operations Team** – to analyze delivery performance
- **Management** – to monitor revenue and growth metrics

## Scope

### Included:

- Customer behavioral analysis
- Restaurant & dish/category performance
- Delivery performance (delays, cancellations, ratings)
- Payment preference analysis
- Time-based trends & KPIs

### Excluded:

- Real profitability calculations (no cost data provided)
- Predictive modeling or machine learning
- Real-time data integration
- Geo-level logistics route optimization

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## Data Source

Attribute	Details
Source	Foodpanda dataset (Kaggle / academic use)
Format	CSV
Rows	~6,000 records
Type	Transaction-level order data
Content	Customer details, order details, food category, ratings, delivery status, payment method

Dataset is used only for analysis and academic purposes.

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## Key Metrics / KPIs

Metric	Purpose
Total Orders	Overall demand volume
Total Revenue	Sales analysis
Average Order Value (AOV)	Customer spend pattern
Average Rating	Service quality
Delivery Success Rate	Operational performance
Orders by City / Age / Gender	Demographics
Orders by Category / Restaurant	Product performance
Payment Method Share	Digital vs cash usage
Cancelled vs Delayed Orders	Delivery efficiency

## Deliverables

Deliverable	Format
BRD	PDF
FRD	PDF
Dataset Assessment	Excel
Cleaned Dataset	CSV
Dashboard Mockups	PPT/Canva
Power BI Dashboard	PBIX + PDF export
Analysis Report	PDF
README	Markdown

## Timeline / Milestones (5-Day Plan)

Day	Task	Output
Day 1	Select dataset, load, write BRD	BRD_Submitted.pdf

<b>Day 2</b>	Data assessment & cleaning	Column_Assessment.xlsx, Cleaned CSV
<b>Day 3</b>	Write FRD + design mockups	FRD_Submitted.pdf, Mockup
<b>Day 4</b>	Build dashboard + draft data model	dashboard.pbix
<b>Day 5</b>	Finalize, export, prepare report & README	Analysis_Report.pdf

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## Notes / Assumptions

- Data is assumed to be accurate and consistent.
- Churn status is used as provided and not recalculated.
- Dataset does not include cost price; only revenue-based metrics are used.
- IDs such as dish\_id or restaurant\_id will be generated during modeling, not provided in raw data.
- Dashboard is for academic purposes, not commercial deployment.