

Foodpanda Customer & Order Analytics Dashboard

FRD – Functional Requirements Document

Project Name: Foodpanda Customer & Order Analytics Dashboard

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Tool Used: Microsoft Power BI

Dashboard Sections

The dashboard consists of **three pages**, each designed to provide different analytical insights:

Page No	Page Name	Key Focus Areas
Page 1	Orders Overview	Orders trend, revenue trend, delivery performance, payment usage
Page 2	Customer Breakdown	Customer demographics, churn status, customer acquisition
Page 3	Restaurant Performance	Restaurant profitability, dish performance, delivery success

Data Requirements

Primary fields used from the dataset:

Table	Required Columns
FactOrders	order_id, order_date, customer_id, restaurant_id, dish_id, quantity, price, rating, payment_method, delivery_status
DimCustomer	customer_id, gender, age_group, city, churn_status
DimRestaurant	restaurant_id, restaurant_name, city
DimDish	dish_id, dish_name, category
DimPayment	payment_method
DimStatus	Delivery_status

Filters / Slicers

Slicers included for interactive filtering:

Page	Slicers
Orders Overview	City, Category, Restaurant, Order Date
Customer Breakdown	City, Gender, Age Group
Restaurant Performance	City, Category, Restaurant

All slicers support **cross-filtering**

Visuals / Charts

Page-wise visuals included:

Page 1 – Orders Overview

- KPI Cards: Total Orders, Total Revenue, Total Quantity, Avg Order Value, Avg Rating
- Line Chart: Orders by Date
- Line Chart: Revenue by Date
- Pie Chart: Delivery Status Distribution
- Pie Chart: Payment Method Distribution
- Bar Chart: Orders by City
- Bar Chart: Orders by Category

Page 2 – Customer Breakdown

- KPI Cards: Active Customers, Churned Customers
- Line Chart: Monthly Signup Trend
- Stacked Bar: Age Wise Customer Distribution
- Stacked Bar: Gender Wise Customer Distribution
- Bar Chart: Customers by City

Page 3 – Restaurant Performance

- Bar Chart: Top Restaurants by Revenue
- Treemap: Most Ordered Dishes
- Stacked Column: Delivery Status by Restaurant
- Matrix Table: Restaurant Performance Scorecard (Orders, Rating, Success %)

Interactivity

- Cross-filtering enabled among visuals

- Drill-down functionality for date hierarchy (Year → Month → Date)
 - Bookmark navigation enabled for advanced storytelling:
 1. Top Performing View
 2. Delivery Issues View
 - Page navigation using tab switches
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Calculations / Measures

Key DAX measures:

- Total Orders
 - Total Revenue
 - Total Quantity
 - Average Order Value
 - Average Rating
 - Delivered Orders
 - Delayed Orders
 - Cancelled Orders
 - Delivery Success %
 - Active Customers, Churned Customers
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Export / Reporting Needs

- Dashboard delivered in **PBIX** format
 - Exported to **PDF** for stakeholder sharing
 - Screenshots added to Final Analysis Report
 - Repository structure maintained for GitHub submission
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Notes / Special Instructions

- Dataset cleaned and modeled into **Star Schema**
- Surrogate keys created for dimension linking
- All visuals formatted to enhance readability
- Filters synchronized by page relevance
- Bookmark buttons ensure fast management insights