Zomato Bangalore Restaurant Insights

Document 1 - Definition of Done (DoD) for Bangalore Restaurant Analysis

Purpose: The Definition of Done is a shared understanding of the criteria that must be met for a user story, sprint, or release to be considered complete. It ensures that all deliverables meet the required quality standards and are ready for deployment.

User story: DOD Checklist	Sprint: DOD Checklist	Project Completion: DoD Checklist
Business question is clearly addressed	All planned user stories are completed	All sprints are completed
Acceptance criteria are met	Dashboard elements for the sprint are available	Final dashboard answers all business questions
Required data is cleaned and validated	Key insights are reviewed against business goals	Business recommendations are documented
Power BI visual is created and readable	Feedback (simulated) is incorporated	Agile artifacts (backlog, sprints, user stories) are complete
Insights are documented in simple language	Sprint outcomes are documented	Project is ready to be presented in interviews

Document 2 – Product Vision:

Scrum Project Name:	Zomato Bangalore Restaurant Insights (Analytics Project)		
Venue:	Self-Initiated Project		
Client (Simulated)	Food Platform Business Team	Restaurant Partner Network	
Stakeholder List	Restaurant Owners	Product Owner – Business Manager	Business Analyst - Sakshi Budharani
Scrum Team			

Scrum Master	Self (Process coordination)		
Product Owner	Business Manager (Simulated Role)		
Business Analyst:	Self		
Analytics Developer:	Self		

Vision: To develop a data-driven analytics solution that provides restaurant owners and business teams with actionable insights to improve customer ratings, online visibility, and operational decision-making.

Target Group	Needs	Value
Market Segment: Food & Restaurant Industry / Online Food Platforms **Target Users:** • Restaurant Owners • Business & Strategy Teams **Customers:** • Primary: Restaurant Partners • Secondary: Food Platform Business Teams	**Problem** Restaurant owners face difficulty in understanding how factors such as pricing, location, cuisine, and online ordering influence customer ratings and engagement. **Benefit** Centralized analytics dashboards that help stakeholders make informed, data-driven decisions.	**Business Value** Improved understanding of customer preferences, Better pricing and location strategies, Enhanced restaurant performance insights **Business Goals** Improve visibility into restaurant performance, Enable data-driven decision-making, Support strategic planning for food businesses

Document 3- User Stories:

User Story 1

User Story ID: US-01
Priority: High

As a restaurant owner,
I want to see an overview of my restaurant's performance,
So that I can understand overall customer engagement and ratings.

Acceptance Criteria:

- Dashboard displays total restaurants

- Average rating is shown

- Total votes are visible

- Data is clearly labelled and easy to understand

User Story 2

User Story ID: US-02
Priority: High

As a business manager,
I want location-wise restaurant performance insights,
So that I can identify high-performing and low-performing areas.

Acceptance Criteria:

- Ratings and votes shown by location

- Locations can be compared visually

- Filters are available for location selection

User Story 3

User Story ID: US-03
Priority: Medium

As a restaurant owner,
I want to understand how pricing (cost for two) affects ratings,
So that I can decide an optimal pricing strategy.

Acceptance Criteria:

Cost for two is grouped into ranges

- Ratings are compared across cost ranges

- Visual clearly shows trends

User Story 4

User Story ID: US-04
Priority: Medium

As a restaurant owner,
I want to know whether online ordering impacts customer ratings,
So that I can decide whether to enable online ordering.

Acceptance Criteria:

- Ratings comparison for online order: Yes vs No

- Clear visual distinction

- Filters available for location and cuisine

User Story 5

User Story ID: US-05
Priority: Medium

As a business manager,
I want cuisine-wise performance insights,
So that I can identify popular and high-rated cuisines.

Acceptance Criteria:

- Cuisine-wise average ratings displayed

- Top-performing cuisines highlighted

- Data is readable and sortable

Document 5: Sprint Backlog

Sprint 1 – Core Performance

Sprint Goal: Understand overall restaurant performance

User Stories:

- US-01: Performance overview

Deliverables:

- KPI dashboard (ratings, votes)

- Filters working

Sprint 2 – Market Insights

Sprint Goal: Identify location and pricing trends

User Stories:

- US-02: Location-wise analysis

- US-03: Cost vs rating

Deliverables:

- Location dashboard

- Cost analysis visuals

Sprint 3 – Recommendations

Sprint Goal: Enable data-driven decisions

User Stories:

- US-04: Online ordering impact

- US-05: Cuisine performance

Deliverables:

- Recommendation insights

- Final dashboard view

Summary:

This project followed a simulated Agile Scrum approach where requirements were captured as user stories, work was delivered in three sprints, and Power BI dashboards were enhanced incrementally based on stakeholder feedback."