

BUSINESS REQUIREMENTS DOCUMENT (BRD)

1. Business Context / Problem Statement

The online food delivery business is growing rapidly, but the organization lacks a unified analytical view of its operations. The dashboard solves the need for insights related to revenue performance, customer demand, restaurant performance, and delivery partner efficiency.

2. Goal of the Dashboard

- Enable data-driven decision-making across business, operations, and marketing teams.
- Identify high-performing restaurants, food categories, and regions.
- Improve delivery operations by analyzing partner performance and delivery time.

3. Target Users / Stakeholder Personas

User Persona	Primary Need from Dashboard	Expected Usage
Business Owner / CEO	Track revenue, growth, and key metrics	Weekly / Monthly
Operations Manager	Monitor delivery efficiency and partner performance	Daily
Restaurant Team	Evaluate restaurant contribution and ratings	Weekly
Marketing Team	Analyze region-wise and category-wise demand	Weekly
Data Analyst	Deep-dive analysis across all dashboards	Daily

4. Core Business Questions

- What is the overall business performance (Revenue, Orders, Customers, Restaurants)?
- How does revenue trend month-wise?
- Which regions contribute the highest sales?
- Which restaurants, items, and food categories perform best?
- Who are the top delivery partners by orders and revenue?

5. Product-Style KPIs to Track

KPI	Definition
Total Revenue	SUM(Revenue) across all orders
Total Orders	COUNT(Order ID)
Total Customers	COUNTD(Customer ID)
Total Restaurants	COUNTD(Restaurant ID)
Monthly Revenue Trend	Revenue aggregated by month
Region-wise Sales	Total revenue per region
Avg Delivery Time	AVG(actual_delivery_time_mins)
Restaurant Rating	AVG(rating) per restaurant

6. Scope of the Dashboard

In Scope:

- Revenue KPIs and trends
- Restaurant & category performance
- Delivery partner analysis
- Region-wise revenue insights

Out of Scope:

- Real-time tracking
- Forecasting or predictive analytics

7. Success Criteria (Measurable Outcomes)

- Dashboard answers 90% of business questions without extra analysis.
- Reduces manual reporting work by 70%.
- Stakeholders use the dashboard 3–4 times weekly.