

FUNCTIONAL REQUIREMENTS DOCUMENT (FRD)

1. Project Title

Online Food Delivery Analytics Dashboard

2. Dashboard Sections

- Overview Section: Displays high-level KPIs, monthly revenue trend, and region-wise sales insights.
- Drilldown Section 1 (Restaurant & Rating Analysis): Contains restaurant ratings, top restaurants, food category sales, and best-selling items.
- Drilldown Section 2 (Delivery Performance): Includes delivery partner orders, revenue, employment type breakdown, and delivery efficiency metrics.

3. Data Requirements

Dashboard Section	Data Fields Needed	Source
Overview	Order ID, Revenue, Customer ID, Restaurant ID, Region, Order Timestamp	Orders Dataset
Page 1 – Business Overview	Monthly Revenue, Order Timestamp, Geo-Location, Region, Order Count, Customer Count	Orders Dataset
Page 2 – Restaurant & Rating Analysis	Restaurant Name, Category, Item Name, Rating, Total Revenue, Food Category	Restaurant Dataset, Orders Dataset
Page 3 – Delivery Performance	Partner Name, Actual Delivery Time, Employment Type, Total Orders, Total Revenue	Delivery Partner Dataset

4. Filters / Slicers

- Month of Order Timestamp
- Employment Type (Contract, Full-time, Part-time)
- Food Category
- Restaurant Name (optional)

- Region

5. Visuals / Charts

Dashboard Section	Visual Type(s)
Overview	KPI Cards, Line Chart, Map
Page 1 – Business Overview	Revenue Trend Line, Region-wise Map
Page 2 – Restaurant & Rating Analysis	Treemap, Bar Chart (Ratings), Horizontal Bar Chart (Top Items), Top Restaurant Bars
Page 3 – Delivery Performance	Bar Chart (Orders), Bar Chart (Revenue), Donut/Pie Chart (Employment Type)

6. Interactivity

- Filters for month, category, employment type, and restaurant selection.
- Cross-filtering between charts (e.g., clicking a region filters restaurants).
- Navigation buttons between dashboard pages.

7. Calculations / Measures

Calculation Name	Formula	Purpose
Total Revenue	SUM(Revenue)	Calculate overall revenue
Total Orders	COUNT(Order ID)	Measure total volume of orders
Total Customers	COUNTD(Customer ID)	Unique customer count
Total Restaurants	COUNTD(Restaurant ID)	Restaurant coverage
Avg Delivery Time	AVG(actual_delivery_time_mins)	Measure efficiency
Top N Restaurants	Parameter + INDEX	Dynamic ranking functionality

8. Notes / Special Instructions

- All dashboards must maintain visual consistency with a clean, minimal theme.
- Ensure filters apply across all relevant charts.
- Performance optimization required for large datasets.
- Use meaningful labels and tooltips for clarity.