

# **Business Requirements Document (BRD)**

**Project Title:** Global Restaurant Insights & Analytics Dashboard

**Prepared For:** Business Stakeholders / Data Analytics Team

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**Version:** 1.0

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## **1. Executive Summary**

The **Global Restaurant Insights Dashboard** is a multi-page analytical solution built using **Power BI**, **Excel**, and **SQL**, designed to analyze global restaurant performance across 7,000+ records. This dashboard helps decision-makers understand market trends, customer experience, operational efficiency, and digital engagement. It supports business planning, customer behavior analysis, and strategic decision-making.

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## **2. Business Objectives**

- Provide a clear visual understanding of global restaurant distribution and performance.
  - Identify key market opportunities by country, city, and cuisine.
  - Analyze customer satisfaction using ratings, reviews, and favorites.
  - Monitor operational efficiency through delivery time, seating capacity, and service availability.
  - Evaluate digital presence through Instagram and Google review metrics.
  - Enable data-driven decisions for expanding into new markets.
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## **3. Scope of the Project**

### **In Scope:**

- Design of a **4-page Power BI dashboard**.
- Creation of KPIs, charts, slicers, and navigation.
- Data cleansing, modeling, and DAX measure creation.
- Multi-page analysis: Overview, Market, Customer, Operations.

### **Out of Scope:**

- Predictive analytics or machine learning.
  - Real-time data integration.
  - Financial forecasting.
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## 4. Stakeholders

Role	Responsibility
Business Owners	Strategic decision-making
Marketing Team	Customer and digital insights
Operations Managers	Efficiency and service performance
Data Analysts	Maintain data models and dashboards
Investors	Market expansion analysis

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## 5. Data Overview

The dataset includes **restaurant profile**, **operational metrics**, **customer interaction**, **digital engagement**, and **geographic data**.

### Key Columns:

- Restaurant\_Name, City, Country, Continent
  - Cuisine\_Type, Signature\_Dish, Chef
  - Michelin\_Stars, Star\_Category
  - Average\_Price\_USD, Price\_Category
  - Seating\_Capacity, Delivery\_Time\_Min
  - Rating, Google\_Review\_Count
  - Has Online Delivery, Has Table Booking, Has Vegan Options
  - Owner\_Name, Instagram\_Followers
  - Payment\_Methods, Customer\_Favorites
  - GST\_Number, Years\_Operating, Established\_Year
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## 6. Functional Requirements (FRD)

The dashboard consists of **four analysis pages**.

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### PAGE 1: Overview Dashboard

#### KPIs:

- Total Restaurants
- Average Rating
- Total Countries
- % Online Delivery

**Charts:**

- Restaurants by Country
- Cuisine Distribution
- Rating by Price Category

**Slicers:**

- Country, City, Cuisine, Continent, Price Category

**Purpose:** Provide a high-level snapshot of global restaurant insights.

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## PAGE 2: Market & Geography

**KPIs:**

- Total Cities
- Average Price
- Average Rating

**Charts:**

- Average Rating by Country
- Restaurants by Continent
- Top 15 Cities by Restaurant Count

**Purpose:** Identify strong markets and potential expansion regions.

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## PAGE 3: Customer Experience & Digital Reach

**KPIs:**

- Average Rating
- Total Google Reviews
- Total Instagram Followers
- Vegan-Friendly %

**Charts:**

- Rating Distribution
- Followers vs Rating (Scatter)
- Customer Favorites by Cuisine

**Purpose:** Understand customer behavior and digital performance.

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## PAGE 4: Operations & Service Model

### KPIs:

- Average Delivery Time
- Online Delivery %
- Table Booking %
- Seating Capacity

### Charts:

- Delivery Time by Country/Cuisine
- Service Model Analysis (Online/Booking/Vegan)
- Seating Capacity vs Rating

**Purpose:** Evaluate operation efficiency and service effectiveness.

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## 7. DAX Measures

- Total Restaurants
  - Avg Rating
  - Total Countries
  - Total Cities
  - Online Delivery %
  - Table Booking %
  - Vegan %
  - Avg Delivery Time
  - Avg Price
  - Total Followers
  - Total Reviews
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## 8. Non-Functional Requirements (NFR)

### Performance:

- Dashboard must load within 3 seconds.

### Usability:

- Consistent color theme and layout.
- Intuitive navigation bar.

### Maintainability:

- Clean DAX code and documented data model.
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## 9. UI/UX Requirements

### Color Theme:

- Navy Blue: #1F3A5F
- Blue: #3B82F6
- Teal: #10B981
- Orange: #F97316
- White: #FFFFFF
- Background Grey: #F5F7FB

### Layout Rules:

- 4 KPIs per page
  - Slicers on left panel
  - Navigation on top
  - Consistent typography
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## 10. Risks & Assumptions

### Risks:

- Inconsistent data quality may affect insights.
- High-cardinality visuals may degrade performance.

### Assumptions:

- Static dataset will be used.
  - Stakeholders have basic Power BI knowledge.
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## 11. Deliverables

- Power BI File (.pbix)
  - Data Model + DAX Measures
  - BRD / FRD documentation
  - Final multi-page dashboard
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## 12. Success Criteria

- Stakeholders can make decisions using dashboard KPIs.
  - Clear market, customer, and operational insights.
  - Visual consistency across all pages.
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## 13. Sign-Off

Name	Role	Signature	Date
Business Owner	Stakeholder		
Data Analyst	Developer		
Reviewer	QA		