

Business Requirements Document (BRD)

Project Title: Global Restaurant Insights & Analytics Dashboard

Prepared For: Business Stakeholders / Data Analytics Team

Prepared By: Sneha Jha

Version: 1.0

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.

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 |

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

6. Functional Requirements (FRD)

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

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.

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.

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.

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.

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 | | |