**Zomato Analytics Dashboard**

**1. Introduction**

The Zomato Analytics Dashboard aims to provide insights into food delivery performance, restaurant reviews, and customer preferences. It will help stakeholders identify trends, improve delivery operations, and enhance customer satisfaction.

**2. Objectives**

- Track order and delivery performance.

- Monitor restaurant reviews and ratings.

- Understand customer behavior and preferences.

- Visualize data for quick decision-making.

- Enhance operational efficiency using key performance indicators (KPIs).

**3. Key Performance Indicators (KPIs)**

- Total Orders: Count of orders placed within a selected time frame.

- Average Delivery Time: Average time taken (in minutes) for order delivery.

- Average Order Value (AOV): Total revenue divided by the number of orders.

- Customer Satisfaction (Rating): Average customer rating (scale of 1 to 5).

- Discount Utilization Rate: Percentage of orders with discounts applied.

**4. Visualizations (Charts)**

- Total Orders Trend: A line chart showing order volume over time (daily/weekly/monthly).

- Delivery Time Analysis: A bar chart showing average delivery time by city.

- Top Restaurants: A horizontal bar chart showing top 10 restaurants based on revenue.

- Customer Ratings Distribution: A pie chart or bar chart showing the breakdown of ratings (1 to 5).

- Cuisine Popularity: A bar chart showing the most popular cuisines based on order count.

**5. Filters**

- Date Range: Filter orders, reviews, and revenue by specific date ranges.

- City/Location: Filter data based on customer or restaurant locations.

- Cuisine Type: Filter data by selected cuisines (e.g., Indian, Chinese, Italian).

- Rating Range: Filter restaurants or reviews based on ratings (e.g., 3 stars and above).

- Discount Applied: Toggle to view only discounted or non-discounted orders.

**6. Data Sources**

- Orders Dataset: Contains details such as Order ID, Customer Name, Location, Restaurant Name, Cuisine, Order Date, Delivery Time, Order Amount, etc.

- Restaurant Dataset: Includes Restaurant Name, Location, Ratings, Reviews, and Cuisine.

- Reviews Dataset: Includes Review Text, Ratings, Review Date, and Customer Feedback.

**7. Functional Requirements**

| **View Name** | **Description** | **Required Columns** |
| --- | --- | --- |
| Total Orders KPI | Displays total orders placed within the selected period. | Order\_ID |
| Average Delivery Time KPI | Shows the average delivery time for orders. | Delivery\_Time\_Minutes, Order\_ID |
| Average Order Value KPI | Calculates the average value of all orders. | Order\_Amount, Order\_ID |
| Customer Satisfaction KPI | Displays the average rating given by customers. | Rating, Review\_Date |
| Discount Utilization KPI | Shows the percentage of orders with discounts applied. | Is\_Discount\_Applied, Order\_ID |
| Total Orders Trend Chart | Line chart showing order trends over time. | Order\_Date, Order\_ID, Customer\_Location |
| Delivery Time Chart | Bar chart analyzing delivery time by city. | Delivery\_Time\_Minutes, Customer\_Location |
| Top Restaurants Chart | Bar chart showing the top 10 restaurants by revenue. | Restaurant\_Name, Order\_Amount, Restaurant\_Location |
| Ratings Distribution Chart | Pie chart showing distribution of customer ratings. | Rating, Order\_ID |
| Cuisine Popularity Chart | Bar chart highlighting the most popular cuisines. | Cuisine, Order\_ID |