Business Understanding - Online Food Delivery System

Domain: Online Food Delivery Platform

1. Business Objective:

The objective is to enhance customer satisfaction by providing personalized recommendations based on user preferences and order history. The system also aims to increase revenue, improve operational efficiency, and reduce delivery time.

2. Problem Statement:

Customers face difficulty choosing restaurants due to many available options. The company requires a data-driven solution to provide accurate suggestions and reliable delivery time predictions.

3. Stakeholders:

Customers expect fast delivery and secure service. Restaurant partners seek higher sales and visibility. Delivery agents need optimized routes. Business owners focus on profit growth, and marketing teams use data for targeted campaigns.

4. Success Criteria:

Success is measured by increased customer retention, higher average order value, reduced delivery time, and improved user engagement and satisfaction.

5. Data Requirements:

Required data includes user order history, ratings, reviews, location data, restaurant menu details, and delivery performance records to build accurate models.

6. Constraints:

The system must comply with data privacy laws, handle real-time processing, scale efficiently, and operate within budget limitations.

7. Risks:

Possible risks include data breaches, incorrect predictions, system downtime, and changing customer preferences that may affect model accuracy.

Conclusion:

A strong business understanding aligns technical solutions with business goals. Clearly defining objectives, stakeholders, constraints, and risks ensures effective decision-making and measurable value.