Business Requirements Document (BRD)

Project Title: Zomato Insights Dashboard  
Date: April 10, 2025

# 1. Introduction

This Business Requirements Document (BRD) outlines the objectives, scope, and requirements for developing a Power BI dashboard to visualize and analyze key performance indicators related to Zomato's restaurant operations, customer satisfaction, and delivery metrics.

# 2. Project Objectives

The objective of the dashboard is to provide stakeholders with an interactive and visual representation of the restaurant performance, customer feedback, cuisine popularity, order trends, and delivery efficiency.

# 3. Scope

The dashboard will display the following insights:  
- Total orders  
- Average delivery time  
- Average order value  
- Customer satisfaction ratings  
- Top 10 restaurants by order volume  
- Yearly order trends  
- Rating distribution  
- Cuisine popularity  
- Delivery time by location  
- Discount utilization

# 4. Data Sources

Data for the dashboard will be sourced from Zomato's internal order management and customer feedback systems. This includes historical order data, delivery records, and customer reviews.

# 5. Functional Requirements

- Filters for restaurant name, customer location, delivery partners, ratings, and order date.  
- Interactive visuals including bar charts, pie charts, and line graphs.  
- Data refresh and update automation.  
- Drill-through and detailed analysis features.

# 6. Non-Functional Requirements

- The dashboard should be responsive and accessible across devices.  
- Data must be refreshed regularly (daily or weekly basis).  
- Ensure data privacy and security standards.

# 7. Sign-off

This document serves as the foundation for dashboard development and must be approved by key stakeholders.