# Business Requirement Document (BRD)

## Project Name: Zomato Analytics Dashboard

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Date: [Insert Date]

## 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

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| --- | --- | --- |
| 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 |

## 8. Non-Functional Requirements

- Performance: Dashboards should load within 5 seconds for datasets under 50,000 rows.

- Usability: Intuitive layout for non-technical users.

- Scalability: Ability to handle data growth up to 1 million rows.

## 9. Stakeholders

- Business Analysts: Analyze performance metrics.

- Operations Team: Monitor delivery efficiency.

- Marketing Team: Understand customer preferences and trends.

- Restaurant Owners: Track performance and customer feedback.

## 10. Risks and Mitigation

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| Risk | Mitigation Strategy |
| Data inconsistency | Implement data validation rules during extraction. |
| Performance issues | Optimize Power BI models and use aggregations. |
| Scope creep | Freeze requirements before development begins. |