**Business Requirements Document (BRD)**

**Project Title:** Tata Group Online Retail Analysis – Business Expansion and Revenue Insights

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**Date:** July 2025

**1. Project Background**

The leadership team at Tata's Online Retail Division is exploring strategic expansion opportunities and wants to strengthen its decision-making using historical sales data. The team aims to assess current performance, identify high-performing markets, retain top customers, and evaluate product demand. This analysis is based on sales transactions recorded in the company's retail database.

**2. Business Objectives**

The CEO and CMO are seeking answers to the following:

* Understand **monthly revenue trends in 2011** to plan for seasonal variations.
* Identify **top revenue-generating countries**, excluding the UK.
* Highlight **top customers by revenue** for targeted engagement.
* Evaluate **demand by country** to inform market expansion strategy.

**3. Stakeholders**

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| --- | --- | --- |
| **Role** | **Name** | **Responsibility** |
| Executive Sponsor | CEO | Strategic expansion and revenue planning |
| Functional Owner | CMO | Market growth and customer retention |
| Analyst | Amar Mukthtar | Data analysis, dashboard creation, insights |

**4. Scope of Work**

**Included:**

* Data cleaning (removal of invalid rows: negative quantity/price and null values)
* Revenue calculation (Revenue = Quantity \* Unit Price)
* Visuals addressing four business questions

**Excluded:**

* Multi-year trend analysis
* Product-level sales or forecasting

**5. Business Requirements**

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| --- | --- | --- | --- |
| Req ID | Description | Filter Applied | Owner |
| BR-001 | Analyze monthly revenue trends for 2011 | Year = 2011 | CEO |
| BR-002 | Identify top 10 countries by revenue and quantity sold (excluding UK) | Exclude United Kingdom | CMO |
| BR-003 | Identify top 10 customers by revenue | None specific (uses cleaned dataset) | CMO |
| BR-004 | Display country-wise demand (quantity) in a single, scroll-free visual | Exclude United Kingdom | CEO |

**6. Data Source**

* **Dataset**: Online Retail Dataset (from Tata Virtual Internship – Forage)
* **Format**: Excel spreadsheet
* **Cleaning Actions**:
  + Removed rows with Quantity < 1
  + Removed rows with Unit Price < 0
  + Removed rows with null values
  + Created Revenue column using DAX

**7. Deliverables**

|  |  |
| --- | --- |
| Deliverable | Description |
| Cleaned Dataset | Final dataset post-filtering and transformation |
| Power BI Dashboard | Interactive visuals for 4 core business questions |
| Insights Summary | Key takeaways for CEO and CMO |
| Final Presentation Deck | Summary of findings and dashboard walkthrough |

**8. Tools Used**

* Power BI (for visualization and DAX)
* Excel (initial data review)
* Forage platform (project simulation)