**TASK 8 FRD**

**Page 1 Overview of Sales for All Three Years (2020, 2021, and 2022) - Filters Page**

1. Total Orders, Total Order Quantity, Total Product ,Total Product Category & subcategory
2. Total Cost Return Rate % & Net Revenue
3. Total\_Orders by Category Name & Total\_Revenue by Category Name
4. Total Revenue by Year-Quarter
5. Revenue Trend over year
6. Top 10 Product Names which gave high revenue
7. Can you provide a breakdown of sales by month for each year?
8. What are the top-selling product & least Selling Product?
9. Which country contribute the most to the overall sales?

**Page 2 Customer Analysis & Product Analysis Page**

1. Who are the top-spending customers, and what products are they purchasing?
2. How does customer spending vary based on their education level or occupation?
3. What is the distribution of customer gender and marital status?
4. Which products have the highest profit margin?
5. Can you identify any patterns in customer preferences based on product category or subcategory?

**Page 3** **Revenue & Sales Analysis Page**

1. How is the revenue distributed across different product categories and subcategories?
2. What is the percentage contribution of each territory to the total revenue?
3. How do returns impact overall revenue and sales?
4. Trends in sales or revenue?
5. What is the Top 3 Revenue & Avg-Profit Percent by Subcategory?
6. What is the Top 3 Returns & Avg-Profit Percent by Subcategory?

**Page 4** **Territory Analysis Page**

1. Which territories have the highest and lowest sales?
2. How does the sales performance vary across different regions and continents?
3. Are there any noticeable patterns or outliers in territory-wise sales data?
4. Can you identify the top products catgegory sold in each territory?
5. What is the growth rate of sales in each territory from 2020 to 2022?

**Page 5 Customer & Product Drill Through Page**

1. Provide detailed information about a specific customer's purchase history, including products, quantities, and dates.
2. Allow users to explore a particular product's sales performance, returns, and customer reviews.
3. Enable users to drill through a specific territory to see detailed sales data for that region.
4. Implement a feature to explore the sales on a specific date and understand the contributing factors.
5. Create a flexible drill-through mechanism for users to investigate anomalies or specific trends within the data.

**R Programming FRD**

1. **Total Sales Overview:**

What are the total orders, order quantity, unique products, product categories, and product subcategories for each year (2020, 2021, and 2022)?

1. **Return Analysis:**

What is the total cost, return rate, and net revenue for each year?

1. **Category-wise Analysis:**

What are the total orders and total revenue for each product category and subcategory?

1. **Revenue Trend:**

How does the revenue trend change over the years?

1. **Top Product Insights:**

Identify the top 10 products that generated the highest revenue.

1. **Monthly Sales Breakdown:**

Provide a breakdown of sales by month for each year.

1. **Best and Worst Performing Products:**

Identify the top-selling and least-selling products.

1. **Top Contributing Country:**

Which country contributes the most to overall sales?

Customer & Product Analysis:

1. **Top-Spending Customers and Products:**

Who are the top-spending customers, and what products are they purchasing?

1. **Profit Margin Analysis:**

Which products have the highest profit margin?