

# **Functional Requirements Document (FRD)**

**Project Title:** E-Commerce Sales Performance & Order Insights Dashboard

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## **1. Project Objective**

The objective of this project is to design and develop an interactive Power BI dashboard to analyze overall sales performance, order status trends, customer behavior, and product insights.

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## **2. Business Problem / Opportunity**

The business lacks a unified system to monitor key sales and customer insights. This dashboard consolidates these insights for faster decision-making.

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## **3. Target Audience**

- Sales & Operations Teams
  - Senior Management
  - Business Analysts
  - Regional & Store Managers
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## **4. Scope**

### **Included:**

- 3 dashboard pages (Cover Page, Sales Performance, Order & Customer Insights)

- DAX measures
- Data model (1 fact, 3 dimensions)
- Slicers, tooltips, bookmarks, drill-through

## **Out of Scope:**

- Forecasting models
  - Real-time data
  - External data connections
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## **5. Data Source(s)**

Fact Table (~6000 rows): Order ID, Date, Product, Category, Price, Quantity, Total Sales, Customer Name, Location, Payment Method, Status

Dim\_Date (365), Dim\_Product (~20), Dim\_Customer (~50)

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## **6. Key Metrics / KPIs**

Total Sales, Total Orders, Total Quantity, AOV, Completed %, Cancelled %, Pending %, Revenue Lost, Sales by Category, Sales by Region, Total Customers, New vs Returning %.

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## **7. Deliverables**

- Power BI Dashboard
- BRD & FRD
- Data Model Diagram
- Dashboard Mockups
- Final PDF Documentation

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## **8. Timeline / Milestones**

Day 1 - Data Cleaning

Day 2 - Data Model + DAX

Day 3 - Sales Dashboard

Day 4 - Customer Dashboard

Day 5 - Formatting & Submission

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## **9. Notes / Assumptions**

Data is static. Calculations validated. No auto-refresh. Standard business rules applied.