

Business Requirements Document

Project Name: E-Commerce Sales Performance & Order Insights Dashboard

Prepared By: Hamna

Date: 19-11-2025

Project Sponsor / Business Owner: Sales & Operations Team

Version: 1.0

1. Business Objective

The objective of this project is to:

1. Analyze e-commerce sales performance across product categories, locations, and payment methods.
2. Understand customer purchasing behavior and identify high-value customers.
3. Evaluate cancellation trends and pending orders to improve operational efficiency.
4. Provide a centralized Power BI dashboard that enables quick and data-driven decisions for sales and marketing teams.
5. Enable drill-through analysis using filters, navigation buttons, bookmarks, and tooltips.

2. Project Scope

In Scope:

- **Cover Page** – Project title and navigation.
- **Sales Performance Dashboard** – Sales, category insights, payment trends.
- **Order & Customer Insights Dashboard** – Completed vs cancelled, top customers, demographics.
- **DAX measures for:**
 - Total Sales

- Total Orders
 - Avg Order Value
 - Completed %
 - Cancelled %
 - Monthly Trend
 - Top Products
 - Top Customers
 - Revenue Loss from Cancellations.
- Advanced features: Tooltips, bookmarks, navigation buttons, slicer panel, dynamic titles.

Out of Scope:

- Forecasting or predictive analytics.
- Real-time dataset integration.
- External API or database connections.
- Detailed demographic or refund analysis.

3. Stakeholders

Role	Name/Department	Responsibility
Project Sponsor	Sales Head	Approves dashboards.
Business Analyst	Hamna	Requirements & BRD creation.
BI Developer	Hamna	Data modeling & dashboard development.
End Users	Sales & Marketing	Teams Use dashboards for insights.
Data Owner	Data Team	Provide & validate dataset.

4. Requirements

Functional:

- KPIs: Total Sales, Total Orders, Avg Order Value, Completion Rate, Cancellation Rate.

- Monthly sales trend.
- Category performance comparison.
- Customer location-based insights.
- Payment method analysis.
- Top products/customers.
- Cancellation pattern detection.
- Slicers: Date, Category, Location, Payment Method, Status.

Non-Functional:

- Dashboard load time <3 sec.
 - Clean and consistent UI.
 - Auto-refresh visuals on filter change.
 - Readable titles, labels, and tooltips.
-

5. Data Requirements

Table Name	Rows	Description
Fact_Sales	~6000 rows	Order details
Dim_Date	365 rows	Date hierarchy
Dim_Product	~20 rows	Product & category
Dim_Customer	~50 rows	Customer & location

Key Fields:

- Order ID
- Date
- Product
- Category

- Price
 - Quantity
 - Total Sales
 - Customer Name
 - Location
 - Payment Method
 - Status
-

6. Dashboard Pages

Sales Performance – Sales KPIs, category insights, payment trends

Order & Customer Insights – Order status, customer behavior, top customers

Cover Page – Navigation buttons, title

7. Assumptions & Constraints

- Dataset is complete.
 - All dates in DD-MM-YYYY.
 - Static dataset.
 - Viewed through Power BI Desktop.
-

8. Glossary

Completed Order – Fulfilled order.

Cancelled Order – Failed/voided order.

Pending Order – Not processed.

AOV – Total Sales / Total Orders.

Revenue Lost from Cancellations – Sum of cancelled order value.

9. Approval

Name	Role	Signature	Date
------	------	-----------	------

Sales Head Project Sponsor

BI Developer Analyst

Data Owner Data Team