

Functional Requirements Document (FRD)

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

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.

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.

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)

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 %.

7. Deliverables

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

8. Timeline / Milestones

Day 1 - Data Cleaning

Day 2 - Data Model + DAX

Day 3 - Sales Dashboard

Day 4 - Customer Dashboard

Day 5 - Formatting & Submission

9. Notes / Assumptions

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