**Business Requirement Document**

**Project Overview**

**Project Name: Online Sales Dashboard Creation**

**Key Points:**

**Data Collection**

Collect and aggregate online sales data from multiple sources across India.

**Data Cleaning & Wrangling**

* Implement a comprehensive data cleaning and wrangling process to ensure data accuracy and consistency.
* Address missing values, outliers, and inconsistencies in the dataset.

**Data Modeling**

* Develop a robust data model to facilitate efficient analysis of online sales data.
* Utilize connections to join new tables, create calculations, and manipulate data for enhanced insights.

**Data Visualization**

Implement various types of customized visualizations, including but not limited to:

1. Bar chart
2. Pie chart
3. Donut chart
4. Clustered bar chart
5. Scatter chart
6. Line chart
7. Area chart
8. Map
9. Slicers

Ensure visualizations effectively represent key performance indicators related to online sales.

**Dashboard Design**

* Design an interactive dashboard that allows users to explore and analyze online sales data effortlessly.
* Incorporate complex parameters to enable drill-down functionality within worksheets.
* Utilize filters and slicers for customization and enhanced user experience.

**Sharing Insights**

* Develop mechanisms for sharing insights and key findings derived from the dashboard.
* Implement features that allow for easy export of visualizations and reports.

**Objective**

The primary objective of this project is to assist the owner of a store in tracking and analyzing their online sales across various regions in India. The focus is on providing a comprehensive and user-friendly dashboard that offers valuable insights into online sales performance.

**Project Learnings**

* Interactive Dashboard Creation
* Successfully created an interactive dashboard that enables real-time tracking and analysis of online sales data.
* Parameterization for Drill-Down
* Implemented complex parameters to facilitate drill-down functionality within the worksheet.
* Enhanced user experience by allowing users to explore specific aspects of the data in detail.
* Data Manipulation and Calculations
* Utilized connections to join new tables and performed calculations to manipulate data for better analysis.
* Enabled user-driven parameters to enhance the flexibility of visualizations.
* Customized Visualization
* Employed various types of customized visualizations, including bar charts, pie charts, donut charts, clustered bar charts, scatter charts, line charts, area charts, maps, and slicers.
* Ensured visualizations effectively communicated key metrics related to online sales.

**Stakeholders**

Project Sponsor: XX

Project Manager: XY

Data Analysts: X, Y, Z

**Timeline**

The project is expected to be completed within 90 Days, with regular updates provided to stakeholders throughout the development process.

**Budget**

The budget for this project is estimated at ####, covering all aspects of data collection, cleaning, modeling, visualization, dashboard design, and insights sharing.

**Approval**

This Business Requirement Document requires approval from the Project Sponsor before proceeding with the project.