

# Requirements Gathering for Online Retail Sales Analysis

## Key Questions for the Marketing Team

### Business Context and Objectives

1. What specific sales fluctuations have you observed recently?
2. Are these fluctuations related to particular product categories, time periods, or marketing campaigns?
3. What are the primary business decisions you hope to make based on this analysis?
4. What is the specific time frame you want to investigate?

### Marketing and Sales Insights

1. Have there been any recent changes in marketing strategies or campaigns?
2. Are there any known external factors that might have impacted sales (seasonal trends, economic conditions, competitive actions)?
3. What internal changes (pricing, product mix, inventory) might have influenced sales performance?

## Key Performance Indicators (KPIs) to Track

### Sales Performance Metrics

1. Monthly Sales Revenue
2. Product Category Performance
3. Revenue per Product
4. Quantity Sold per Product
5. Geographic Sales Distribution
6. Marketing Campaign Effectiveness

### Advanced Performance Indicators

1. Customer Retention Rates
2. Sales Conversion Rates
3. Average Order Value
4. Seasonal Sales Patterns
5. Customer Segmentation Insights

## Required Data Points and Datasets

### Core Data Requirements

1. Product Information
  - ProductID
  - Product Category
  - Price

- Quantity Sold
- 2. Sales Metadata
  - Date of Sale
  - Customer Location
  - Marketing Campaign Details
- 3. Customer Data (if available)
  - Customer ID
  - Purchase History
  - Demographic Information

## **Assumptions and Limitations**

### Data Assumptions

1. The dataset is representative of the entire sales period
2. Data collection methods have been consistent
3. All relevant sales channels are captured in the dataset

### Potential Limitations

1. Incomplete or missing data
2. Potential data inconsistencies
3. Limited historical context
4. Lack of detailed customer segmentation information