# 📄 FUNCTIONAL REQUIREMENTS DOCUMENT (FRD)

## 1. Project Title

**Sales Performance & Warranty Analytics Dashboard**

## 2. Dashboard Sections

**• Overview Section:**

Provides a high-level summary of overall sales performance, revenue trends, category contribution, and regional revenue distribution. This section is designed for leadership and quick decision-making.

**• Drilldown Section(s):**

Allows users to analyze detailed performance by product, category, region, and warranty status. These sections help identify top-selling products, performance gaps, and operational quality issues related to warranty claims.

## 3. Data Requirements

| Dashboard Section | Data Fields Needed | Source |
|---|---|---|
| Overview | Sale Date, Total Revenue, Order ID, Category, Region, Quantity | Sales Table |
| Page 1 – Performance | Product Name, Category, Quantity, Revenue, Country/Region | Sales Table |
| Page 2 – Warranty Insights | Warranty Status, Claim ID, Claim Reason, Category, Product Name, Revenue | Sales + Warranty Tables |

# 4. Filters / Slicers

The dashboard will include the following interactive filters:

• Year
• Month
• Product Category
• Country
• Warranty Status (Claimed / Not Claimed)

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# 5. Visuals / Charts

| Dashboard Section | Visual Type(s) |
|---|---|
| Overview | Line Chart (Revenue Trend), Treemap (Revenue by Category), Map (Revenue by Region), KPI Cards |
| Page 1 – Performance | Bar Chart (Top Products by Quantity), Column Chart (Top Products by Revenue), Dual-Axis Chart (Quantity vs Revenue) |
| Page 2 – Warranty Insights | Bar Chart (Claims by Category), Highlight Table (Warranty Status vs Revenue), Pie Chart (Claimed vs Not Claimed %) |

# 6. Interactivity

The dashboard will support the following user interactions:

• Cross-filtering between visuals
• Drill-down from category to product level
• Hover tooltips with detailed metrics
• Global filters applied across all dashboards
• Parameter-based Top N product selection

# 7. Calculations / Measures

| Calculation Name | Formula | Purpose |
|---|---|---|
| Total Revenue | SUM(Quantity * Price) | Measure total sales value |
| Total Quantity Sold | SUM(Quantity) | Track volume performance |
| Total Orders | COUNTD(Sale ID) | Measure order volume |
| Average Order Value (AOV) | Total Revenue / Total Orders | Evaluate order quality |
| Average Selling Price (ASP) | Total Revenue / Total Quantity | Pricing analysis |
| Warranty Claim Rate | Claims / Total Orders | Measure product quality impact |
| % of Total | Measure / Total Measure | Percentage-based insights |

# 8. Notes / Special Instructions

• Dashboard design should follow a clean, minimal layout with consistent colors
• Avoid pie charts for large multi-category analysis (used only for binary warranty status)
• All filters must be synchronized across dashboards
• Use currency formatting (₹) consistently
• Ensure dashboards are optimized for Tableau Public viewing