

Business Requirements Document (BRD)

Customer Segmentation & Behavior Analysis of Dataset_2

1. You need to calculate the monthly sales of the store & identify which month had the highest sales & which month had the lowest sales.
2. You need to analyze sales based on product categories & determine which category has the lowest sales & which category has the highest sales.
3. The sales analysis needs to be done based on sub - categories.
4. You need to analyze the monthly profit from sales & determine which month had the highest profit.
5. Analyze the profit by category & sub-category.
6. Analyze the sales & profit by customer segment.
7. Analyze the sales to profit ratio.