Project task: week 1 (**as per the Business Analysis concepts taught)**

1: Identifying the stakeholders:

1. **ABC Company Leadership:**
   * CEO, CTO, and other executives: Responsible for setting the strategic direction and overall vision of the company. They oversee the implementation of new features like ABC Pantry and ensure alignment with business goals.
2. **Business Analysts :**
   * Involved in capturing requirements for the ABC Pantry feature. They act as intermediaries between ABC Company and the development team, ensuring that the software meets the company's needs.
3. **Development Team:**
   * Software engineers, designers, and testers: Responsible for building, testing, and deploying the ABC Pantry feature. They work closely with the business analysts to understand requirements and ensure that the software functions as intended.
4. **Marketing Team:**
   * Responsible for promoting the ABC Pantry feature to customers. They develop marketing strategies, campaigns, and advertisements to attract users to the platform.
5. **Sales Team:**
   * Involved in selling advertising space within the ABC Pantry feature. They work with advertisers to negotiate deals and maximize revenue from advertisements.
6. **Customers:**
   * The end-users of the ABC Pantry feature. Their feedback and usage patterns will be crucial in determining the success of the feature. ABC Company must ensure that the feature meets their needs and provides a seamless shopping experience.
7. **Advertisers:**
   * Companies or brands interested in placing advertisements within the ABC Pantry feature. They are stakeholders because their advertising revenue contributes to the financial success of the feature.
8. **Logistics and Delivery Partners:**
   * Responsible for fulfilling orders placed through the ABC Pantry feature. They ensure that products are delivered to customers in a timely and efficient manner.
9. **Finance Department:**
   * Responsible for managing the budget and financial aspects of the ABC Pantry feature. They track revenue, expenses, and profitability associated with the feature.
10. **Legal and Compliance Team:**

* Ensures that the ABC Pantry feature complies with relevant laws and regulations governing e-commerce, advertising, data privacy, and consumer protection.

Each of these stakeholders plays a vital role in the success of the ABC Pantry feature, and effective communication and collaboration among them are essential for its development and ongoing operation.

question 2:

As in Chart:

https://lucid.app/lucidchart/be1f0ca9-195b-441b-8fe3-231676a5af6a/edit?viewport\_loc=-4464%2C-3046%2C4036%2C2228%2C0\_0&invitationId=inv\_267b5ba7-6efd-4713-b3e8-8b78f470c28a

A diagram of a customer navigation

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Future process map:

https://lucid.app/lucidchart/be1f0ca9-195b-441b-8fe3-231676a5af6a/edit?viewport\_loc=-1363%2C-713%2C1422%2C785%2CDEoDKUp3XerA&invitationId=inv\_267b5ba7-6efd-4713-b3e8-8b78f470c28a

A diagram of a product

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Question 3:

As a Business Analyst working on this project, find out the scope of the feature ABC Pantry. Write down the main features that need to be developed.

As a Business Analyst working on the ABC Pantry project for ABC Company, it’s essential to clearly define the scope of the feature to ensure that all stakeholders have a common understanding of what needs to be developed. The scope includes the main features and functionalities required to successfully implement ABC Pantry.

**Main Features to be Developed:**

1. **Integration of ABC Pantry into Existing Platform:**
   * **Prominent Placement:** ABC Pantry should be prominently visible on the existing website/app homepage to attract user attention.
   * **Seamless Navigation:** Ensure seamless navigation from the homepage to the ABC Pantry section.
2. **Product Categorization:**
   * **Logical Grouping:** Organize products into easily navigable categories for customer convenience.
   * **Categories Include:**
     + Flour and rice
     + Sugar, salt, and spices
     + Pulses
     + Personal care
     + Snacks
     + Hand wash and sanitizers
     + Household cleaning essentials
     + Breakfast food items
     + Tea and coffee
     + Baby care
     + Female hygiene
     + Tissues and fresheners
3. **Product Listing and Details:**
   * **Product Information:** Display detailed information for each product, including images, descriptions, prices, and customer reviews.
   * **Search and Filters:** Implement search functionality and filters to help customers find products quickly.
4. **Advertising Integration:**
   * **Ad Placement:** Display up to five advertisements within the ABC Pantry section without being intrusive.
   * **Ad Management:** Implement a system to manage and update advertisements as needed.
5. **Promotional Offers:**
   * **Offer Display:** Highlight special offers and discounts prominently within the ABC Pantry section.
   * **Offer Management:** Create a backend system for managing offers and promotions.
6. **Shopping Cart Integration:**
   * **Unified Cart:** Allow customers to add ABC Pantry items to the same shopping cart as other products on the site.
   * **Minimum Order Value:** Implement a minimum order value of 30 USD for checkout.
   * **Free Delivery Threshold:** Offer free delivery for orders exceeding 50 USD.
7. **Order Processing:**
   * **City-Based Availability:** Ensure that ABC Pantry is available only in specific cities as defined in the dataset.
   * **Geographical Zones:** Categorize US cities into four zones based on sales performance for targeted marketing and inventory management.
8. **Reports and Analytics:**
   * **Daily Sales Reports:** Generate daily reports on total sales.
   * **Category Sales Reports:** Provide sales data for each product category.
   * **Geographical Sales Reports:** Report sales data for each city and zone (zone 1, zone 2, zone 3, zone 4).
   * **Performance Reports:** Identify best-selling and worst-selling categories.
   * **Weekly Sales Reports:** Compile weekly sales data city-wise.
   * **Customer Insights:** Identify the day of the week with the highest customer bookings.
9. **User Experience:**
   * **User-Friendly Design:** Ensure the ABC Pantry interface is intuitive and user-friendly.
   * **Customer Feedback:** Include a feature for customers to leave feedback and reviews on products.
10. **Technical and Security Requirements:**
    * **Scalability:** Ensure the platform can handle increased traffic and transactions.
    * **Security:** Implement robust security measures to protect customer data and payment information.
    * **Performance Optimization:** Optimize the performance to ensure quick loading times and a smooth user experience.

**Summary**

The scope of the ABC Pantry feature includes integrating the new feature into the existing platform, categorizing daily essential products, displaying advertisements, highlighting promotional offers, managing the shopping cart, processing orders, generating detailed reports, enhancing user experience, and meeting technical and security requirements. By focusing on these main features, ABC Company can successfully launch ABC Pantry and tap into the market for daily essential products, driving repeat sales and enhancing customer satisfaction.

4: IN SCOPE AND OUT OF SCOPE ITEAMS :

As part of the ABC Pantry project, it is crucial to clearly define what is included (in-scope) and what is excluded (out-of-scope) to ensure that all stakeholders have a mutual understanding of the project's boundaries and deliverables.

**In-Scope Items**

**1. Feature Integration**

* **Prominent Placement:** Integrate ABC Pantry prominently on the website/app homepage.
* **Seamless Navigation:** Implement seamless navigation from the homepage to the ABC Pantry section.

**2. Product Categorization and Listing**

* **Product Categories:** Organize products into specified categories (e.g., Flour and rice, Sugar, salt, and spices, Pulses, etc.).
* **Detailed Listings:** Provide detailed product information, including images, descriptions, prices, and customer reviews.
* **Search and Filters:** Implement search functionality and filters to help customers find products.

**3. Advertising Integration**

* **Ad Display:** Display up to five non-intrusive advertisements within the ABC Pantry section.
* **Ad Management:** Develop a backend system for managing advertisements.

**4. Promotional Offers**

* **Offer Display:** Highlight special offers and discounts within ABC Pantry.
* **Offer Management:** Create a system for managing and updating offers.

**5. Shopping Cart and Order Processing**

* **Unified Shopping Cart:** Allow customers to add ABC Pantry items to the same cart as non-essential products.
* **Minimum Order Value:** Enforce a minimum order value of 30 USD for checkout.
* **Free Delivery:** Offer free delivery for orders exceeding 50 USD.

**6. Geographical Availability**

* **City-Based Presence:** Ensure ABC Pantry is available only in specified cities.
* **Zone Categorization:** Categorize US cities into four zones based on sales performance.

**7. Reporting and Analytics**

* **Sales Reports:** Generate daily, weekly, and category-wise sales reports.
* **Geographical Reports:** Provide sales data for each city and zone.
* **Performance Reports:** Identify best-selling and worst-selling categories.
* **Customer Insights:** Identify the day of the week with the highest customer bookings.

**8. User Experience and Feedback**

* **User-Friendly Design:** Ensure the interface is intuitive and user-friendly.
* **Customer Feedback:** Include features for customers to leave reviews and feedback.

**9. Technical and Security Requirements**

* **Scalability:** Ensure the platform can handle increased traffic and transactions.
* **Security:** Implement robust security measures to protect customer data and payment information.
* **Performance Optimization:** Optimize performance for quick loading times and a smooth user experience.

**Out-of-Scope Items**

**1. International Expansion**

* **Global Rollout:** Expansion of ABC Pantry to countries outside the initial specified cities in the US is out of scope.

**2. New Product Development**

* **Product Sourcing:** Sourcing and developing new products for ABC Pantry are not included.
* **Supplier Management:** Managing relationships with new suppliers for ABC Pantry items is out of scope.

**3. Logistics and Warehousing**

* **Logistics Integration:** Changes to logistics, warehousing, and delivery processes beyond the current system are out of scope.
* **Supply Chain Optimization:** Optimization of the supply chain for ABC Pantry products is not included.

**4. Advanced Personalization**

* **Personalization Features:** Implementing advanced personalization features based on customer behavior and preferences is out of scope.

**5. Loyalty Programs**

* **Loyalty Integration:** Developing or integrating new loyalty programs specifically for ABC Pantry is not included.

**6. Third-Party Integrations**

* **External Integrations:** Integration with third-party services or platforms not currently part of ABC Company’s ecosystem is out of scope.

**7. Extensive UI/UX Overhaul**

* **Major Redesign:** A complete overhaul of the website/app’s UI/UX design beyond the necessary adjustments for ABC Pantry is out of scope.

**8. Payment Gateway Changes**

* **New Payment Methods:** Implementing new payment gateways or methods beyond what is already supported is out of scope.

**9. Customer Service Enhancements**

* **Support Systems:** Changes to customer service processes or systems specifically for handling ABC Pantry inquiries are out of scope.

**Summary**

The in-scope items focus on integrating ABC Pantry into the existing platform, product categorization, advertisement management, promotional offers, shopping cart functionality, geographical availability, reporting and analytics, user experience, and technical requirements. Out-of-scope items include international expansion, new product development, logistics changes, advanced personalization, loyalty programs, third-party integrations, extensive UI/UX overhaul, new payment methods, and customer service enhancements. By clearly defining the scope, the project can maintain focus and deliver the intended enhancements effectively.

5: Write out the business requirements, both functional and non-functional Requirements:

**Functional Requirements**

1. **Integration of ABC Pantry into Existing Platform:**
   * **FR1.1:** The ABC Pantry feature must be prominently displayed on the homepage of the website/app.
   * **FR1.2:** ABC Pantry should be accessible via a dedicated menu item or banner.
2. **Product Categorization and Listing:**
   * **FR2.1:** Products must be categorized into the following groups: Flour and rice, Sugar, salt, and spices, Pulses, Personal care, Snacks, Hand wash and sanitizers, Household cleaning essentials, Breakfast food items, Tea and coffee, Baby care, Female hygiene, Tissues and fresheners.
   * **FR2.2:** Each product listing must include a detailed description, price, image, and customer reviews.
   * **FR2.3:** Implement search functionality to allow customers to search for products within ABC Pantry.
   * **FR2.4:** Provide filters for product attributes like brand, price, and customer rating.
3. **Advertising Integration:**
   * **FR3.1:** Display up to five advertisements within the ABC Pantry section.
   * **FR3.2:** Advertisements must not be intrusive and should blend with the user interface.
   * **FR3.3:** Provide a backend system for managing advertisements.
4. **Promotional Offers:**
   * **FR4.1:** Highlight special offers and discounts within the ABC Pantry section.
   * **FR4.2:** Provide a backend system for creating and managing promotional offers.
5. **Shopping Cart and Order Processing:**
   * **FR5.1:** Allow customers to add ABC Pantry items to the same shopping cart as other products.
   * **FR5.2:** Implement a minimum order value of 30 USD for checkout.
   * **FR5.3:** Offer free delivery for orders exceeding 50 USD.
   * **FR5.4:** Ensure the cart reflects the combined total of pantry and non-pantry items.
6. **Geographical Availability:**
   * **FR6.1:** ABC Pantry should be available only in specified cities as per the initial rollout plan.
   * **FR6.2:** Categorize US cities into four zones (zone 1 to zone 4) based on sales performance.
7. **Reporting and Analytics:**
   * **FR7.1:** Generate daily sales reports showing total sales.
   * **FR7.2:** Provide category-wise sales reports.
   * **FR7.3:** Generate geographical sales reports for each city and zone.
   * **FR7.4:** Identify and report on best-selling and worst-selling categories.
   * **FR7.5:** Generate weekly sales reports city-wise.
   * **FR7.6:** Report on the day of the week with the highest customer bookings.
8. **User Experience and Feedback:**
   * **FR8.1:** Ensure the ABC Pantry interface is intuitive and user-friendly.
   * **FR8.2:** Include features for customers to leave product reviews and feedback.

**Nonfunctional Requirements**

1. **Performance:**
   * **NFR1.1:** The ABC Pantry feature should load within 2 seconds.
   * **NFR1.2:** Search results should be displayed within 1 second of entering a query.
2. **Scalability:**
   * **NFR2.1:** The system must handle an increase in traffic and transactions without performance degradation.
   * **NFR2.2:** The architecture should support future expansion to additional cities and potentially other countries.
3. **Security:**
   * **NFR3.1:** Implement robust security measures to protect customer data and payment information.
   * **NFR3.2:** Ensure compliance with relevant data protection regulations (e.g., GDPR, CCPA).
4. **Reliability:**
   * **NFR4.1:** Ensure the system has an uptime of 99.9%.
   * **NFR4.2:** Implement backup and recovery procedures to prevent data loss.
5. **Usability:**
   * **NFR5.1:** The user interface should be intuitive and easy to navigate for users of all ages.
   * **NFR5.2:** Provide accessible design features to accommodate users with disabilities.
6. **Maintainability:**
   * **NFR6.1:** The system should be easy to update and maintain.
   * **NFR6.2:** Provide clear documentation for future maintenance and enhancements.
7. **Compatibility:**
   * **NFR7.1:** Ensure compatibility with major web browsers (Chrome, Firefox, Safari, Edge).
   * **NFR7.2:** Ensure compatibility with the current mobile app platforms (iOS and Android).
8. **Compliance:**
   * **NFR8.1:** Ensure the system complies with e-commerce regulations and standards.
   * **NFR8.2:** Adhere to advertising standards and guidelines to ensure non-intrusive ad placement.

By clearly defining both functional and nonfunctional requirements, we ensure that the development of the ABC Pantry feature aligns with business goals, meets user expectations, and adheres to technical and regulatory standards.

6: Draw wireframes or mock screens for any two of the features.

A screen shot of a phone

Description automatically generated

PROJECT TASK WEEK 2:

**Product Backlog of User Stories**

**Integration and Navigation**

1. **Homepage Integration**
   * As a customer, I want the ABC Pantry feature prominently displayed on the homepage so that I can easily access it.
     + Acceptance Criteria:
       1. The ABC Pantry feature is visible without scrolling on the homepage.
       2. The ABC Pantry link is located in the main navigation menu.
       3. Clicking on the ABC Pantry link navigates me to the ABC Pantry section.
2. **"Shop Now" Button**
   * As a customer, I want a "Shop Now" button in the ABC Pantry banner so that I can quickly navigate to the ABC Pantry section.
     + Acceptance Criteria:
       1. The "Shop Now" button is clearly labeled and prominent in the ABC Pantry banner.
       2. Clicking on the "Shop Now" button redirects me to the ABC Pantry section.

**Product Categorization and Listing**

1. **View Product Categories**
   * As a customer, I want to view products categorized into groups like Snacks, Beverages, and Cleaning Products so that I can easily find what I need.
     + Acceptance Criteria:
       1. Products are categorized into distinct groups visible on the ABC Pantry page.
       2. Clicking on a category displays products relevant to that category.
2. **Detailed Product Information**
   * As a customer, I want to see detailed product information (name, price, image, description, and reviews) so that I can make informed purchasing decisions.
     + Acceptance Criteria:
       1. Each product listing includes the product name, price, image, and description.
       2. Customer reviews and ratings are displayed for each product.
3. **Search Functionality**
   * As a customer, I want to search for products within ABC Pantry so that I can quickly find specific items.
     + Acceptance Criteria:
       1. A search bar is available within the ABC Pantry section.
       2. Typing in the search bar displays relevant product suggestions in real-time.
       3. Clicking on a search result navigates me to the product detail page.
4. **Product Filters**
   * As a customer, I want to filter products by brand, price, and rating so that I can narrow down my search results.
     + Acceptance Criteria:
       1. Filter options for brand, price range, and rating are available within the ABC Pantry section.
       2. Applying filters dynamically updates the product listings based on selected criteria.

**Advertising and Promotional Offers**

1. **Display Advertisements**
   * As a customer, I want to see up to five non-intrusive advertisements in the ABC Pantry section so that I am aware of relevant promotions without being annoyed.
     + Acceptance Criteria:
       1. Advertisements are displayed within the ABC Pantry section.
       2. Advertisements are visually distinct from product listings.
2. **Highlight Special Offers**
   * As a customer, I want to see highlighted special offers and discounts within ABC Pantry so that I can save money on my purchases.
     + Acceptance Criteria:
       1. Special offers and discounts are prominently displayed within the ABC Pantry section.
       2. Clicking on an offer provides more information and directs me to the corresponding product page.

**Shopping Cart and Order Processing**

1. **Unified Shopping Cart**
   * As a customer, I want to add items from ABC Pantry to my existing shopping cart so that I can checkout all items together.
     + Acceptance Criteria:
       1. Adding items from ABC Pantry to the shopping cart combines them with other items in the cart.
       2. The shopping cart displays a summary of all items, including those from ABC Pantry.
2. **Minimum Order Requirement**
   * As a customer, I want to ensure that my total order amount exceeds 30 USD to place an order so that I meet the minimum order requirement.
     + Acceptance Criteria:
       1. The system prevents checkout if the total order amount is less than 30 USD.
       2. Customers receive a notification indicating the minimum order requirement is not met.
3. **Free Delivery Threshold**
   * As a customer, I want to receive free delivery if my order exceeds 50 USD so that I save on shipping costs.
     + Acceptance Criteria:
       1. Free delivery is automatically applied if the total order amount exceeds 50 USD.
       2. Customers receive a notification indicating eligibility for free delivery during checkout.

**Geographical Availability**

1. **City-Based Presence**
   * As a customer, I want to know if ABC Pantry is available in my city so that I can determine if I can order from it.
     + Acceptance Criteria:
       1. A list of cities where ABC Pantry is available is provided on the website.
       2. Availability information is clearly displayed within the ABC Pantry section.
2. **Categorize Cities into Sales Zones**
   * As an administrator, I want to categorize US cities into four zones based on sales performance so that I can analyze sales data effectively.
     + Acceptance Criteria:
       1. US cities are categorized into four distinct zones based on predefined criteria.

Task 2: tableau project

<https://public.tableau.com/app/profile/rahil.shaikh7792/viz/capstoneprojectn_2/Dashboard1>

TASK 3: EXEL PROJECT

(PLEASE REFER TO SHEET “QUESTION 1,2,3” FOR THE ANSWERS:

<https://1drv.ms/x/s!AscVollRchb_b6LTT-T00T4XTY8>