

Business Requirements Summary

Project Title: E-Commerce Sales Analysis & Reporting System
Prepared By: Randy Gonzalez
Date: August 16th, 2025

Objective

Develop a SQL-driven analytics and reporting solution that enables executives and business teams to identify sales trends, customer behavior, and inventory needs, supporting data-driven decision-making.

Key Business Questions

1. What are the top 10 products by total revenue?
2. What is the monthly revenue trend, and how does it vary year over year?
3. Who are the top 10 customers by lifetime revenue?
4. What percentage of revenue comes from repeat customers vs. first-time customers?
5. Which non-UK countries generate the most revenue?
6. Which products have the highest return rates (returns as a % of sales)?
7. What is the average order value by month?
8. Which product categories are most popular in each region during peak sales months?

Stakeholders

- **Executives / Product Managers (High Power, High Interest):** Require actionable insights for strategic decisions.
- **Finance Team (High Power, Low Interest):** Ensure accuracy of reporting.
- **Marketing Analysts (Low Power, High Interest):** Leverage insights for campaigns.
- **Customer Support (Low Power, Low Interest):** May reference dashboards occasionally.

Scope

- ✓ SQL data extraction, transformation, and analysis.
- ✓ Dashboards in Tableau/Power BI for executives & analysts.
- ✓ Weekly reporting with drill-down functionality.
- ✗ No real-time streaming or machine learning in this phase.

Deliverables & Timeline

Week	Deliverable	Outcome
1	BRD & Dataset Review	Scope & requirements confirmed
2	SQL Queries	Validated outputs for sales, products, customers
3	Dashboards	Visuals built in Tableau/Power BI
4	Final Report & Presentation	Executive-ready insights package

Acceptance Criteria

- Accurate SQL outputs validated against test data.
- Dashboards deliver insights in <5 seconds load time.
- Reports aligned with business questions and executive needs.
- Documentation ensures reproducibility and clarity.

Success Metric

Executives and analysts can confidently use dashboards to make faster, evidence-based decisions about sales strategy, marketing campaigns, and inventory planning.