

Enhancement of Amazons Inc. Inc.s' App or website to include new feature called Amazons Inc. Pantry

Amazons Inc. Pantry

Simplilearn Business Analyst
Capstone Project (Timeline-Apr 27
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Description

Enhancement of **Amazons Inc. Inc.s'** App or website to include new feature called **Amazons Inc. Pantry**

Current State

Overview and Summary

Amazons Inc. Inc. is the world's leading online e-commerce company. They started by selling books and now have a presence across the world selling more than 6 million items globally.

Most of the products that dominate **Amazons Inc. Inc.**'s sales are non-essential products like fashion products, electronic gadgets, mobile phones, beauty products, books and home furnishings. But **Amazons Inc. Inc.** has realized that every household will need daily essential products like cereals, snacks, beverages, cleaning products, grooming products and so on. **Amazons Inc. Inc.** is seeing a huge market globally in Daily Essential Products and wants to venture into this side of business.

Amazons Inc. Inc. decided to create a new feature known as **Amazons Inc. Pantry** which would sell daily essential products. This would be an additional enhancement in the current website/app. This would be **Amazons Inc. Inc.**'s foray into daily essential products which are regular consumption products and would lead to repeat sales every month.

Amazons Inc. Inc. has invited Business Analysts trained at Simplilearn to capture the requirements for the creating this software.

Future State

Amazons Inc. Inc. has given them the following requirements:

1. Existing system should have a new feature called *Amazons Inc. Pantry*
On clicking this feature, it would open up a new range and categories of products.
2. This feature should be at a prominent visible area of the existing website or app.
3. There should be a logical grouping of products for customers to search for daily essential items they wish to buy. The following categories should be included:
 - 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
5. Amazons Inc. Pantry should be able to show five advertisements to earn the advertising revenues. These advertisements should not be too intrusive to spoil the customer interaction with Amazons Inc. Pantry.
6. Amazons Inc. Pantry should have a feature to show certain offers that are created for customers. They have found that many customers tend to buy products under the offers laid out by them.
7. Customers should be able to add these items to their shopping cart. This cart may have items from Amazons Inc. Inc. company's nonessential products as well.
8. The software should not allow the user to place an order of an amount less than 30 USD. Individual items can be less than 30 USD but the total order price has to exceed 30 USD.
9. Free Delivery will be offered only if the total order exceeds 50 USD.
10. Currently Amazons Inc. Pantry would have a presence only in certain cities that are mentioned in the data sets.
11. In the US Market, Amazons Inc. Inc. Company has categorized cities into 4 zones based on their sales in that city. Cities falling under zone 1 have the highest sales. The sales in various zones are zone 1 > zone 2 > zone 3 > zone 4

12. Management wants certain reports at the end of the day. Please give the report formats for the following reports:

- Total sales for each day
- Total sales for each product category as mentioned in point four.
- Total sales across USA
- Total sales for each city.
- Total sales for each zone that city falls into (that is, zone 1, 2, 3, and 4)
- Identify best-selling categories
- Identify the worst-selling categories
- Total sales of each week city wise
- Identify which day of the week shows highest booking by customers

Project Task:

1. Identifying Stakeholders—Create a list of Stakeholders
2. Create As-Is and Future Process map (using flowcharts).
3. As a Business Analyst working on this project, find out the scope of the feature Amazons Inc. Inc. Pantry. Write down the main features that need to be developed.
4. Write the in-scope and out-of-scope items for this software.
5. Write out the business requirements, both functional and nonfunctional Requirements.
6. Draw wireframes or mock screens for any two of the features. Use the technique prototyping or wireframing.

Project Task: Week 1 & Week 2 (Business Analysis concepts)

a) Identifying Stakeholders

According to the **BABOK (Business Analysis Body of Knowledge)** in the **Planning and Monitoring** knowledge area, stakeholders can be grouped as:

Key Stakeholders for Amazons Inc. Inc. Pantry

	Stakeholder Role	Description
1	Customers	End-users purchasing daily essentials through Amazons Inc. Inc. Pantry.
2	Product Owner	Owns the vision and priorities for Amazons Inc. Inc. Pantry.
3	Business Analysts	Elicit, analyze, and document requirements.
4	Developers	Build the actual Amazons Inc. Inc. Pantry feature.

5	UX/UI Designers	Design intuitive and user-friendly interfaces.
6	Marketing Team	Responsible for ad content and promotional offers.
7	Sales Team	Tracks revenue and ensures business goals are met.
8	Operations/Logistics	Ensures delivery of goods in supported cities.
9	Customer Support	Handles complaints, queries, and returns.
10	Senior Management	Strategic decision-makers.
11	QA/Testers	Ensure functionality and compliance with specs.
12	Third-party Ad Providers	Supply and manage advertisement content.

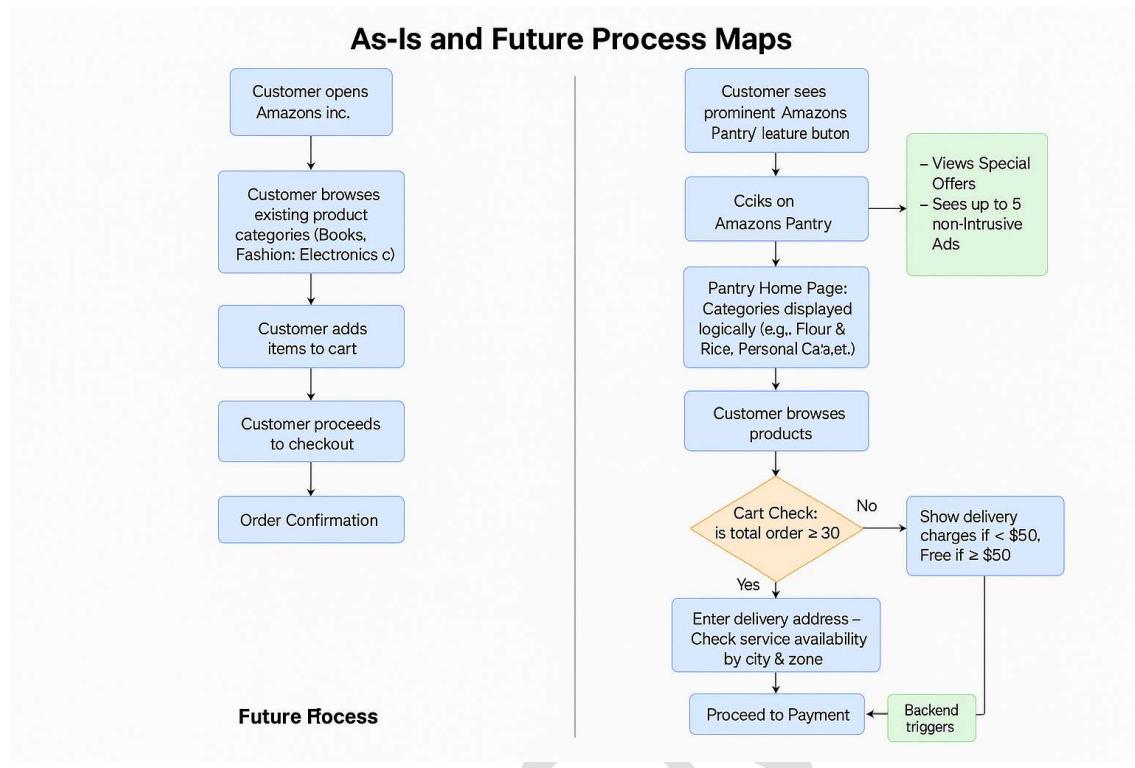
b) As-Is and Future Process Maps

As-Is and Process (Without Amazons Inc. Pantry)

1. Customer visits Amazons Inc. website/app.
2. Searches for products (mainly non-essentials).
3. Adds to cart.
4. Proceeds to checkout.
5. Order delivered.

Future Process (With Amazons Inc. Inc. Pantry)

- Customer visits Amazons Inc. Inc. website/app.
- Sees Amazons Inc. Inc. Pantry prominently displayed.
- Clicks and views categorized daily essentials.
- Adds Pantry and regular items to unified cart.
- Cart checks if value $\geq \$30$.
 - If not, prompts to add more.
- Free delivery if value $\geq \$50$.
- Selects delivery city.
 - Checks service availability.
- Proceeds to checkout.
- Order is confirmed and delivered.
- Sales data captured for analytics.



c) Scope of the Feature: Amazons Inc. Inc. Pantry

Main Features to be Developed

1. **ABC Pantry Button on Homepage/App**
 - A prominent, easy-to-spot button that leads users directly into the pantry experience.
 - Needs to feel intuitive and seamless, no hunting around.
2. **Product Catalog Grouped into 12 Specified Categories**
 - Think organized like a traditional grocery aisle, no chaos.
 - Each category clearly defined for quick browsing and smart segmentation.
3. **City Availability Checker at Checkout**
 - A real-time check to confirm if products or delivery are available in the user's city.
 - Prevents wasted orders and keeps expectations realistic.
4. **Shopping Cart Integration with Combined Items**
 - Unified cart that consolidates pantry items with other products, if any.
 - Smooth cross-category checkout, no cart issues.
5. **Minimum Order Enforcement (\$30)**
 - If the order total dips below \$30, prompt the user to add more.
 - Keeps the operation viable.
6. **Free Delivery Notification (\$50)**
 - Clear messaging on when free delivery kicks in, to nudge users toward that magic \$50.
 - Encourages bigger baskets, naturally.
7. **Ad Display (Up to 5) in Non-Intrusive Spots**

- Ads should be visible but not intrusive, hence, no or as minimal as possible pop-ups or interstitials.
 - Strategically placed to blend in while driving revenue.
- 8. Offers Section with Discount Products**
- Highlight discounted items clearly—tempting and easy to spot.
 - Seasonal or flash deals can live here.
- 9. Sales Reporting Module**
- Granular reports by city, category, day, and other useful breakdowns.
 - Data-driven insights to spot trends, demand spikes, and inventory needs.
-

d) In-Scope and Out-of-Scope Items

In-Scope

- Display of essential product categories.
- Unified shopping cart integration.
- Minimum order logic & delivery threshold.
- Offers and advertisement integration.
- Reporting dashboards as per business request.
- Restricting availability to certain cities.
- UI enhancements for Amazon's Inc. Inc. Pantry.

Out-of-Scope

- Delivery logistics overhaul.
- Changes to third-party ad systems.
- Integration with external vendors' inventory.
- International expansion (currently limited to US cities).
- Mobile app redesign (except Pantry section).

Scope Category	Description
In-Scope	
ABC Pantry Interface Integration	Add Pantry section to the homepage/app prominently.
Essential Product Category Display	Logical display of 12 categories (e.g., Flour, Pulses, Snacks, etc.).
Unified Shopping Cart Functionality	Combine Pantry and non-Pantry items in a single cart.
Order Validation Logic	Block orders below \$30 and enable free delivery for orders above \$50.
Offers and Promotions Display	Highlight promotional deals within the Pantry interface.
Advertisement Integration	Display up to five non-intrusive ads within Pantry pages.
Geographic Availability Enforcement	Show/enable Pantry only in pre-approved U.S. cities.
Sales Reporting and Analytics	Dashboards for sales by city, zone, category, and trends.

UI/UX Enhancements (Pantry Only)	Improve layout, navigation, and usability of Pantry interface.
Out-of-Scope	
Logistics or Delivery Infrastructure Changes	No updates to backend logistics/delivery systems.
Advertisement Backend Management	No changes to ad serving platforms or third-party ad systems.
External Vendor Inventory Integration	No syncing with third-party supplier inventories.
International Expansion	Pantry feature limited to U.S. cities only.
Full Mobile App Redesign	UI updates are limited to Amazons Inc. Inc. Pantry; no app-wide redesign.

e) Business Requirements

Functional Requirements

- Users can view categorized daily essentials.
- Users can add both essential and non-essential products to cart.
- Order cannot be placed if total < \$30.
- Free delivery applies only if total ≥ \$50.
- Show offers on select products.
- Show up to 5 non-intrusive ads.
- Display pantry availability by city.
- Generate daily/weekly/monthly sales reports.

Non-Functional Requirements

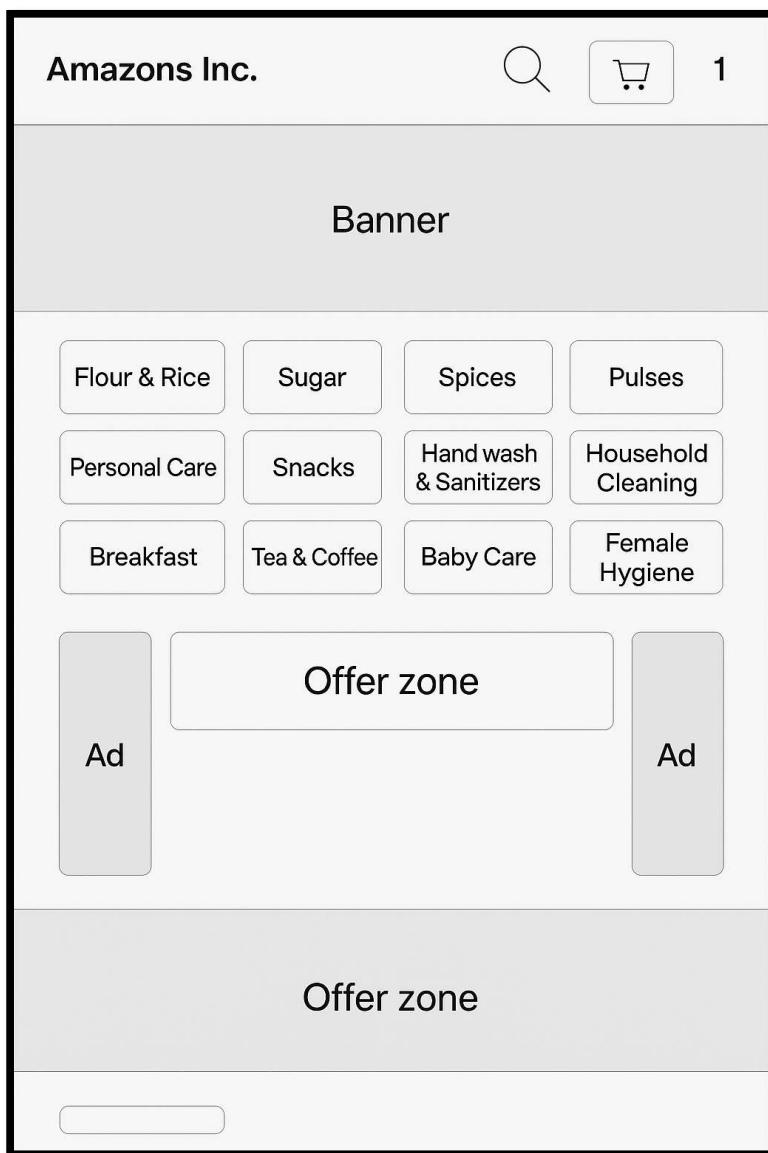
- The Pantry page should load within 3 seconds.
- System should support 10,000 concurrent users.
- Ad display should not affect page responsiveness.
- Reports should be exportable in CSV and PDF formats.
- System uptime of 99.9% required.

f) Wireframes / Mock Screens

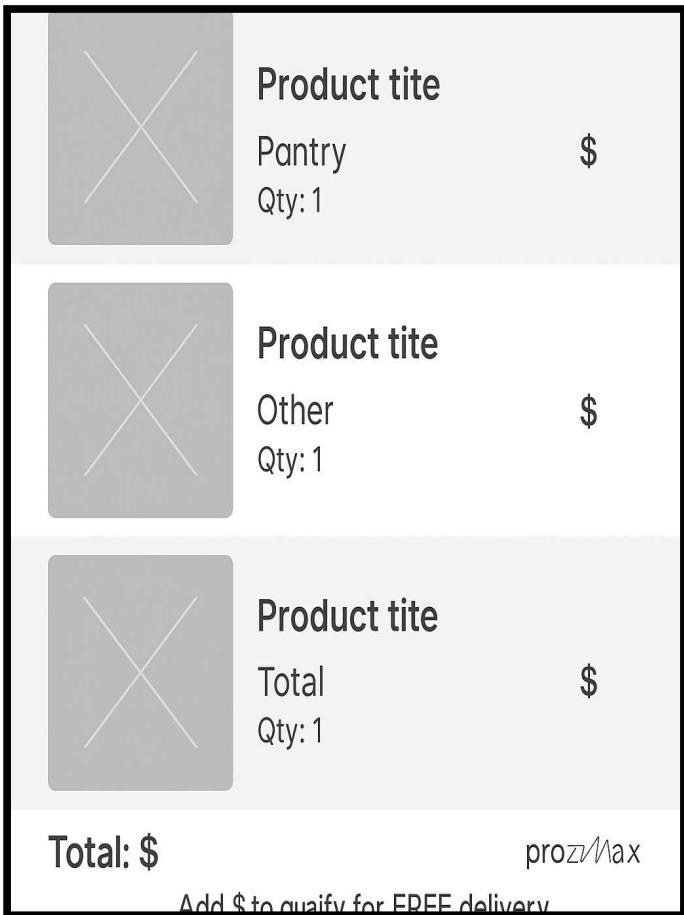
Suggested Wireframes:

1. **Amazons Inc. Inc. Pantry Homepage Section**
 - Banner
 - 12 product categories
 - Offer zone
 - Cart icon
 - Search bar
 - Ad placements
2. **Shopping Cart Page**
 - List of added items (Pantry + Others)

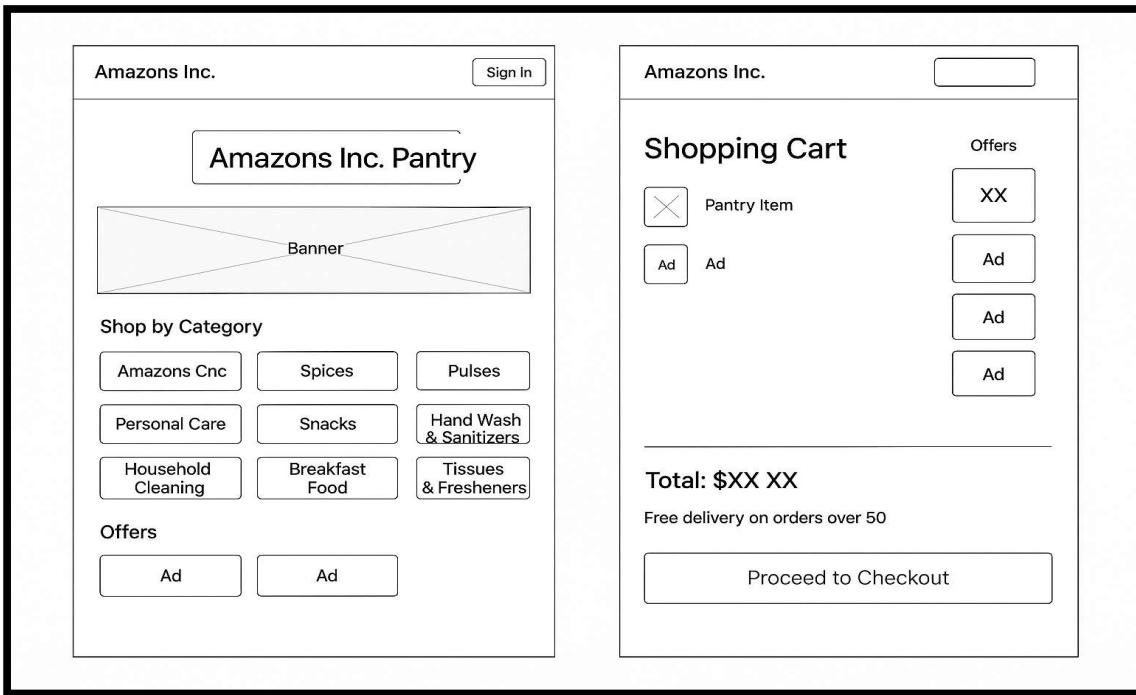
- Total price
- Free delivery eligibility prompt
- Minimum order validation
- Checkout button



Amazons Inc. Inc. Pantry Homepage Section



Shopping Cart Page



Project Task: Week 3 (Agile scrum concepts)

- Make a product backlog of user stories for the given case study. User Stories should be in the format of As a <type of user>, I want <goal> so that <reason>
- For each story, write the acceptance criteria.

Product Backlog – User Stories

1. Epic: ABC Pantry Access and Visibility

Story:

As a customer, I want to access ABC Pantry from the homepage so that I can easily find and purchase daily essential items.

Acceptance Criteria:

- ✓ ABC Pantry icon/button is prominently visible on the homepage.
- ✓ Clicking the icon redirects the user to the ABC Pantry section.

2. Epic: Product Categories Display

Story:

As a customer, I want daily essential products to be logically grouped into categories so that I can easily browse and find what I need.

Acceptance Criteria:

- ✓ Categories include: Flour & Rice, Spices, Pulses, Personal Care, Snacks, etc. (12 total as specified).
- ✓ Each category displays relevant products.
- ✓ Search and filter functions work within and across categories.

3. Epic: Advertising Integration

Story:

As a marketing manager, I want to display up to five ads on ABC Pantry so that we can generate ad revenue without disturbing the user experience.

Acceptance Criteria:

- ✓ Up to five ad slots are available on the ABC Pantry page.
 - ✓ Ads are placed non-intrusively (e.g., sidebar, banner).
 - ✓ Ads do not interfere with product browsing or checkout.
-

4. Epic: Promotional Offers Display

Story:

As a customer, I want to view special offers in ABC Pantry so that I can take advantage of discounts and deals.

Acceptance Criteria:

- ✓ Offer section exists and is updated with current promotions.
 - ✓ Users can add offer items directly to the cart.
-

5. Epic: Shopping Cart Integration

Story:

As a customer, I want to add both essential and non-essential products to a single shopping cart so that I can place one combined order.

Acceptance Criteria:

- ✓ Cart supports items from both ABC Pantry and regular ABC inventory.
 - ✓ Cart displays item source (Pantry vs. Non-Pantry).
 - ✓ Checkout processes both item types together.
-

6. Epic: Minimum Order Restriction

Story:

As a customer, I want to be notified if my order is below \$30 so that I know I must add more items before checking out.

Acceptance Criteria:

- ✓ System checks total order value.
 - ✓ If value < \$30, user receives a message and cannot proceed.
 - ✓ Message clearly states the requirement.
-

7. Epic: Free Delivery Threshold

Story:

As a customer, I want to know if my order qualifies for free delivery so that I can decide whether to add more items to save on delivery charges.

Acceptance Criteria:

- ✓ Free delivery eligibility shown in the cart summary.
- ✓ Banner/prompt when order value exceeds \$50.

8. Epic: City-Based Availability

Story:

As a customer, I want to know if ABC Pantry is available in my city so that I don't waste time browsing unavailable services.

Acceptance Criteria:

- ✓ City-based availability checks on entering delivery address.
 - ✓ Unavailable cities show a friendly message or disable the pantry option.
-

9. Epic: Zone Classification Reporting

Story:

As an operations analyst, I want sales to be categorized by zone (1 to 4) so that I can analyze regional performance.

Acceptance Criteria:

- ✓ Sales reports include zone-wise breakdown.
 - ✓ Each city is mapped to a correct zone.
 - ✓ Reports are exportable (CSV/PDF).
-

10. Epic: Daily & Weekly Sales Reporting

Story:

As a business manager, I want daily, weekly, and category-based sales reports so that I can monitor performance and plan inventory.

Acceptance Criteria:

- ✓ Reports available for:
 - Daily total sales
 - Sales by category
 - Sales by city
 - Sales by zone
 - Weekly city-wise sales
 - Best- and worst-performing categories
 - Most active sales day of the week
-

Summary Table (Backlog at a Glance)

Sl.	Story	Acceptance Criteria Summary
1	Access ABC Pantry	Homepage button, link works
2	View Categories	12 categories, filters/search
3	Show Ads	Max 5 ads, non-intrusive
4	Offers Display	Offer section, add-to-cart
5	Unified Cart	Mixed items supported
6	\$30 Min Order	Restriction, user message

7	\$50 Free Delivery	Cart prompt/banner
8	City Availability	Delivery location check
9	Zone-Based Reports	Zone sales categorization
10	Sales Reports	All required reports shown/exported

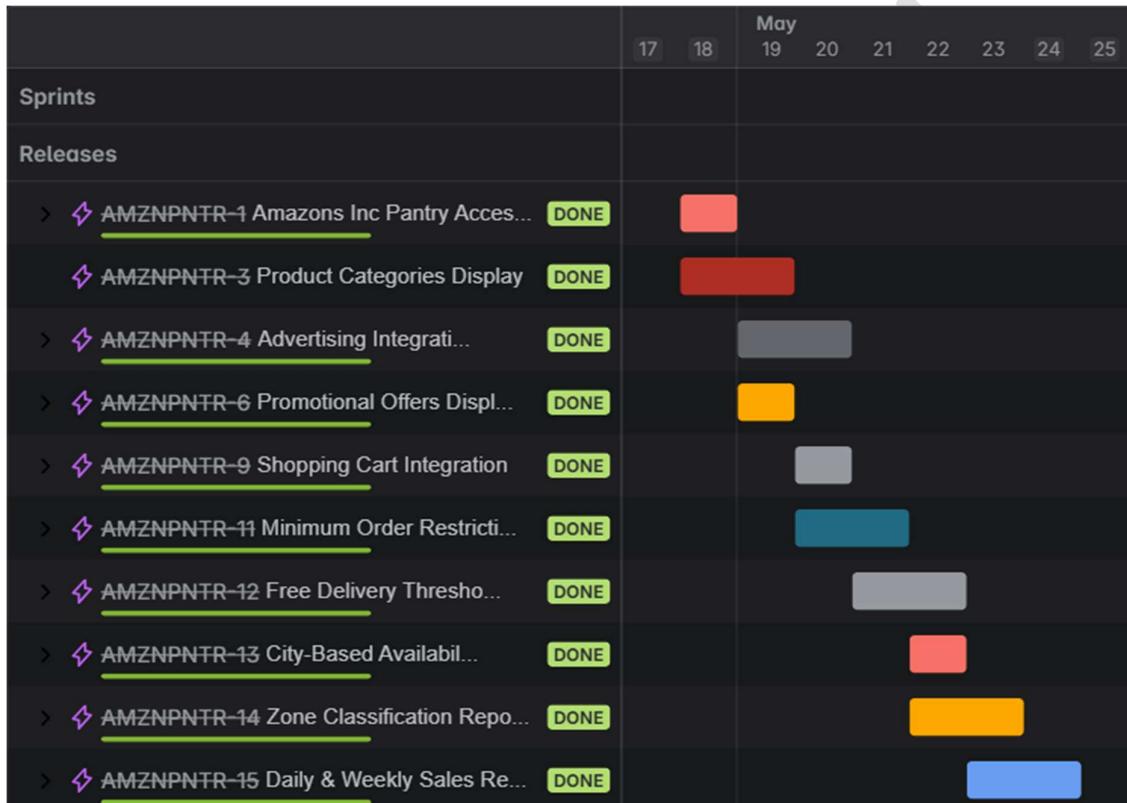
EPIC and User Stories (JIRA)

<input type="checkbox"/>	Type	Key	Summary	Status	Comments
<input type="checkbox"/>	⚡	AMZNPNTR-1	Amazons Inc Pantry Access and Visibility	DONE	Add comment
<input type="checkbox"/>	⚡	AMZNPNTR-3	Product Categories Display	DONE	Add comment
<input type="checkbox"/>	⚡	AMZNPNTR-6	Promotional Offers Display	DONE	Add comment
<input type="checkbox"/>	⚡	AMZNPNTR-4	Advertising Integration	DONE	Add comment
<input type="checkbox"/>	⚡	AMZNPNTR-9	Shopping Cart Integration	DONE	Add comment
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZNPNTR-1 ↳ AMZNPN...	As a customer, I want to access Amazons Inc Pantry from the...	DONE	Add comment
<input type="checkbox"/>	⚡	AMZNPNTR-...	Minimum Order Restriction	DONE	Add comment

<input type="checkbox"/>	Type	Key	Summary	Status
<input type="checkbox"/>	⚡	AMZNPNTR-...	Free Delivery Threshold	DONE
<input type="checkbox"/>	⚡	AMZNPNTR-...	City-Based Availability	DONE
<input type="checkbox"/>	⚡	AMZNPNTR-...	Zone Classification Reporting	DONE
<input type="checkbox"/>	⚡	AMZNPNTR-...	Daily & Weekly Sales Reporting	DONE
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZNPNTR-4 ↳ AMZNPN...	Advertising Integration	DONE
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZNPNTR-6 ↳ AMZNPN...	As a marketing manager, I want to display up to five ads on ...	DONE
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZNPNTR-9		DONE

<input type="checkbox"/>	Type	Key	Summary	Status
<input type="checkbox"/>	<input checked="" type="checkbox"/>	↳ AMZNPN...	As a marketing manager, I want to display up to five ads on ...	DONE
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZNPNTR-9 ↳ AMZNPN...	As a customer, I want to add both essential and non-essentia...	DONE
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZNPNTR-11 ↳ AMZNPN...	As a customer, I want to be notified if my order is below \$30 ...	DONE
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZNPNTR-12 ↳ AMZNPN...	As a customer, I want to know if my order qualifies for free d...	DONE
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZNPNTR-14 ↳ AMZNPN...	As an operations analyst, I want sales to be categorized by z...	DONE
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZNPNTR-15 ↳ AMZNPN...	As a business manager, I want daily, weekly, and category-ba...	DONE
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AMZNPNTR-13 ↳ AMZNPN...	As a customer, I want to know if ABC Pantry is available in m...	DONE

Project Timeline (Week based)



Project Task: Week 4 (Tableau concepts)

		Sales for Chicago for last six months					
Product Categories	Product Code	January	February	March	April	May	June
Flour and rice	FR	18,225	15,184	98,984	1,500	71,111	7,889

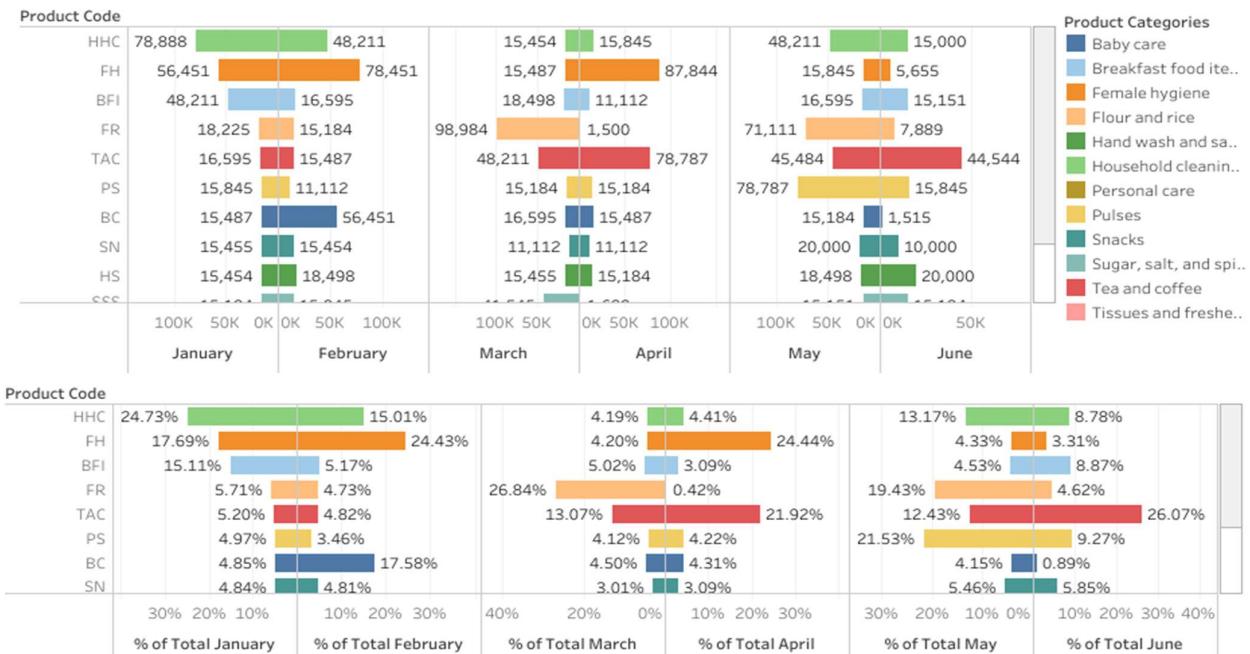
Sugar, salt, and spices	SSS	15,184	15,845	41,545	1,622	15,151	15,184
Pulses	PS	15,845	11,112	15,184	15,184	78,787	15,845
Personal care	PC	11,112	15,455	15,845	15,845	10,000	11,112
Snacks	SN	15,455	15,454	11,112	11,112	20,000	10,000
Hand wash and sanitizers	HS	15,454	18,498	15,455	15,184	18,498	20,000
Household cleaning essentials	HHC	78,888	48,211	15,454	15,845	48,211	15,000
Breakfast food items	BFI	48,211	16,595	18,498	11,112	16,595	15,151
Tea and coffee	TAC	16,595	15,487	48,211	78,787	45,484	44,544
Baby care	BC	15,487	56,451	16,595	15,487	15,184	1,515
Female hygiene	FH	56,451	78,451	15,487	87,844	15,845	5,655
Tissues and fresheners	TAF	12,121	14,414	56,451	89,894	11,112	8,985

Q1

Create a dashboard for senior management for Chicago to view sales of personal care products for the last 6 months. Make assumptions as appropriate and create the dashboard using your own mock data. For any missing data make your assumptions to create mock data. Write down the assumptions as well.

Q2

Create a dashboard to show Senior Management for Chicago to view sales of breakfast products for the last six months. Make assumptions as appropriate and create the dashboard using your own mock data. For any missing data make your assumptions to create mock data. Write down the assumptions as well.

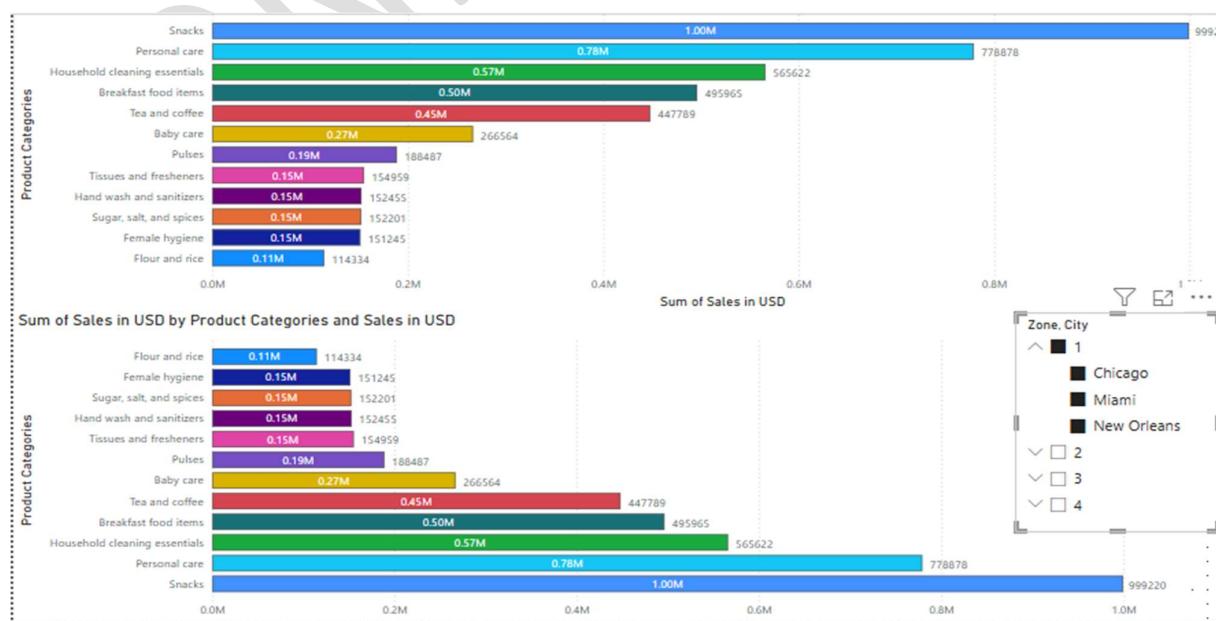


Project Task: Excel

Question 1:

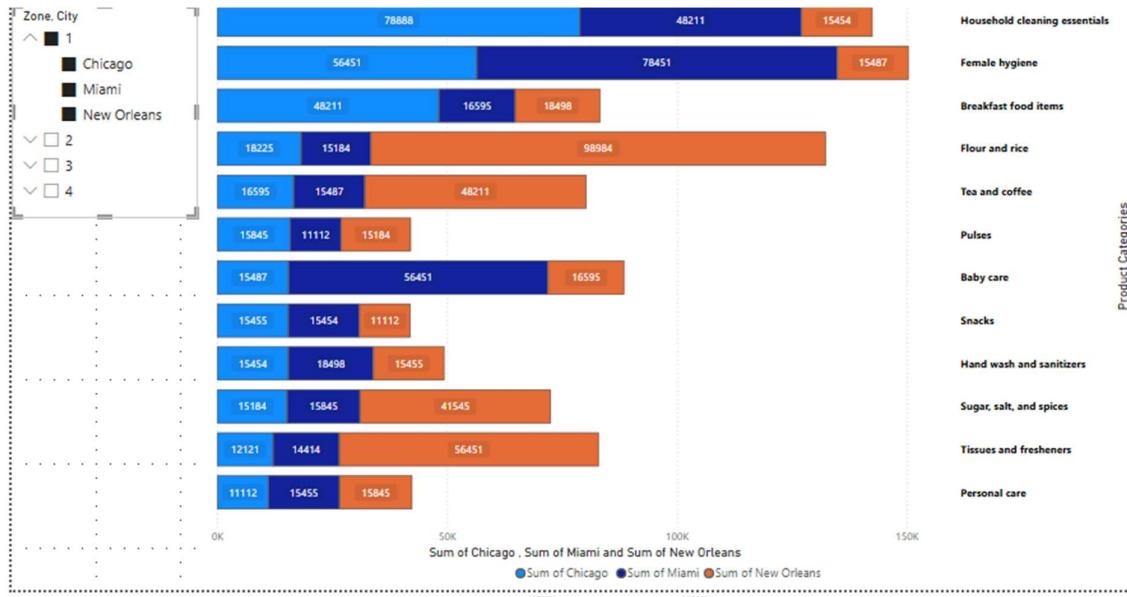
A. Create a bar graph showing the sales. Label the chart correctly so that senior management gets a clear report of sales.

B. Arrange the data above in excel in ascending and descending order.



Question 2:

- A. Create bar graphs of sales for zone 1 cities
- B. Find total sales across all cities



Sum of Chicago	319028
Sum of Miami	321157
Sum of New Orleans	368821
Sum of New York	232935
Sum of Seattle	201236
Sum of Washington	89847
Sum of Kansas City	172346
Sum of San Jose	170880
Sum of Dallas	238091
Sum of Phoenix	244740
Sum of Jersey City	179104
Sum of Madison	104931

Question 3:

- A. Using VLOOKUP for product code HS, find sales in Phoenix
- B. Using VLOOKUP for product code FR, find sales in Dallas

States	Product Code	Vlookup	
Dallas	FR	=VLOOKUP(B16, A2:N13,9,1)	7,895.00
Phoenix	HS	=VLOOKUP(B17, A2:N13,12,1)	20,000.00

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