

1. Project Title

Market Sales Performance Dashboard

2. Project Objective

The objective of this project is to analyze market sales data to identify key performance trends, top-selling products, category-level performance, and regional sales distribution. The dashboard will help stakeholders make data-driven decisions and improve business performance.

3. Business Problem / Opportunity

Currently, the business does not have a centralized dashboard to understand sales performance across categories or regions. Stakeholders cannot quickly identify which products are performing well, which regions need attention, or how revenue trends vary month to month.

This project presents an opportunity to transform raw sales data into clear insights, KPIs, and actionable recommendations through interactive dashboards.

4. Target Audience

- Sales Managers
- Business Analysts
- Senior Management
- Strategy & Operations Teams
- Marketing Teams

These users will rely on the dashboard for performance monitoring and strategic planning.

5. Scope

Included:

- Data cleaning & preprocessing.
- KPI creation (Revenue, Quantity, Category Sales, Region Sales, etc.)
- Trend analysis (monthly/yearly performance)
- Category-wise and product-wise insights

- Region-wise comparison
- Interactive Power BI dashboard
- Insights & Recommendations report
- Documentation (BRD, FRD, Data Dictionary)

Excluded:

- Predictive modeling (forecasting)
- Customer segmentation (unless data is available)
- Profit margin analysis (cost data not provided)
- Automated scheduled refresh setup

6. Data Source(s)

Dataset Name:Variety-wise Daily Market Prices Data of Commodity(Kerala-KNR)

Location: Data.gov.in

Format: CSV

Type: Transactional sales records

Columns include:

- State
- District
- Market
- Commodity
- Variety
- Grade
- Arrival Date
- Min Price
- Max Price
- Modal Price
- Commodity Code

Data Size: 10.6mb(11 Columns, 1,47,209 Rows)

7. Key Metrics / KPIs

- **Total Revenue**
- **Total Quantity Sold**
- **Average Order Value (AOV)**
- **Sales by Category**

- **Sales by Region**
- **Sales Trend (Monthly/Yearly)**
- **Top 10 Products by Sales**
- **Category Contribution %**

8. Deliverables

- Cleaned Dataset (Data/cleaned/)
- Column-wise Assessment Report (Data/assessment/)
- Business Requirements Document (BRD)
- Functional Requirements Document (FRD)
- DAX Measures File (Scripts/DAX_Measures.txt)
- Dashboard Mockup (Visuals/)
- Power BI Dashboard (PowerBI/)
- Final Insights & Recommendations Report (Reports/Final_Report.pdf)
- README.md for GitHub

9. Timeline / Milestones (5-Day Plan)

Day 1 Data understanding, initial cleaning, assessment

Day 2 Create KPIs, prepare data model, define measures

Day 3 Build dashboard mockups & layout

Day 4 Develop full Power BI dashboard

Day 5 Final report, refinements, documentation, GitHub upload

10. Notes / Assumptions

- Dataset is assumed to be complete and accurate for analysis.
- No cost or profit data is provided; hence profit KPI is excluded.
- Product names, categories, and regions are assumed consistent.
- Dashboard will be created in **Power BI** unless specified otherwise.
- The user may upload cleaned data or request additional transformations.