

User Requirements Document (URD) for Perfume E-Commerce Sales Analysis

Objective

To analyze the sales, stock, and geographical distribution of perfumes for men and women, using data from an e-commerce platform. The insights will be visualized in a Power BI dashboard to identify trends, high-performing brands, and sales patterns to inform business decisions.

Scope of the Project

1. Data Integration and Processing

- Combine men's and women's perfume datasets.
- Perform data cleaning:
- Remove duplicates.
- Ensure accurate datatypes for analysis.
- Use SQL for advanced data manipulation and queries.

2. Visualization

Create a dynamic Power BI dashboard featuring:

- Sales by brand and gender.
- Stock status (available vs. sold-out items).
- Sales by geographical location.
- Average prices for men's and women's perfumes.
- Best and poorly performing brands.

3. Features

- Slicers for gender (men/women) to enable focused analysis.
- Highlights for top-performing and low-performing brands.
- Pie charts for stock visualization.

Functional Requirements

1. Dashboard Design

- Display clear KPIs: Total Revenue, Total Sold Units, and Available Stock.
- Include separate analyses for men's and women's perfumes.
- Provide geographical sales insights to identify top-selling locations.

2. Interactivity

- Enable toggling between men's and women's data.
- Allow users to filter by brand or stock status for deeper analysis.

Key Metrics

- **Revenue:** Total sales revenue for men's and women's perfumes.
- **Sales:** Units sold per brand and category.
- **Stock:** Remaining vs. sold-out items.
- **Geographical Sales Distribution:** Key sales regions for targeted marketing.

Expected Outcome

- A comprehensive dashboard showcasing sales trends, brand performance, and stock availability for men's and women's perfumes. The insights will help stakeholders make informed decisions to optimize inventory, improve marketing strategies, and drive profitability.