

Functional Requirements Document (FRD)

Project Title: Superstore Sales Analytics Dashboard

1. Project Objective

To design and develop a fully interactive Power BI dashboard that analyzes sales trends, customer behavior, and product performance using the Superstore dataset. The final dashboard will enhance decision-making for the sales and management team.

2. Business Problem / Opportunity

Currently, insights such as sales trends, profitability, and discount patterns are not consolidated. Reporting is manual and time consuming, limiting data-driven decision-making.

This Power BI solution offers a centralized analytics platform enabling quick and interactive analysis.

3. Target Audience

- Sales & Marketing Teams
 - Senior Management
 - Business Analysts
 - Regional Managers
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4. Scope

Included

- 3 Dashboard pages
- DAX measures
- Data Model: **1 Fact + 3 Dimensions (Date, Customer, Product)**
- Slicers, bookmarks, tooltips, drill-through
- Export-ready dashboard

Out of Scope

- Forecasting / ML
 - External multiple datasets
 - Live streaming or automatic refresh
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5. Data Source(s)

Table Name	Description
FactSales (~9994 rows)	Order Date, Ship Date, Customer ID, Region, Sales, Profit, Discount, Quantity
Dim_Date	Generated date table
Dim_Product	Product ID, Product Name, Category, Sub-Category
Dim_Customer	Customer details including segment and region

6. Key Metrics / KPIs

1. Total Sales
2. Total Quantity Sold
3. Total Profit
4. Profit Margin %
5. Average Order Value (AOV)
6. Top Products
7. Sales by Category

8. Sales by Segment
 9. Sales by Region
 10. Delivery Time (Ship Time)
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7. Deliverables

- Power BI Dashboard (3 pages)
 - BRD & FRD
 - Data Model diagram
 - Dashboard Wireframes
 - Final PDF Report
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8. Timeline / Milestones

Day	Task
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Day 1	Data assessment & cleaning
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Day 2	Data modeling + DAX
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Day 3	Page 1: Overview
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Day 4	Page 2: Sales & Profit
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Day 5	Page 3: Customer & Product Insights + Formatting, Bookmarks, Tooltips
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9. Notes / Assumptions

- Dataset remains static and does not auto-refresh.
- All metrics adhere to standard business logic.
- All results validated using original dataset.