

# Functional Requirements Document (FRD)

**Project Title:** Superstore Sales Analytics Dashboard

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## 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.

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## 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.

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## 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

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## 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.