

Functional Requirements Document (FRD)

Project Title: Superstore Sales Analytics Dashboard

1. Dashboard Pages & Functions

Page	Functional Requirement
Executive Summary	Show KPIs + filters for Category, Segment, Year; display Sales by Region, Trend Over Years, and Sales by category
Sales & Profit Insights	Display Sales by Sub-Category, Profit Margin by Category & Segment, and Loss-Making Products
Customer & Product Insights	Display Total Customers, Top 10 Customers, Top 10 Products, and Sales by Segment

2. Filters / Slicers Required

- **Category** (Furniture, Office Supplies, Technology)
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- **Segment** (Consumer, Corporate, Home Office)
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- **Year** (2014, 2015, 2016, 2017)
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- **Region** (West, East, Central, South)
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3. Calculated Measures Required

Measure	Purpose
Total Sales	Sum of Sales
Total Profit	Sum of Profit
Profit Margin %	$\text{Profit} \div \text{Sales}$
Average Order Value	$\text{Total Sales} \div \text{Order Count}$
Top Customer Contribution %	% contribution of highest spending customer
Top Product Contribution %	% contribution of highest selling product

4. Visual Requirements

Visual	Display Requirement
Cards	KPIs (Sales, Profit, Profit Margin, Order Count, AOV, Total Customers)
Pie Chart	Sales by Region / Sales by Segment
Line Chart	Sales trend over years
Bar Chart	Sales by Category / Sales by Sub-Category
Table	Loss-making products
Bar Chart	Top 10 Customers & Top 10 Products

5. Non-Functional Requirements

Requirement	Description
Performance	Dashboard should refresh within 10 seconds with full dataset
Usability	Clean UI, readable visuals, intuitive filters
Accuracy	DAX measures should correctly match dataset
Security	Only authorized team should have access (if shared online)

6. Assumptions

- Historical data (2014–2017) is complete and accurate
- Data source is static and not updated daily
- Business definitions of KPIs are approved and constant

7. Acceptance Criteria

- ✓ Dashboard shows correct metrics and trends
- ✓ All filters provide dynamic interaction across visuals
- ✓ Loss-making products list is accurate
- ✓ Top customers and products match sales amounts