Amazon Pantry

Simplilearn Business Analyst Capstone Certification Project

Project Submitted by: Ankita Kala & Date of Submission: 08/10/2025

ABC Company is the world's leading online e-commerce company. They started by selling books and now have a presence worldwide, selling more than 6 million items globally.

Most of the products that dominate ABC Company's sales are non-essential products like fashion products, electronic gadgets, mobile phones, beauty products, books, and home furnishings. But ABC Company has realised that every household will need daily essential products like cereals, snacks, beverages, cleaning products, grooming products, and so on. ABC Company is seeing a huge market globally in Daily Essential Products and wants to venture into this side of the business.

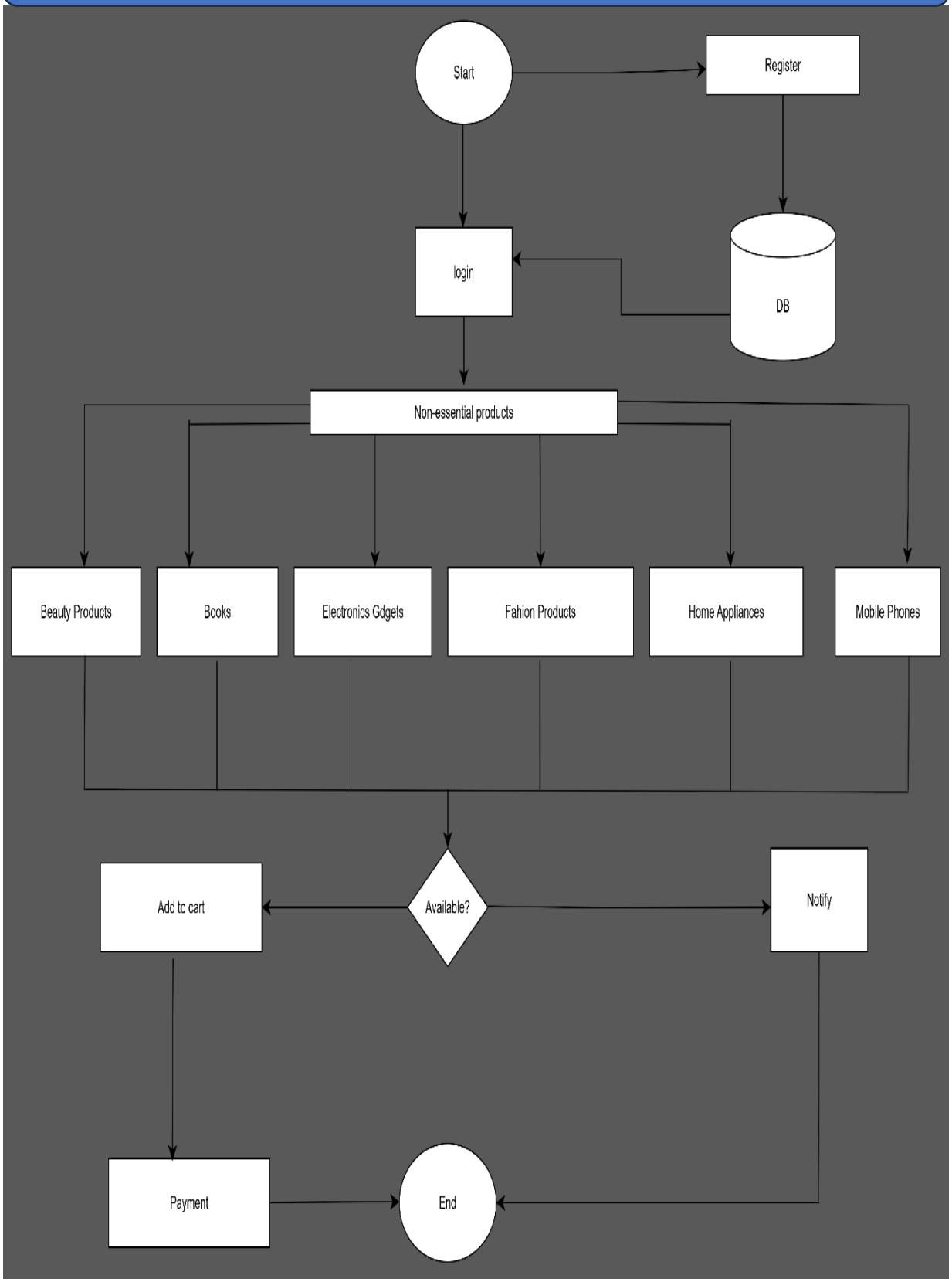
ABC Company decided to create a new feature called ABC Pantry, which would sell daily essentials. This would be an additional enhancement in the current website/app. This would be ABC Company's foray into daily essential products, which are regularly consumed products and would lead to repeat sales every month.

ABC Company has invited Business Analysts trained at Simplilearn to capture the requirements for creating this software.

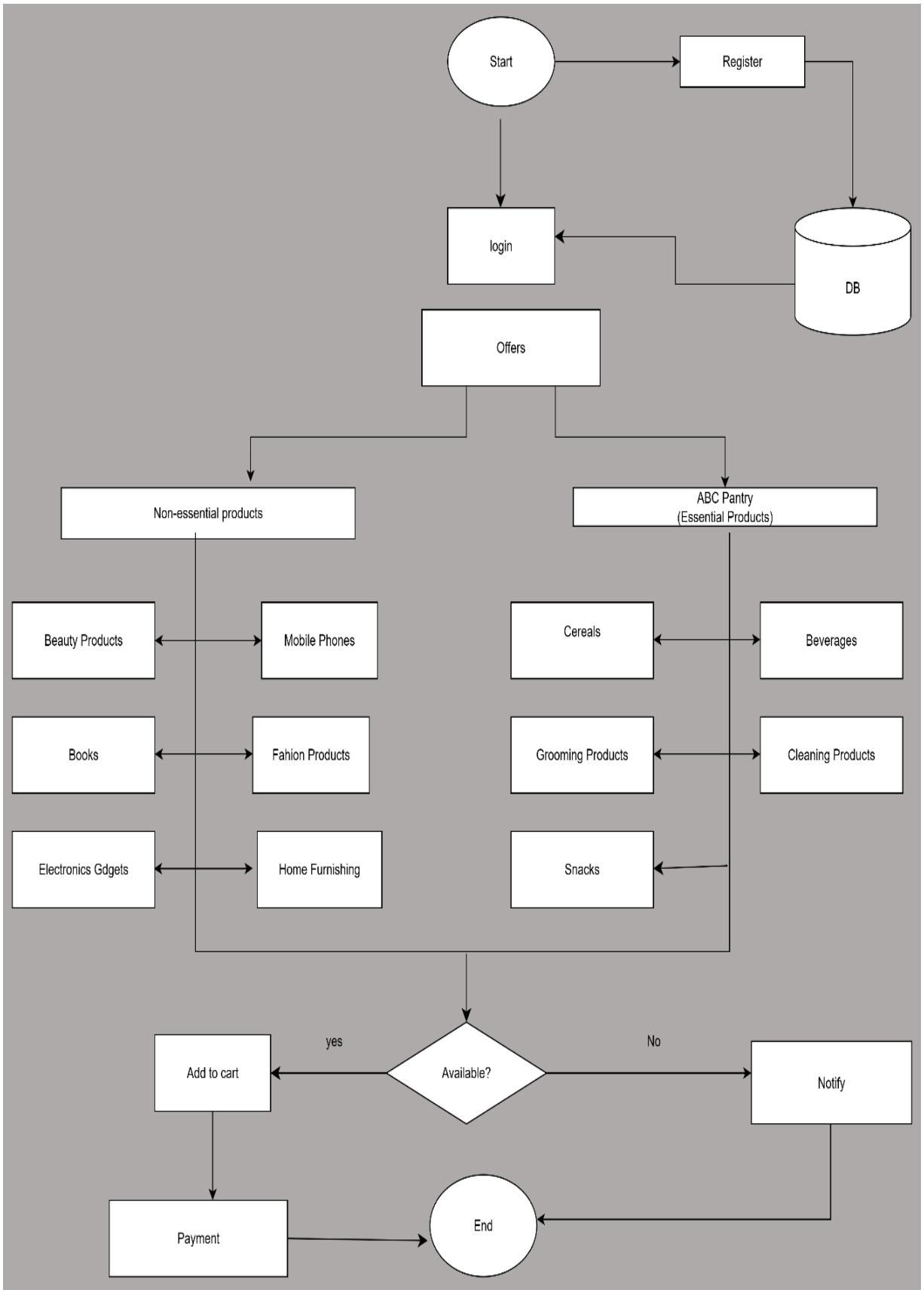
Identify Stakeholders

Stakeholder	What is possible with the newly developed software/platform?
Customer	Register and log in to the system. Browse through the various categories of essential and non-essential items. Check out advertisements and special offers. Choose an item. Add the items to the cart. View the total amount in the shopping cart. Select your preferred payment method.
Delivery Partner	Check the list of delivery orders for the targeted location. Must be aware of the newly added features to comprehend delivery schedules, routes, and any special handling guidelines for pantry products. If required, verify with an OTP. Deliver packages to the appropriate customers. After delivery, close the order.
Business Analyst	Identify the problem and find an effective solution. Ensure that all requirements have been met and that all parties have communicated properly.
Tester	The test will be performed before deployment. The tester will conduct a Quality Analysis to guarantee that the product is ready for release and will identify any bugs or issues.
Domain SME	The Domain SME will oversee the application/website development, modelling, and testing to ensure they are in line with the client's standards/requirements.
Operational/IT Support	The team will provide necessary assistance in handling various operational tasks, such as department coordination and managing calendars to ensure job completion on time.
ABC Management	View reports at the end of each day. Track the monthly revenue and sales. Pay attention to client feedback and satisfaction levels.
Pantry Manager	Check to see if the order placed has been provided to the delivery executive. Ensure that the Delivery Executive closes the orders after they have been successfully delivered. For the pantry to run smoothly, make sure to inspect the inventory and request any shortages or upcoming needs. Update and modify the list.
Pantry associates	Add the items to the cart in accordance with the order ID and ensure that it is ready on time, considering the delivery time (SLA). Inform or update the order as the package is picked up for delivery.

AS IS PROCESS MAP



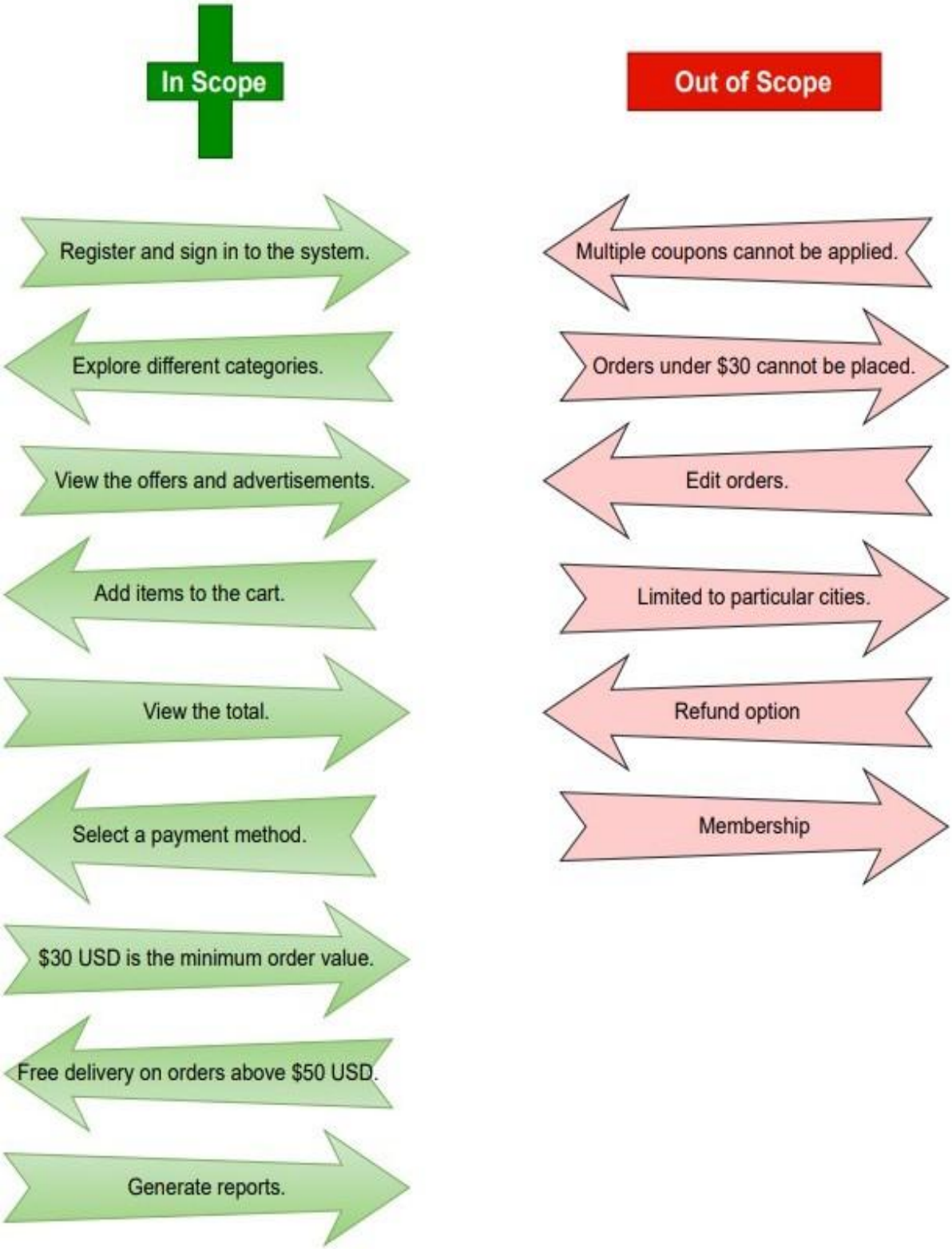
Future Process MAP



The Scope of the features of ABC Pantry

For simple visibility, make ABC Pantry a standout feature on the website and app.
Implement product categorisation.
Create a simple navigation system that will allow customers to explore and search for products in these categories with ease.
Allow customers to add ABC Pantry items to their existing shopping cart, which can include both essential and non-essential items.
Email customers with advertisements and offers.
Establish a validation rule to guarantee that the order total is at least $30 USD.
Develop a logic to offer free shipping on orders over $50 USD.
Include a cancel button for orders.
Ensure that ABC Pantry's products are only available in certain cities.
Create a report with total sales for each day.
Find out which day of the week has the most sales.
Determine the top-performing and failing product categories.

In scope and out of scope



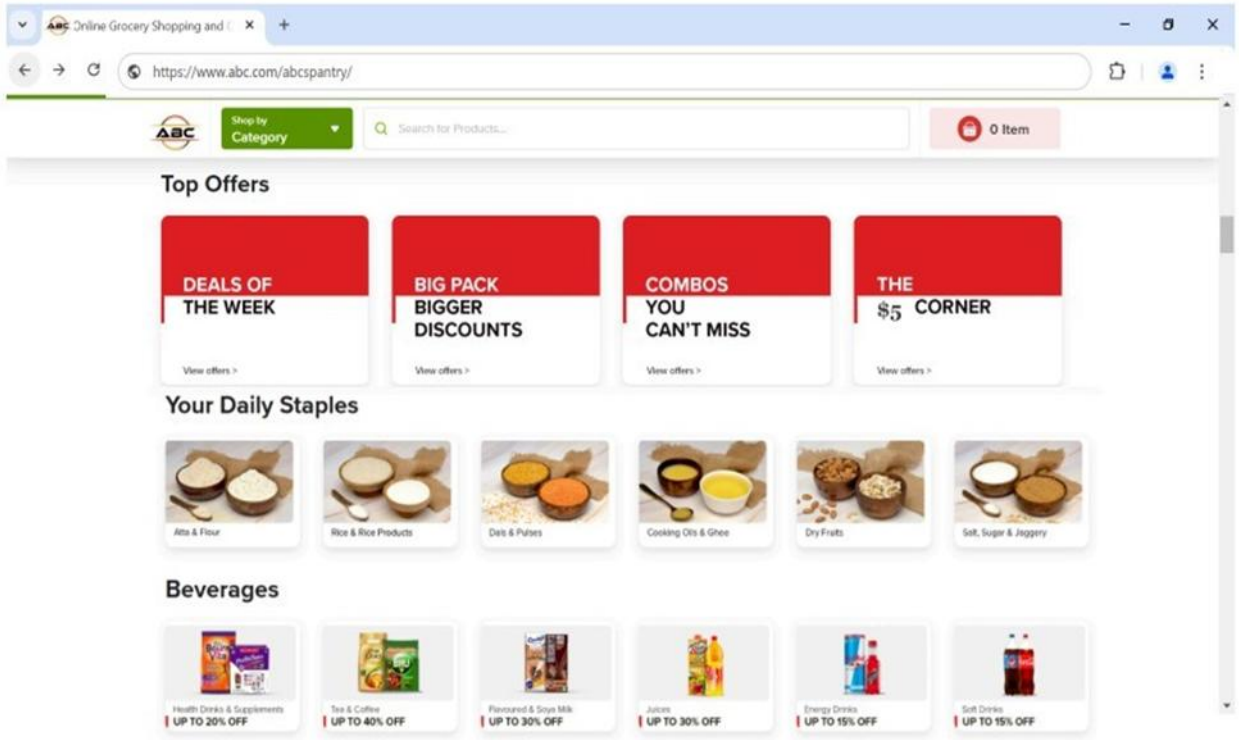
Functional Requirements

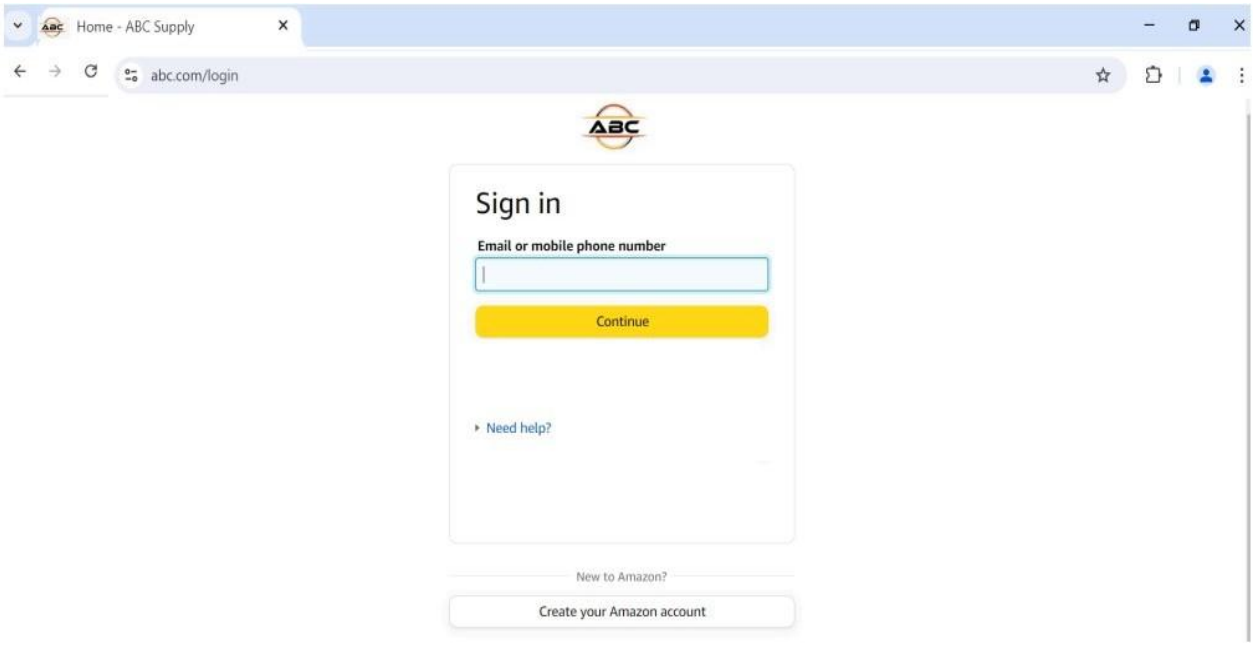
User Login/Sign Up.
The system should keep records of different categories of items.
System displaying new feature: "ABC Pantry".
The system should have a logical grouping of items.
The system should display five advertisements.
The system should have a feature to display offers/coupons.
The user can add items to the cart.
The system is not allowing users to place orders below $30 USD.
The system should display free delivery if the order is above $50 USD.
The system should generate the reports end of the day.
Total sales for each day.
Total sales for each product category.
Total sales for each city.
Total sales zone-wise.
Total sales across the USA.
Sales week-wise.
Highest sales days.
Identify the best and least-selling categories.
When an order is delivered, the delivery executive must see it and close the ticket.

Non-Functional Requirements

ABC Pantry should load in 3 seconds or less to ensure a pleasant user experience.
This system should also be easy, quick, and compatible with all platforms, including Android, iOS, and others.
The interface must be user-friendly, self-explanatory, and interactive.
The system must be free of all malicious behaviour, theft, and fraud, and all reports produced by the system must be accurate.
The system's performance should be quick and effective overall, taking little time.
ABC Pantry should be open around the clock with minimal downtime
System maintenance is carried out regularly.

Wireframes or mock screens





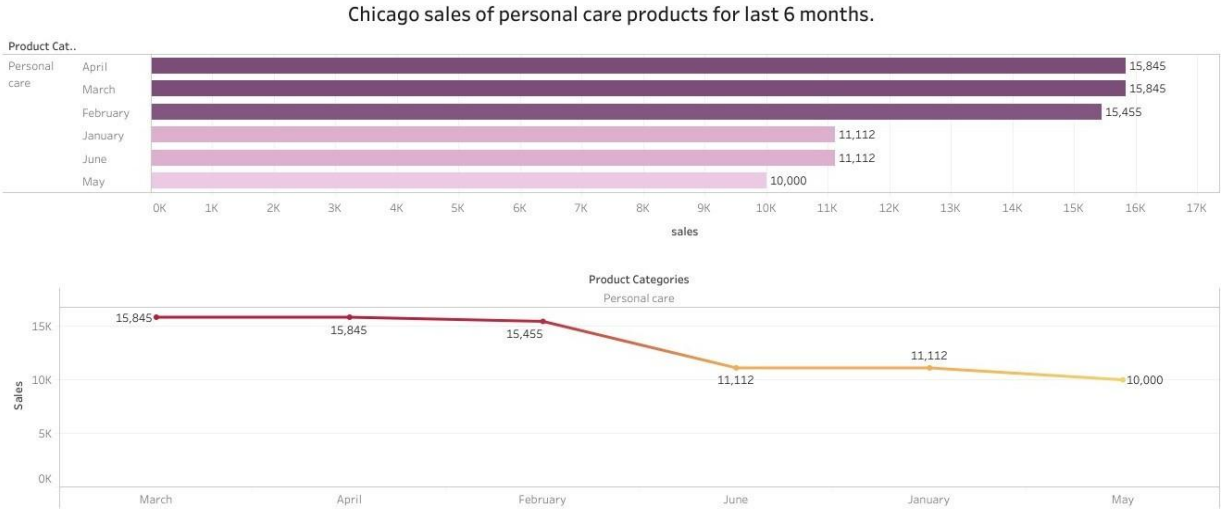
Agile Scrum Product Backlog & Acceptance Criteria

Product backlog	Acceptance criteria
As a user, I want to create an account so that I can shop using the ABC app/website	The user can access the application if they provide valid information; otherwise account cannot be created.
As a user, I want to reset my password so that I can change it if I forget.	Reset link sent via email if the user wishes to change the password or cannot remember the password.
As a user, I want to use a search option to identify specific daily essentials so that I do not have to browse through all categories.	The user can enter a specific item or enter keywords to get relevant product results.
As a user, I want to view my shopping cart so that I can check and modify my order.	The user can view the shopping cart and can edit/add/delete the items in the cart.
As a user, I want to view special offers on daily essential products so that I can benefit from discounts and promotions.	The ABC Pantry page clearly displays current offers and promotions. Offers can be added to the cart.
As a user, I want to be informed of ABC Pantry's availability in my city so that I am aware of the delivery limitations.	A message or notification is shown if ABC Pantry is unavailable to the user's city.
As a business analyst, I want to generate daily sales reports so that I can track the performance of ABC. Pantry daily.	Reports include total daily sales figures. Reports can be exported in common formats (e.g., PDF, Excel).
As a business analyst, I want to see total sales across the USA so that I can evaluate the overall market performance of ABC Pantry.	Total sales figures for the entire USA are available in the report. Data can be filtered by date range.
As a business analyst, I want to generate weekly sales reports for each city so that I can monitor sales performance over time.	Weekly sales data is available for each city. Reports can be segmented by week and include trend analysis.
As a pantry associate, I want accurate order data so that I can easily find items.	The pantry associate can view the number of items present in the order and so it will be easy to collect the items.
As a delivery partner, I want to view the orders and locations for easy delivery.	The delivery partner can view all the orders and their locations.
As management, I want sales reports so that I can view the daily sales.	The management can download the sales report as required. (e.g., day-wise report, weekly report, monthly report, custom report per requirement).
As a manager, I want to see the feedback from the customers so that I can improve sales.	The management can view the customer feedback.

Tableau

Dashboard: Chicago sales of personal care products.

Personal care product sales were highest in March and April, with the lowest in May.



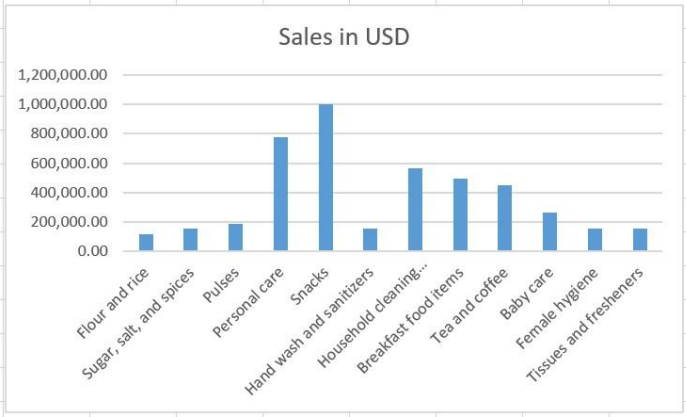
Dashboard for Chicago sales of breakfast products.

Breakfast products had the highest sales in January and the lowest in April.

Excel

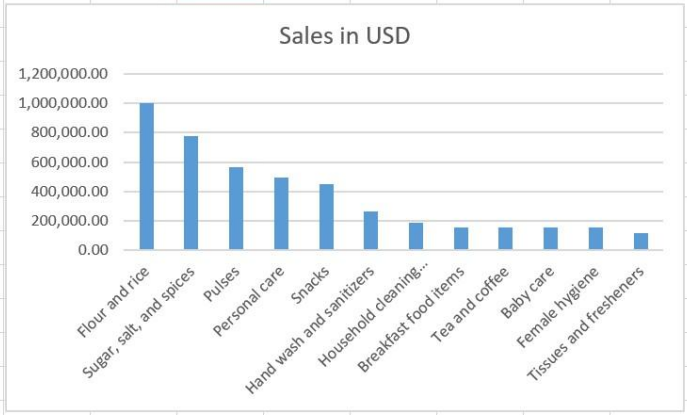
Bar graph showing the sales.

Product Categories	Sales in USD
Flour and rice	114,334.00
Sugar, salt, and spices	152,201.00
Pulses	188,487.00
Personal care	778,878.00
Snacks	999,220.00
Hand wash and sanitizers	152,455.00
Household cleaning essentials	565,622.00
Breakfast food items	495,965.00
Tea and coffee	447,789.00
Baby care	266,564.00
Female hygiene	151,245.00
Tissues and fresheners	154,959.00



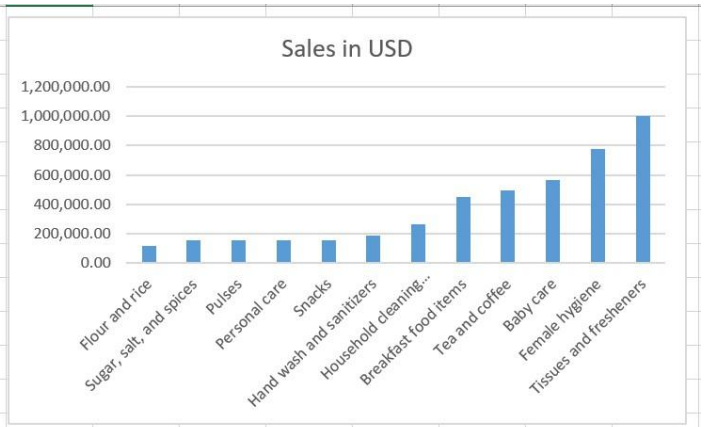
Bar graph showing the sales in descending order.

Product Categories	Sales in USD
Flour and rice	999,220.00
Sugar, salt, and spices	778,878.00
Pulses	565,622.00
Personal care	495,965.00
Snacks	447,789.00
Hand wash and sanitizers	266,564.00
Household cleaning essentials	188,487.00
Breakfast food items	154,959.00
Tea and coffee	152,455.00
Baby care	152,201.00
Female hygiene	151,245.00
Tissues and fresheners	114,334.00



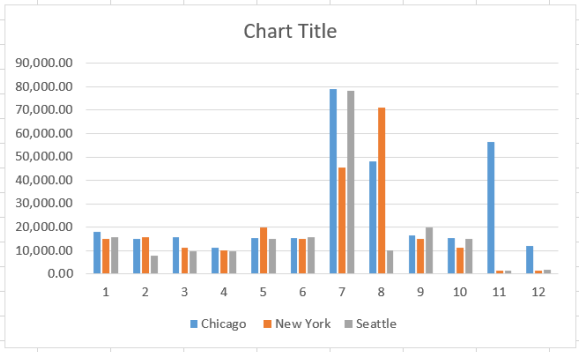
Bar graph showing the sales in ascending Order.

Product Categories	Sales in USD
Flour and rice	114,334.00
Sugar, salt, and spices	151,245.00
Pulses	152,201.00
Personal care	152,455.00
Snacks	154,959.00
Hand wash and sanitizers	188,487.00
Household cleaning essentials	266,564.00
Breakfast food items	447,789.00
Tea and coffee	495,965.00
Baby care	565,622.00
Female hygiene	778,878.00
Tissues and fresheners	999,220.00

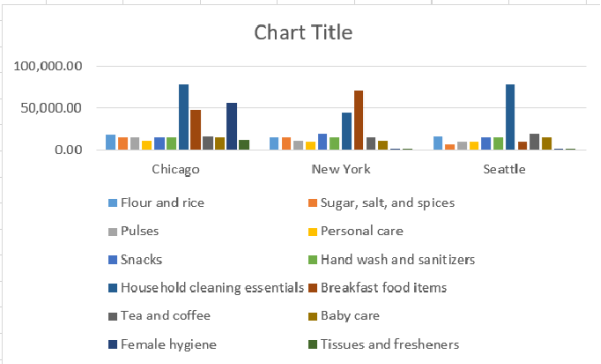


Bar graph showing sales for zone 1 cities.

	Sales Across various Cities		
Product Categories	Chicago	New York	Seattle
Flour and rice	18,225.00	15,184.00	15,899.00
Sugar, salt, and spices	15,184.00	15,845.00	7,899.00
Pulses	15,845.00	11,112.00	9,852.00
Personal care	11,112.00	10,000.00	9,624.00
Snacks	15,455.00	20,000.00	15,184.00
Hand wash and sanitizers	15,454.00	15,000.00	15,845.00
Household cleaning	78,888.00	45,454.00	78,445.00
Breakfast food items	48,211.00	71,111.00	10,000.00
Tea and coffee	16,595.00	15,151.00	20,000.00
Baby care	15,487.00	11,111.00	15,000.00
Female hygiene	56,451.00	1,452.00	1,589.00
Tissues and fresheners	12,121.00	1,515.00	1,899.00

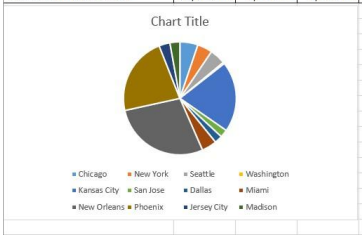


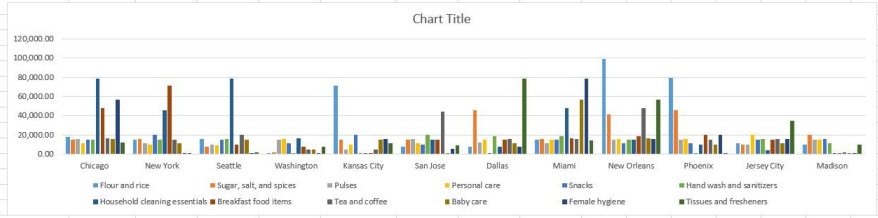
	Sales Across various Cities		
Product Categories	Chicago	New York	Seattle
Flour and rice	18,225.00	15,184.00	15,899.00
Sugar, salt, and spices	15,184.00	15,845.00	7,899.00
Pulses	15,845.00	11,112.00	9,852.00
Personal care	11,112.00	10,000.00	9,624.00
Snacks	15,455.00	20,000.00	15,184.00
Hand wash and sanitizers	15,454.00	15,000.00	15,845.00
Household cleaning	78,888.00	45,454.00	78,445.00
Breakfast food items	48,211.00	71,111.00	10,000.00
Tea and coffee	16,595.00	15,151.00	20,000.00
Baby care	15,487.00	11,111.00	15,000.00
Female hygiene	56,451.00	1,452.00	1,589.00
Tissues and fresheners	12,121.00	1,515.00	1,899.00



Total sales across all cities.

Product Categories	Chicago	New York	Seattle	Washington	Kansas City	San Jose	Dallas	Miami	New Orleans	Phoenix	Jersey	Madison
Flour and rice	18,225.00	15,184.00	15,899.00	1,500.00	71,111.00	7,889.00	7,895.00	15,184.00	98,984.00	78,999.00	11,112.00	10,000.00
Sugar, salt, and spices	15,184.00	15,845.00	7,899.00	1,622.00	15,151.00	15,184.00	45,621.00	15,845.00	41,545.00	45,545.00	10,000.00	20,000.00
Pulses	15,845.00	11,112.00	9,852.00	15,184.00	4,848.00	15,845.00	12,500.00	11,112.00	15,184.00	15,184.00	10,000.00	15,000.00
Personal care	11,112.00	10,000.00	9,624.00	15,845.00	10,000.00	11,112.00	15,242.00	15,455.00	15,845.00	15,845.00	20,000.00	15,184.00
Snacks	15,455.00	20,000.00	15,184.00	11,112.00	20,000.00	10,000.00	1,566.00	15,454.00	11,112.00	11,112.00	15,000.00	15,845.00
Hand wash and sanitizers	15,454.00	15,000.00	15,845.00	1,588.00	1,511.00	20,000.00	18,562.00	18,498.00	15,455.00	1,544.00	15,544.00	11,112.00
Household cleaning essentials	78,888.00	45,454.00	78,445.00	16,895.00	1,515.00	15,000.00	7,899.00	48,211.00	15,454.00	10,000.00	4,518.00	1,578.00
Breakfast food items	48,211.00	71,111.00	10,000.00	7,826.00	1,515.00	15,151.00	15,184.00	16,595.00	18,498.00	20,000.00	15,184.00	1,588.00
Tea and coffee	16,595.00	15,151.00	20,000.00	4,562.00	4,554.00	44,544.00	15,845.00	15,487.00	48,211.00	15,000.00	15,845.00	1,879.00
Baby care	15,487.00	11,111.00	15,000.00	4,552.00	15,184.00	1,515.00	11,112.00	56,451.00	16,595.00	10,000.00	11,112.00	1,233.00
Female hygiene	56,451.00	1,452.00	1,589.00	1,262.00	15,845.00	5,655.00	7,878.00	78,451.00	15,487.00	20,000.00	15,789.00	1,511.00
Tissues and fresheners	12,121.00	1,515.00	1,899.00	7,899.00	11,112.00	8,985.00	78,787.00	14,414.00	56,451.00	1,511.00	35,000.00	10,001.00





VLOOKUP for product code HS, sales in Phoenix

A17 =VLOOKUP(B3,B3:N14,8,FALSE)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1			Sales Across various Cities											
2	**Product Categories**	**Product Code**	Chicago	New York	Seattle	Washington	Kansas City	San Jose	Dallas	Miami	New Orleans	Phoenix	Jersey City	Madison
3	Flour and rice	FR	18,225.00	15,184.00	15,899.00	1,500.00	71,111.00	7,889.00	7,895.00	15,184.00	98,984.00	78,999.00	11,112.00	10,000.00
4	Sugar, salt, and spices	SSS	15,184.00	15,845.00	7,899.00	1,622.00	15,151.00	15,184.00	45,621.00	15,845.00	41,545.00	45,545.00	10,000.00	20,000.00
5	Pulses	PS	15,845.00	11,112.00	9,852.00	15,184.00	4,848.00	15,845.00	12,500.00	11,112.00	15,184.00	15,184.00	10,000.00	15,000.00
6	Personal care	PC	11,112.00	10,000.00	9,624.00	15,845.00	10,000.00	11,112.00	15,242.00	15,455.00	15,845.00	15,845.00	20,000.00	15,184.00
7	Snacks	SN	15,455.00	20,000.00	15,184.00	11,112.00	20,000.00	10,000.00	1,566.00	15,454.00	11,112.00	11,112.00	15,000.00	15,845.00
8	Hand wash and sanitizers	HS	15,454.00	15,000.00	15,845.00	1,588.00	1,511.00	20,000.00	18,562.00	18,498.00	15,455.00	1,544.00	15,544.00	11,112.00
9	Household cleaning essentials	HHC	78,888.00	45,454.00	78,445.00	16,895.00	1,515.00	15,000.00	7,899.00	48,211.00	15,454.00	10,000.00	4,518.00	1,578.00
10	Breakfast food items	BFI	48,211.00	71,111.00	10,000.00	7,826.00	1,515.00	15,151.00	15,184.00	16,595.00	18,498.00	20,000.00	15,184.00	1,588.00
11	Tea and coffee	TAC	16,595.00	15,151.00	20,000.00	4,562.00	4,554.00	44,544.00	15,845.00	15,487.00	48,211.00	15,000.00	15,845.00	1,879.00
12	Baby care	BC	15,487.00	11,111.00	15,000.00	4,552.00	15,184.00	1,515.00	11,112.00	56,451.00	16,595.00	10,000.00	11,112.00	1,233.00
13	Female hygiene	FH	56,451.00	1,452.00	1,589.00	1,262.00	15,845.00	5,655.00	7,878.00	78,451.00	15,487.00	20,000.00	15,789.00	1,511.00
14	Tissues and fresheners	TAF	12,121.00	1,515.00	1,899.00	7,899.00	11,112.00	8,985.00	78,787.00	14,414.00	56,451.00	1,511.00	35,000.00	10,001.00
15														
16														
17	7895													

VLOOKUP for product code FR, sales in Dallas

A17 =VLOOKUP(B8,B3:N14,11,FALSE)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1			Sales Across various Cities											
2	**Product Categories**	**Product Code**	Chicago	New York	Seattle	Washington	Kansas City	San Jose	Dallas	Miami	New Orleans	Phoenix	Jersey City	Madison
3	Flour and rice	FR	18,225.00	15,184.00	15,899.00	1,500.00	71,111.00	7,889.00	7,895.00	15,184.00	98,984.00	78,999.00	11,112.00	10,000.00
4	Sugar, salt, and spices	SSS	15,184.00	15,845.00	7,899.00	1,622.00	15,151.00	15,184.00	45,621.00	15,845.00	41,545.00	45,545.00	10,000.00	20,000.00
5	Pulses	PS	15,845.00	11,112.00	9,852.00	15,184.00	4,848.00	15,845.00	12,500.00	11,112.00	15,184.00	15,184.00	10,000.00	15,000.00
6	Personal care	PC	11,112.00	10,000.00	9,624.00	15,845.00	10,000.00	11,112.00	15,242.00	15,455.00	15,845.00	15,845.00	20,000.00	15,184.00
7	Snacks	SN	15,455.00	20,000.00	15,184.00	11,112.00	20,000.00	10,000.00	1,566.00	15,454.00	11,112.00	11,112.00	15,000.00	15,845.00
8	Hand wash and sanitizers	HS	15,454.00	15,000.00	15,845.00	1,588.00	1,511.00	20,000.00	18,562.00	18,498.00	15,455.00	1,544.00	15,544.00	11,112.00
9	Household cleaning essentials	HHC	78,888.00	45,454.00	78,445.00	16,895.00	1,515.00	15,000.00	7,899.00	48,211.00	15,454.00	10,000.00	4,518.00	1,578.00
10	Breakfast food items	BFI	48,211.00	71,111.00	10,000.00	7,826.00	1,515.00	15,151.00	15,184.00	16,595.00	18,498.00	20,000.00	15,184.00	1,588.00
11	Tea and coffee	TAC	16,595.00	15,151.00	20,000.00	4,562.00	4,554.00	44,544.00	15,845.00	15,487.00	48,211.00	15,000.00	15,845.00	1,879.00
12	Baby care	BC	15,487.00	11,111.00	15,000.00	4,552.00	15,184.00	1,515.00	11,112.00	56,451.00	16,595.00	10,000.00	11,112.00	1,233.00
13	Female hygiene	FH	56,451.00	1,452.00	1,589.00	1,262.00	15,845.00	5,655.00	7,878.00	78,451.00	15,487.00	20,000.00	15,789.00	1,511.00
14	Tissues and fresheners	TAF	12,121.00	1,515.00	1,899.00	7,899.00	11,112.00	8,985.00	78,787.00	14,414.00	56,451.00	1,511.00	35,000.00	10,001.00
15														
16														
17	1544													

THANK
YOU