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FY 2020(Q1)- 2022(Q3) Analysis

Business Requirement Document

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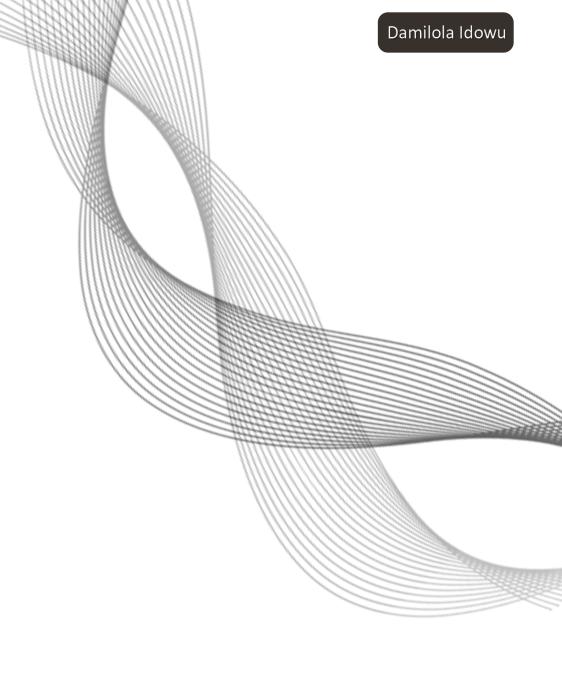Lagos, Nigeria

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EXECUTIVE SUMMARY

- The purpose of this Business Requirement Document (BRD) is to outline the requirements for a sales data analysis project that aims to improve revenue generation for TabPro Inc. The project seeks to provide actionable insights into the company's sales data, sales trend and customer behavior enabling data-driven decision-making and strategic planning.

BACKGROUND

- TabPro Inc. is a conglomerate with one of its brand positioned as a major player in the retail sale business in the USA. According to World Bank forecasts (2020), the global economy shrunk by 5.2% suggesting a decline in per capita income, as demand and supply, trade and finance were severely disrupted by the global pandemic.

- TabPro Inc. experienced fluctuations in its revenue growth in the 2020 fiscal year, and its management seeks to optimize sales strategies to drive consistent growth. To achieve this goal, the company requires a comprehensive analysis of its sales data from FY2020 to 2022, to identify trends, patterns and areas for improvement.

PROJECT OBJECTIVE

The primary goal of this project is to:

- **Improve Revenue Growth**: Analyze sales data to identify opportunities for revenue growth and optimization.

- **Enhance Sales Strategies**: Develop data-driven insights to inform sales strategies and tactics.

- **Optimize Resource Allocation**: Identify areas where resources can be optimized to maximize sales performance.

PROJECT SCOPE

- **Data Collection**: Gathering sales data from TabPro Inc. sources, including CRM systems, sales reports and customer feedback.

- **Data Analysis**: Conducting data exploration and descriptive analytics to identify trends, patterns and correlations.

- **Insight Generation**: Developing actionable insights and recommendations to improve sales strategies and tactics.

- **Reporting and Visualization**: Creating interactive and dynamic reports and visualizations to facilitate decision-making.

FUNCTIONAL REQUIREMENT

TabPro Inc. Key Requirement:

- **KPI Overview**: Display a summary of total sales, profits and quantity for the years

- **Sales trend**: Present the data for each KPI on a monthly basis for the year and identify months with the highest and lowest sales

- **Product category comparison**: Comparing sales performance by different categories for the years

DELIVERABLES

- **Comprehensive Sales Data Analysis Report**: A detailed report outlining key findings, insights and recommendations.

- **Interactive Sales Dashboard**: A dynamic and interactive dashboard providing real-time visibility into sales performance.

- **Actionable Insights and Recommendations**: A set of actionable insights and recommendations to improve sales strategies and tactics.

RESOURCES

The resources required for this project are as follows:

- Sales data

Other resources (technical) include:

- Data analysis tool: Excel, Jupyter Notebook(Python)

- Data visualization tool: Tableau

TIMELINE AND MILESTONES

We expect to complete the project within a four-week timeline in order for management and key stakeholders to deliberate business data-driven decisions for 2nd quarter(Q2) of the next year. Also important broad-strokes timeline, deadlines and major milestones will be documented in the report

- Project Kickoff: March 1, 2025

- Data Collection and Analysis: March 1, 2025-March 15, 2025

- Insight Generation and Reporting: March 16, 2025-March 30, 2025

- Final Deliverables and Project Closure: March 31, 2025

ASSUMPTIONS AND DEPENDENCIES

We assume that the company requires an in-depth analysis of their sales data to increase revenue generation from the 2nd quarter(Q2) of the following year. The project further assumes the listed dependencies:

- **Availability of Sales Data**: Access to comprehensive and accurate sales data.
- **Collaboration with Stakeholders**: Active participation and feedback from sales teams, management and other stakeholders.

GLOSSARY

Term / Abbreviation	Explanation
FY	Fiscal year
Q1	1st Quarter
Q2	2nd Quarter
Q3	3rd Quarter

REFERENCES

Context	Citation
Economic overview	World Bank Group

CONCLUSION

Comments and feedbacks are welcome from the TabPro Inc. stakeholders

Thanks