BUSINESS REQUIREMENTS DOCUMENT

E- COMMERCE SALES

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VERSION 1.0.0

15/02/2025

VERSION HISTORY				
VERSION	**APPROVED BY**	**REVISION DATE**	**DESCRIPTION OF CHANGE**	**AUTHOR**
1.0.0	Aravind	17/02/2025	First draft	Karthika

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1. EXECUTIVE SUMMARY SNAPSHOT

This document outlines the business requirements for analysing e-commerce sales data to identify customer trends, sales patterns, and revenue opportunities. The project aims to provide actionable insights to the sales and marketing teams for improved business decision-making

2. PROJECT DESCRIPTION

The e-commerce industry generates vast amounts of sales data daily. This project seeks to leverage SQL and data visualization tools like Power BI/Tableau to analyze sales performance across various dimensions, including product categories, revenue trends, and customer segments.

3. PROJECT SCOPE

IN SCOPE

- Analysis of sales trends by product categories
- Identification of top-selling products
- Revenue analysis by region and customer segments
- Monthly and yearly sales trends visualization
- Data visualization using Power BI/Tableau

OUT OF SCOPES

- Predictive modelling or AI-based forecasting
- Direct integration with e-commerce platforms
- Customer behaviour analytics beyond sales data

4. BUSINESS DRIVERS

Business Driver #1: Revenue Growth

The company aims to identify high-performing products and regions to optimize sales strategies.

Business Driver #2: Data-Driven Decision Making

Providing stakeholders with data-backed insights to improve inventory management and marketing campaigns.

Business Driver #3: Competitive Benchmarking

Analysing sales trends to compare against competitors and refine pricing strategies.

5. CURRENT PROCESS

Currently, sales data is stored in raw format across multiple files or databases. Manual reports are generated, which are time-consuming and lack real-time insights.

7. PROPOSED PROCESS

The proposed solution involves extracting data from e-commerce sales databases, performing SQL-based analysis, and visualizing key trends using Power BI/Tableau.

Steps:

- Data extraction from SQL database or CSV files
- Cleaning and transforming data using SQL/Excel
- Writing queries for sales analysis
- Creating dashboards for visual representation using Tableau

8. FUNCTIONAL REQUIREMENTS

Requirement ID	Description	Priority (High/Medium/Low)	Category
FR001	Ability to fetch and clean sales data	High	Data Processing
FR002	Generate reports for top-selling products	High	Reporting
FR003	Provide region-wise sales breakdown	Medium	Visualization
FR004	Allow trend analysis using interactive charts	High	Dashboard

9. NON-FUNCTIONAL REQUIREMENTS

ID	Requirement
NFR 1	The system should handle large datasets efficiently without performance degradation.
NFR 2	Reports and dashboards should generate within 5 seconds of user input.
NFR 3	Data visualizations should be interactive, allowing dynamic filtering and drill-down options.
NFR 4	The platform should support integration with other business intelligence tools if needed.
NFR 5	The dashboard UI should be user-friendly and accessible to non-technical stakeholders.
NFR 6	The system should be accessible from desktop and mobile devices with proper scaling.

NFR 7	Data security measures should be implemented to prevent unauthorized access.
NFR 8	The solution should support scheduled updates and automated data refresh.

10. FINANCIAL STATEMENTS

Since this is an internal analysis project, financial statements focus on cost savings from improved decision-making and reduced manual effort.

11. COST AND BENEFIT

Cost:

- Data storage and processing
- Power BI/Tableau licensing (if applicable)

Benefits:

- Increased sales from data-driven strategies
- Reduced time in report generation

12. RESOURCES

- SQL Analysts
- Data Visualization Experts
- Power BI/Tableau Tools

13. SCHEDULE, TIMELINE, AND DEADLINES

TASK	START DATE	END DATE	STATUS
Data Collection	01/02/2025	03/02/2025	Completed
SQL Analysis	03/02/2025	06/02/2025	Completed
Dashboard Creation	05/02/2025	10/02/2025	Completed

14. ASSUMPTIONS

- The dataset is accurate and complete.
- Users will have access to SQL and visualization tools.

15. GLOSSARY

Term / Abbreviation	Explanation
SQL	Structured Query Language
BRD	Business Requirement Document
NFR	Non-Functional Requirement
BI	Business Intelligence
CSV	Comma Separated Value

16. REFERENCES

- **Kaggle** – E-commerce Dataset
- **SQL for Business Analysts**
- **Power BI Free Course**

17. APPENDIX

Dataset used

ecommerce_sales_an
alysis.csv

Sample Dashboard

Most Profitable products