

# Business Analyst Project Documentation

**Project Name:** Coffee Shop Sales Analysis

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**Role:** Business Analyst / Data Analyst

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## 1. Project Charter

### Objective

To perform a comprehensive business analysis of coffee shop sales data by preparing structured documentation (Project Charter, BRD, FRD, Use Case, ERD, Workflow Diagrams, Data Analysis) and developing an interactive Excel dashboard. The goal is to uncover customer behaviour, product performance, and sales trends to support business decisions in marketing, inventory, and staffing.

### Stakeholders

- Coffee Shop Management
- Sales & Marketing Team
- Inventory & Procurement Team
- BI / Data Analytics Team

### Scope

- Visualize KPIs: Total Sales, Footfall, Avg Bill per Person, Avg Orders per Person
- Analyse product categories, size preferences, and top-selling items
- Understand hourly and daily sales patterns
- Enable filtering by Day, Hour, Product Category, and Store Location
- Support decision-making with interactive and real-time data representation

## **2. Business Requirement Document (BRD)**

### **Key Business Requirements**

- Management should track total sales, footfall, and average billing metrics
- Marketing team should identify peak hours and top-selling products for promotions
- Inventory team should analyse product category and size preferences for stock planning
- Ability to drill down by day of week, hour, product category, and store location
- Visual representation of trends for faster decision-making

## **3. Functional Requirement Document (FRD)**

### **Functional Components**

#### **KPI Cards**

- Total Sales
- Total Footfall
- Average Bill per Person
- Average Orders per Person

#### **Charts & Visuals**

- Quantity Ordered by Hour & Day → Bar Chart
- Product Category Distribution → Pie Chart
- Size Preference → Pie Chart
- Footfall vs Sales → Bar Chart
- Top 3 Products by Day → Bar Chart
- Orders by Weekday & Hour → Bar Chart

### **Filters / Slicers**

- Day Name
- Hour
- Product Category
- Store Location

### **Additional Features**

- Tooltips for contextual insights
- Footer: *Powered by Excel | Designed by Dinesh Nikam*
- Last Data Refresh Timestamp

## 4. Methodology – Agile Approach

### Agile Phases Applied

Sprint	Phase	Key Activities
Sprint 1	Requirement Gathering	Identified business needs, defined KPIs
Sprint 2	Analysis & Design	Created BRD, FRD, Use Case Document, ERD
Sprint 3	Development	Built Excel dashboard with visuals and slicers
Sprint 4	Testing & Validation	Verified data accuracy, usability testing
Sprint 5	Review & Delivery	Finalized dashboard and documentation after feedback

### Agile Benefits

- Continuous collaboration with stakeholders
- Incremental delivery of dashboard features
- Quick adaptation to changing requirements
- Improved quality through iterative validation

## 5. Use Case Document

Use Case	Actor	Goal	Output
Analyse Sales Trends	Store Manager	Identify peak hours and top products	Hourly sales chart and top 3 products
Optimize Inventory	Procurement Lead	Understand size and category demand	Pie charts for category and size distribution
Plan Promotions	Marketing Analyst	Target high-traffic hours and products	Footfall vs Sales and weekday order trends

## 6. Data Requirement Document

### Data Sources

- Coffee Shop Transactional Excel Sheet

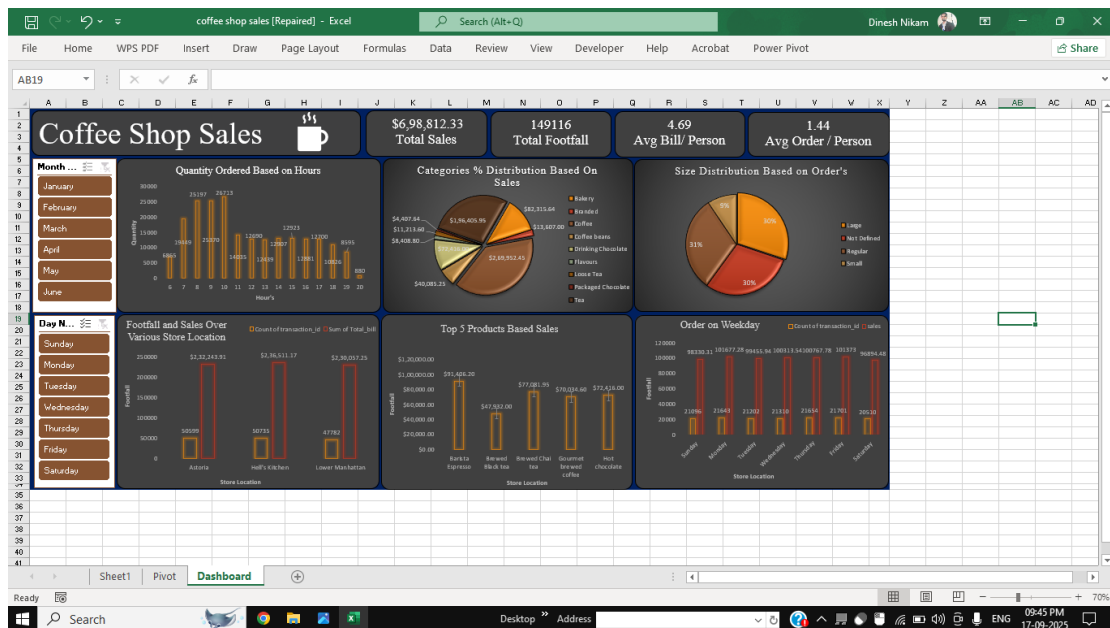
### Required Columns

- transaction\_id, transaction\_date, transaction\_time
- store\_id, store\_location
- product\_id, product\_category, product\_type, product\_detail, Size
- transaction\_qty, unit\_price, Total\_bill
- Month Name, Day Name, Hour, Day of Week, Month

### Data Refresh Policy

- Weekly (based on store reporting frequency)

## 7. Visual Models



Dashboards Screenshot

## **8. Final Deliverables**

- ✓ Business Requirement Document (BRD)
- ✓ Functional Requirement Document (FRD)
- ✓ Use Case Document
- ✓ Data Requirement Document
- ✓ Final Excel Dashboard (Screenshots attached)