

Functional Requirements Document (FRD)

Project: Superstore Sales Analysis

Dashboard Sections

Page 1: Home / Navigation

Purpose: Central landing page to navigate across dashboards

Components:

- Project Title
 - Navigation Buttons
 - Executive Overview
 - Customer Analysis
 - Product & Profitability
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Page 2: Executive Overview Dashboard

Purpose: Provide high-level business performance insights for leadership

Page 3: Customer Analysis Dashboard

Purpose: Analyse customer behaviour, segmentation, and value

Page 4: Product & Profitability Dashboard

Purpose: Evaluate product performance, profitability, and discount impact

Data Requirements

Data Source

- Kaggle – Sample Superstore Dataset

Tables Used

1. Sample Superstore (Fact Table)

2. Date Table (Date Dimension)

Key Columns Used

- Order Date
 - Ship Date
 - Sales
 - Profit
 - Discount
 - Customer ID
 - Customer Name
 - Segment
 - Region
 - Category
 - Sub-Category
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Filters / Slicers

Year

Region

Segment

Category

Discount Impact

Visual Specifications

Visual	Type	Fields
KPI	Card	Total Sales, total orders, profit margin, total profit
Chart	Line Chart	Total sales by year
Chart	Column Chart	Total Sales by region
Chart	Bar Chart	Category vs Total Sales

Page 3 – Customer Analysis

Visual	Type	Fields	
KPI	Card	Total Customers, total sales, average sales per customer, average delivery days	
Chart	Donut	Total customer by segment	
Chart	Column Chart	Average sales per customer by region	
Chart	Bar Chart	Top 10 Customers by Sales	

Page 4 – Product & Profitability

Visual	Type	Fields	
KPI	Card	Total Sales, total profit, profit margin%, average discount	
Chart	Column Chart	Sub-Category vs Profit	
Chart	Bar Chart	Sub-Category vs Sales	
Chart	Column Chart	Discount Impact vs Total Profit	

Interactivity

- All visuals interact with slicers
- Cross-filtering enabled across charts
- Hover tooltips show detailed values
- Page navigation using buttons

DAX Measures Used

- Total Sales = SUM(Sales)
- Total Profit = SUM(Profit)

- Total Orders = `DISTINCTCOUNT (Order ID)`
 - Total Customers = `DISTINCTCOUNT (Customer ID)`
 - Average Sales per Customer = $\text{Total Sales} / \text{Total Customers}$
 - Average Delivery Days = `AVERAGE (Delivery Days)`
 - Profit Margin % = $\text{Total Profit} / \text{Total Sales}$
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. Export & Reporting Requirements

- Dashboards should be exportable to PDF
 - Visuals should support image export
 - Data model refreshable for future datasets
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. Notes & Assumptions

- Dataset is historical and static
 - Currency assumed consistent across regions
 - Negative profit values represent losses
 - Date Table is mandatory for time analysis
 - Dashboard designed for desktop view
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