

Project Requirements Document: Toys Company

Purpose:

Toys company Marketing Team is creating a business plan for next year. The team wants to understand the Keys drivers of their revenue; their top priority is identifying their product sales and stores sales at different station locations. The dataset includes almost a million of sales records for the year 2022 and 2023, so the team wants a dashboard that summarizes key insights. Business plans that are driven by performance insights are more successful than plans driven by just internal staff observations. The sales view must include key data points that are summarized and aggregated in order for the leadership team to get a clear vision of the current performance of the company.

Stakeholder requirements: (List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: **R** - required, **D** - desired, or **N** - nice to have.)

In order to continuously improve and effectively market products, the dashboard must help Toys Company decision-makers understand how their performance and the demand at different locations, including clear projection on whether or not the company is reaching target goal.

- A table or map visualization exploring different store's location and their revenue **R**
- Tracking current revenue, current revenue vs previous year revenue, Revenue vs Target goal. **R**
- A visualization that focuses on product group that are performing well vs underperforming product. **R**
- A visualization showing the percent growth in revenue year over year across different store. **R**
- Inventory analysis: how much inventory different stores have on hand? Is the inventory enough? Display stores that have less than a day of inventory. **R**
- Goal projection calculator. **N**

Assumptions: (Explicitly and clearly state any assumptions you are making.)

The dataset is limited to the Year 2022 and 2023.

Compliance and privacy: (Include compliance, privacy, or legal dimensions to consider.)

The data must not include any personal data such as name, email address, phone number, or physical address.