**Business Requirements Document**

**Vrinda Store Sales Analysis Dashboard**

**1. Executive Summary**

This document outlines the business requirements for developing a comprehensive sales analysis dashboard for Vrinda Store. The dashboard will provide insights into sales performance, customer demographics, channel effectiveness, and operational metrics to support strategic decision-making and business growth.

**2. Business Objectives**

* Enable data-driven decision making through comprehensive sales analytics
* Identify high-performing channels, categories, and geographic regions
* Understand customer demographics and purchasing patterns
* Optimize inventory and marketing strategies based on sales trends
* Monitor order fulfillment and operational efficiency

**3. Functional Requirements**

**3.1 Sales and Orders Comparison Analysis**

**Requirement ID**: FR-001  
**Description**: The system shall provide comparative analysis between total sales revenue and order volumes.

* Display monthly sales amount vs. number of orders in a dual-axis chart
* Calculate average order value (AOV) trends
* Identify correlations between order frequency and revenue generation
* Enable drill-down capability by month, channel, and category

**3.2 Peak Performance Period Identification**

**Requirement ID**: FR-002  
**Description**: The system shall identify and highlight peak performance periods.

* Determine the month with highest sales revenue
* Identify the month with maximum order count
* Display seasonal trends and patterns
* Provide year-over-year comparison capabilities (when historical data is available)

**3.3 Gender-Based Purchase Analysis**

**Requirement ID**: FR-003  
**Description**: The system shall analyze purchasing patterns by gender demographics.

* Display sales distribution between men and women customers
* Calculate percentage contribution of each gender to total sales
* Provide gender-wise average order value analysis
* Enable segmentation by product categories and channels

**3.4 Order Status Tracking and Analysis**

**Requirement ID**: FR-004  
**Description**: The system shall provide comprehensive order status analytics.

* Display distribution of orders across different statuses (Delivered, Cancelled, Returned, Refunded)
* Calculate order fulfillment rate and operational efficiency metrics
* Track order status trends over time
* Identify potential operational bottlenecks

**3.5 Geographic Sales Performance Analysis**

**Requirement ID**: FR-005  
**Description**: The system shall analyze sales performance across geographic regions.

* Identify and rank top 10 states by sales contribution
* Display sales amount and percentage contribution for each state
* Provide interactive map visualization (optional)
* Enable comparison of state-wise performance metrics

**3.6 Demographic Segmentation Analysis**

**Requirement ID**: FR-006  
**Description**: The system shall analyze the relationship between age groups and gender in sales performance.

* Segment customers into age groups: Adult, Senior, Teenager
* Display gender distribution within each age segment
* Calculate sales contribution by age-gender combinations
* Identify target demographic segments for marketing focus

**3.7 Channel Performance Analysis**

**Requirement ID**: FR-007  
**Description**: The system shall evaluate sales performance across different channels.

* Rank channels by sales contribution (Amazon, Myntra, Flipkart, Ajio, Meesho, Nalli, Others)
* Display percentage contribution of each channel
* Calculate channel-wise conversion rates and efficiency metrics
* Provide channel comparison and trend analysis

**3.8 Product Category Performance Analysis**

**Requirement ID**: FR-008  
**Description**: The system shall identify highest-performing product categories.

* Rank categories by sales volume and revenue
* Display top-selling categories with contribution percentages
* Analyze category performance trends over time
* Provide category-wise profitability analysis

**4. Technical Requirements**

**4.1 Data Sources**

* Sales transaction data
* Customer demographic information
* Product catalog and category data
* Channel and geographic data
* Order status and fulfillment data

**4.2 Dashboard Features**

* Interactive filters for time period, channel, category, and geography
* Export functionality for reports and visualizations
* Real-time data refresh capabilities
* Mobile-responsive design
* Role-based access control

**4.3 Performance Requirements**

* Dashboard load time: < 5 seconds
* Data refresh frequency: Daily
* Concurrent user support: 50+ users
* Data retention: 3 years minimum

**5. Business Rules**

* All monetary values to be displayed in INR currency
* Sales data to be aggregated at daily, monthly, and yearly levels
* Age groups defined as: Teenager (13-19), Adult (20-59), Senior (60+)
* Geographic analysis limited to Indian states and union territories
* Order status categories must be mutually exclusive

**6. Success Criteria**

* Reduction in report generation time by 70%
* Improved decision-making speed for marketing campaigns
* Enhanced visibility into channel and category performance
* Better understanding of customer demographics for targeted marketing
* Increased operational efficiency through order status monitoring

**7. Assumptions and Constraints**

**Assumptions:**

* Historical data is accurate and complete
* Customer demographic data is available and reliable
* Sales data includes all channels and categories

**Constraints:**

* Analysis limited to 2022 data initially
* Integration with existing ERP system required
* Compliance with data privacy regulations mandatory

**8. Acceptance Criteria**

* All 8 functional requirements implemented and tested
* Dashboard displays accurate data matching source systems
* Interactive features functioning as specified
* Performance benchmarks met
* User acceptance testing completed successfully
* Documentation and training materials provided