**Business Requirement Document (BRD)**

**XYZ Limited – Dynamic E-Commerce Annual Sales Report 2024**

**Project Overview**

**Project Name**: E-Commerce Annual Sales Report 2024

**Purpose**:  
To create a **dynamic Excel-based dashboard/report** for XYZ Limited that provides a clear and interactive view of annual e-commerce performance in 2024.

**Business Objective**:

* Summarize total sales, orders, and key KPIs
* Provide insights into **customer behavior** (gender, age, region)
* Analyze **channel & category performance**
* Enable **decision-makers to compare trends across months, divisions, and categories**
* Identify **high-performing cities and sales channels**

**Business Requirements (KPIs & Insights)**

| **Requirement ID** | **Description** |
| --- | --- |
| KPI-01 | Calculate **Total Sales** for 2024 |
| KPI-02 | Calculate **Total Orders** for 2024 |
| KPI-03 | Calculate **Average Sales per Order** |
| REQ-04 | Compare **Sales vs Order Status – Month-wise (Column Chart)** |
| REQ-05 | Calculate **Men vs Women Sales Ratio (Pie Chart)** |
| REQ-06 | Show **Overall Order Delivery Status** (**Donut Chart**) |
| REQ-07 | Display **Sales Performance of Top 5 Cities (BAR Chart)** |
| REQ-08 | Compare Orders by **Age Group & Gender (Column Chart)** |
| REQ-09 | Show **Channel-Wise Sales Amount – Top 5 Channels (Treemap Chart)** |
| REQ-10 | **Slicer 01: Division Wise** |
| REQ-11 | **Slicer 02: Category Wise** |