**Business Analyst Capstone Project:**

**Amazon Pantry:**

**Overview and Summary:**

ABC Company is the world’s leading online e-commerce company. They started by selling books and now have a presence across the world selling more than 6 million items globally.

Most of the products that dominate ABC Company’s sales are non-essential products like fashion products, electronic gadgets, mobile phones, beauty products, books, and home furnishings. However ABC Company has realized that every household will need daily essential products like cereals, snacks, beverages, cleaning products, grooming products, and so on. ABC Company is seeing a huge market globally in Daily Essential Products and wants to venture into this side of the business.

ABC Company decided to create a new feature known as ABC Pantry which would sell daily essential products. This would be an additional enhancement to the current website/app. This would be ABC Company’s foray into daily essential products which are regular consumption products and would lead to repeat sales every month.

ABC Company has invited Business Analysts trained at Simplilearn to capture the requirements for creating this software.

**Project Task: Week 1 (This is on the Business Analysis concepts taught)**

* **Identifying Stakeholders – Create a list of Stakeholders (As taught in the Business Analysis Planning and Monitoring Knowledge Area)**

**List of Stakeholders:**

* **Customers/Users**
* **Managers**
* **Testers**
* **Delivery team members**
* **Business Analyst**
* **Create As-Is and Future Process map (using flowcharts). You can use any of the popular tools in the market like Microsoft Visio, Lucid Chart, Creately, Pidoco, or Balsamiq**

**As-in process:**

**A diagram of a company

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**Future process:**

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* **As a Business Analyst working on this project, find out the scope of the feature ABC pantry. Write down the main features that need to be developed:**

**Scope of the ABC pantry and main features that need to be developed:**

* Add more products based on customer’s needs.
* Send advertisements and offers through email/messages for subscribed users.
* Add a cancel order option for the order placed.
* Items should be arranged through categories of orders placed.
* Add pick-up orders option from storage lockers or nearest warehouse locations.
* All the pantry orders should be delivered in a short time.
* **Write the in-scope and out-of-scope items for this software.**

**In-scope:**

* New registrations and login for existing users to the system.
* The system should have a feature to show certain offers for the customers.
* The system should be able to show five advertisements to earn the advertising revenues.
* No order of an amount less than 30 USD can be placed.
* Free delivery for an order placed above 50 USD.
* The system can be able to place an order in particular cities that are accessible to the company.
* Selecting items and adding to the cart.
* Generate reports on sales identifying trends.

**Out-of-scope:**

* The system not accepting new customers
* System can place orders in the cities that are not mentioned in the data.
* Facilities for people with special needs.
* Adding membership subscription with additional benefits like fast deliveries.
* Discount for frequent customers.
* **Write out the business requirements, both functional and nonfunctional Requirements**

**Functional requirements:**

* Users should be able to access the new ABC pantry feature.
* The system should be able to show five advertisements.
* The system should have a feature to show certain offers to users.
* Users should be able to add new featured products to the cart along with existing ones.
* The software should not allow the user to order less than 30 USD.
* The system should offer a free delivery option for orders over 50 USD.
* The system should generate reports at the end of the day.
* Total sales for each day.
* Total sales for each product category as mentioned in point four.
* Total sales across the USA.
* Total sales for each city.
* Total sales for each zone that the city falls into (that is, zones 1, 2, 3, and 4).
* Identify best-selling categories.
* Identify the worst-selling categories.
* Total sales of each week city-wise.
* Identify which day of the week shows the highest booking by customers.

**Non-functional requirements:**

* The screen should be self-explanatory and user-friendly.
* Highly secure, scalable, and reliable.
* The system should have regular maintenance.
* Data should be stored in the cloud for future reference and other purposes.
* **Draw wireframes or mock screens for any two of the features. Use the technique prototyping or wireframing that is taught in the training. You can use any of the wireframing tools like Microsoft PowerPoint, Microsoft Word, Balsamiq, Sketch, Adobe XD, Adobe ILLustrator, Figma, UXPin, InVision Studio, Invision Freehand, or Moqups.**

**MOCK SCREEN 1:**

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**MOCK SCREEN 2:**

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**Project Task: Week 2 (This is on the agile scrum concepts taught)**

1. Make a product backlog of user stories for the given case study. User Stories should be in the format of As a <type of user>, I want <goal> so that <reason>
2. For each story, write the acceptance criteria.

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**Tableau project tasks:**

Mock data used for creating the Tableau dashboard:

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* Create a dashboard for senior management for Chicago to view sales of personal care products for the last 6 months. Make assumptions as appropriate and create the dashboard using your own mock data. For any missing data make your assumptions to create mock data. Write down the assumptions as well.

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As per the assumptions made, Sales of Personal care products in Chicago were high in April and March for the last six months' data

* Create a dashboard to show Senior Management for Chicago to view sales of breakfast products for the last six months. Make assumptions as appropriate and create the dashboard using your own mock data. For any missing data make your assumptions to create mock data. Write down the assumptions as well.

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As per the assumptions made, we can see that sales for breakfast food items in Chicago are high in January month in comparison to the last six months' data.

For references please open this Tableau public link: [Profile - poojitha.prathipati | Tableau Public](https://public.tableau.com/app/profile/poojitha.prathipati/vizzes)

**Excel task:**

**Question 1:**

1. Create a bar graph showing the sales. Label the chart correctly so that senior management gets a clear report of sales.

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2. Arrange the data above in Excel in ascending and descending order.

Ascending order:

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Descending order:

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**Question 2**

1. Create bar graphs of sales for Zone 1 cities

Zone 1 cities are Chicago, Miami, and New Orleans according to data provided.

A graph of sales

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1. Find total sales across all cities

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**Question 3**

1. Using vlookup for product code HS, find sales in Phoenix

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VLOOKUP formula used: =VLOOKUP(B8,B3:N14,11,FALSE) : 1544

1. Using vlookup for product code FR, find sales in Dallas

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Description automatically generated

VLOOKUP formula used: =VLOOKUP(B3,B3:N14,8,FALSE) : 7895