

Business Requirement Document (BRD)

Project: E-Commerce Sales Insights Dashboard

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1. Business Context

The company currently uses manual Excel files to check revenue, category sales, and customer trends...

2. Business Problem

No unified dashboard, category trends not visible...

3. Objectives

Provide real-time visibility of revenue, orders, AOV...

4. Scope

In Scope: Data cleaning, SQL, Power BI dashboard...

Out of Scope: Prediction models...

5. Business Requirements

BR1: Dashboard must show revenue, orders, AOV...

BR2: Enable filtering by category, city...

6. KPIs

Total Revenue, Orders, AOV...

7. Risks

Missing customer demographic data.