# Business Analyst Documentation – Superstore Sales Analysis

## 1. Business Requirement Document (BRD)

Project Title: Superstore Sales Analysis

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### Business Problem:

The company wants to increase profitability and understand customer buying behavior across regions, product categories, and segments.

### Business Objectives:

- Identify top-performing regions, categories, and customer segments.  
- Highlight underperforming areas with losses.  
- Analyze the effect of discounts on profitability.  
- Provide actionable recommendations to improve revenue and profit.

### Key Stakeholders:

- Sales Managers → want revenue and product performance insights.  
- Marketing Team → need discount vs profit analysis.  
- Finance Team → interested in loss-making regions/states.  
- Customers → indirectly benefit through better pricing and services.

## 2. Functional Requirement Document (FRD)

### Scope:

Build a data-driven solution using SQL + Excel Dashboards to analyze sales, profit, discounts, and customer segments.

### Functional Requirements:

1. Dashboard to display Total Sales, Profit, and Quantity.  
2. View Top Most Profitable Sub-Categories.  
3. Region-wise Sales and Profit comparison.  
4. Highlight States/Cities with Negative Profit.  
5. Show Segment-wise Contribution (Consumer, Corporate, Home Office).  
6. Compare Sales vs Profit by Shipping Mode.  
7. Provide Discount vs Profit Analysis (Low, Medium, High).

### Out of Scope:

- Predictive analysis (future forecasting).  
- Real-time data automation.

## 3. User Stories & Acceptance Criteria

User Story 1 (Sales Manager):  
As a Sales Manager, I want to see the top profitable sub-categories so that I can plan promotions effectively.  
Acceptance Criteria: Dashboard shows top sub-categories with profit values, filterable by region.

User Story 2 (Marketing Analyst):  
As a Marketing Analyst, I want to analyze discounts vs profit so that I can design profitable campaigns.  
Acceptance Criteria: Dashboard provides discount buckets (0–20%, 20–40%, >40%) with corresponding profit trends.

User Story 3 (Finance Manager):  
As a Finance Manager, I want to identify states with negative profit so that I can recommend corrective actions.  
Acceptance Criteria: Dashboard highlights all states with loss values clearly visible.