

# Business Requirements Document (BRD)

## Project: Online Bookstore Sales & Product Analysis



### Business Problem

The online bookstore wants to understand its book sales, pricing trends, customer ratings and stock availability. Currently, management lacks clear visibility into which books are popular, which are overpriced or which are often out of stock. This limits their ability to make informed decisions about inventory, pricing and marketing strategies.

### Business Objectives

1. Analyze book pricing and identify trends in high- and low-priced books.
2. Evaluate customer ratings to understand popular and poorly-rated books.
3. Track product availability to identify which books are in or out of stock.
4. Provide actionable insights for inventory management, pricing strategy, and marketing campaigns.

### Data Source & Description

**Dataset:** books\_dataset.csv

#### Key fields:

Column Name	Description
product_id	Unique identifier for each book
product_name	Name of the book
price	Price of the book in USD
rating	Customer rating (One, Two, Three, Four, Five)
availability	Stock status (In stock / Out of stock)
product_url	Link to the book's page on the website

## Key Performance Indicators (KPIs)

1. **Average Book Price** – Mean price of all books.
2. **Stock Availability Ratio** – Percentage of books currently in stock.
3. **Rating Distribution** – Count of books in each rating category.
4. **Top 10 Expensive Books** – Identify the most expensive books.
5. **Top 10 Highly Rated Books** – Identify books with the best customer ratings.

## Business Questions

### Pricing & Sales

1. Which books are the most expensive and which are the cheapest?
2. What is the average price of all books?
3. Is there a pattern between book price and customer rating?
4. Which books could be candidates for discount or promotion?

### Customer Ratings

5. How many books fall under each rating category (One to Five)?
6. Which books have the highest ratings?
7. Which books have the lowest ratings?
8. Are higher-priced books rated better than lower-priced ones?

### Stock & Availability

9. How many books are currently in stock vs out of stock?
10. Which popular or high-rated books are running out of stock?

11. Are there books that are rarely sold but always in stock?

### **Product & Marketing Insights**

12. Which books have the most potential for cross-selling or upselling?

13. Can we identify books that are trending based on ratings and availability?

14. Which books are underperforming despite being expensive?

15. Which books could be highlighted in marketing campaigns?