

Project Methodology Explanation

Project Name:

Amazon Seller Sales & Performance Analysis

Methodology Used:

Hybrid (Waterfall + Agile)

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Purpose:

To explain the methodology followed during the project lifecycle.

Methodology Approach

This project follows a Hybrid methodology combining Waterfall and Agile approaches.

The initial phases such as requirement gathering, requirement documentation, and dashboard design were executed using the Waterfall approach, as the business requirements were clear, fixed, and well-defined.

Once the requirements and mockups were finalized, the dashboard development and analysis were executed in an Agile manner.

The dashboard was developed iteratively, allowing continuous validation of KPIs, filters, and charts with the business needs.

This hybrid approach ensured structured planning while also providing flexibility to validate insights and improve dashboard usability.

Project Phases

Requirement Analysis Phase:

In this phase, historical Amazon sales data was reviewed to understand the business context, sales performance challenges, and reporting gaps. Business requirements were documented in the Business Requirement Document (BRD).

Design Phase:

Based on the approved business requirements, functional requirements were defined in the FRD/SRS. Dashboard mockups were created to visually represent KPIs, filters, charts, and order-level details before actual implementation.

Development & Analysis Phase:

The Excel dashboard was developed using pivot tables and slicers as per the approved mockups. KPI calculations, charts, and filters were implemented and validated against business rules.

Testing Phase:

User Acceptance Testing (UAT) test cases were designed to validate that the dashboard meets business and functional requirements.

Deployment & Review Phase:

The final dashboard was reviewed for accuracy and usability and prepared for business usage and decision-making.

Role of Business Analyst

During the Requirement Analysis phase, the Business Analyst analysed the sales dataset, identified key business problems, gathered stakeholder requirements, and documented them in the BRD.

In the Design phase, the Business Analyst translated business requirements into functional requirements and system specifications documented in the FRD/SRS.

Dashboard mockups were created to align stakeholder expectations.

During the Development & Analysis phase, the Business Analyst validated KPI logic, reviewed dashboard outputs, and ensured alignment with defined business rules.

In the Testing phase, the Business Analyst designed UAT test cases and validated that the dashboard met business requirements.

During the Deployment & Review phase, the Business Analyst supported final review, documentation, and knowledge transfer to stakeholders.

Conclusion

The hybrid methodology adopted for this project ensured clear requirement definition, structured design, and flexible execution. By combining Waterfall and Agile practices, the project achieved accurate requirement documentation, effective dashboard design, and reliable analytical outcomes aligned with business objectives.