Purpose

This document represents the dashboard mockups created to visually communicate business and functional requirements defined in the BRD and FRD before final implementation in Excel.

Important Line

The mockups were created using MS Word shapes to define KPI placement, filters, charts, and analytical sections without using actual data values.

Screen covers:

Amazon Seller Performance Dashboard

Title

KPI Overview Section

- Total Sales
- Total Orders
- Total Returns
- Total Return Orders
- Total Bank Credit
- Total Commission
- Total Products Cost
- Total Profit

Total Sales	Total Orders	Total Returns	Total Return Orders
Total Bank Credit	Total Commission	Total Products Cost	Total Profit

Description

This section represents KPI cards designed to display key business metrics such as sales, orders, profit, costs, commissions, and returns, providing a quick overview of overall business performance.

Mapped Requirements

- BR-01: View total sales, orders, profit, and costs
- FR-01 to FR-04: KPI calculations and display

Date Filters (Year, Month, Day)

Screen covers:

- Slicer: Year
- Slicer: Month
- Slicer: Day

Slicer - > Year

Slicer - > Month

Slicer - > Day

Description

This section provides time-based filters to allow users to analyze sales performance across different years, months, and days.

Mapped Requirements

- BR-05: View monthly sales trends
- FR-05 to FR-08: Time-based filtering

Filters (State & SKU)

Screen covers:

- Slicer: State
- Slicer: SKU

Slicer - > State	Slicer - > SKU

Description

This section allows users to filter dashboard insights by SKU and State to support product-level and regional performance analysis.

Mapped Requirements

- BR-02: Analyse SKU-wise sales
- BR-04: Analyse state-wise sales
- FR-09, FR-11

SCREEN 4: SKU and State-wise Performance (Top 5)

Screen covers:

- Top 5 SKU – 2D Bar Chart
- Top 5 States – Column Bar Chart

Top 5 SKU	Top 5 State

Description

This section visualizes the top 5 SKUs based on sales performance to identify products contributing the most to overall revenue.

This section displays the top 5 states by sales value, enabling identification of high-performing regions.

Mapped Requirements

- BR-02
- FR-09
- BR-04
- FR-10

Monthly Sales Trend

Screen covers:

Monthly Sales Trend (Line/Area chart placeholder)

Monthly Sales Trend

Description

This section displays month-wise sales trends to analyse growth patterns, seasonality, and demand fluctuations.

Mapped Requirements

- BR-05
- FR-12

Order ID Search & Order Details Panel

Screen covers:

- Order ID search box
- Order Details section:
    - SKU
    - Transaction Type
    - Order Date
    - State, City
    - Sale Amount
    - Commission
    - Bank Credit
    - Product Cost
    - Profit

Search Order ID

Order Details

Description

This section allows users to search by order ID and view transaction-level details such as SKU, sales amount, commission, cost, and profit for verification and reconciliation purposes.

Mapped Requirements

- BR-06: View order-level details
- FR-13, FR-14

BRD–FRD–MOCKUP MAPPING TABLE

Mockup Section	BR ID	FR ID
KPI Overview	BR-01	FR-01 to FR-04
Date Filters	BR-05	FR-05 to FR-08
SKU & State Filters	BR-02, BR-04	FR-09, FR-11
Top 5 SKU Chart	BR-02	FR-09
Top 5 State Chart	BR-04	FR-10
Monthly Trend	BR-05	FR-12
Order Details	BR-06	FR-13, FR-14