

Business Requirement Document

Project Title

Amazon Seller Sales & Performance Analysis (Shoes Category)

Background

The Amazon seller operating in the shoes category has access to detailed sales transaction data. However, due to the absence of a consolidated reporting mechanism, the seller lacks visibility into overall sales performance, profitability, returns impact, and regional contribution.

Business Problem

Sales data is available at a transactional level but is not transformed into meaningful insights. As a result, decisions related to inventory planning, pricing, returns control, and regional focus are reactive and time-consuming.

Business Objectives

- Provide a single consolidated view of sales performance
- Identify top-performing SKUs and regions
- Analyse the impact of returns on revenue and profit
- Understand monthly sales trends and seasonality
- Enable data-driven business decision-making

Stakeholders

Stakeholder	Responsibility
Amazon Seller / Business Owner	Strategic & operational decisions
Finance Team	Profit, commission, settlements
Operations Team	Order fulfilment & returns
Business Analyst	Requirement definition & validation

In Scope

- Historical Amazon sales data analysis
- SKU-wise, state-wise, and time-based analysis
- Excel pivot-based analysis and dashboard reporting

Out of Scope

- Real-time data integration
- Forecasting or predictive modelling
- Automation or system integration

High-Level Business Requirements

BR ID	Business Requirement
BR-01	View total sales, orders, profit, and costs
BR-02	Analyse SKU-wise sales performance
BR-03	Analyse return and refund impact
BR-04	Analyse state-wise sales contribution
BR-05	View monthly sales trends
BR-06	View order-level transaction details

Key Performance Indicators (KPIs)

- Total Sales
- Total Orders
- Total Profit
- Total Returns
- Total Commission
- Total Bank Credit

Assumptions

- Dataset is accurate and complete
- One year of historical data is sufficient for trend analysis
- Excel is used as the primary analysis tool

Success Criteria

The dashboard should accurately reflect pivot calculations and provide actionable insights aligned with business objectives.