Business Requirement Document

Project: Sales Dashboard Development

### Introduction:

The purpose of this project is to develop a Sales Dashboard for a US-based Ecommerce Sales Company. The dashboard will provide an overview of the Year-to-Date (YTD) sales performance and generate insights to assist in decision-making and identifying trends. The dashboard will include various key performance indicators (KPIs) and visualizations to present the data in an intuitive and actionable format.

### Objectives:

The main objectives of the Sales Dashboard are as follows:

Display YTD sales, YTD profit, YTD quantity sold, and YTD profit margin in a KPI banner.

Show the Year-on-Year (YoY) growth for each KPI and provide a YTD sparkline to visualize the monthly trend.

Analyze YTD sales, previous YTD sales, and YoY sales growth for different customer categories.

Evaluate YTD sales performance by state.

Identify the top 5 and bottom 5 products based on sales.

Present YTD sales by region to determine the best and worst performing regions.

Analyze YTD sales by shipping type and determine the percentage for the best shipping type.

### Scope:

The Sales Dashboard will be developed using the following data sources and technologies:

**Data sources:** Ecommerce sales database, state data,

**Technologies:** **Data visualization tools (e.g., Power BI, Tableau) and SQL for data extraction and transformation.**

**Functional Requirements:**

**The Sales Dashboard will include the following functionalities:**

### 4.1 KPI Banner:

-Display **YTD sales**, **YTD profit**, **YTD quantity sold**, and **YTD profit margin** in a visually appealing banner.

-Include the **YoY growth for each KPI to compare performance with the previous year.**

-Provide a **YTD sparkline** for each measure to visualize the monthly trend.

### 4.2 Customer Category Analysis:

Calculate **YTD sale**s, **previous YTD sales**, and **YoY sales** growth for different customer categories.

Assign a **trend icon** (e.g., arrow up, arrow down) to **each category based on the YoY sales growth.**

### 4.3 State Analysis:

Evaluate **YTD sales performance by state.**

Present the **data in a tabular format,** highlighting the **top-performing and bottom-performing states.**

### 4.4 Product Analysis:

Identify t**he top 5 and bottom 5 products based on YTD sales.**

Present the data in a tabular format, including the product name, sales quantity, and sales amount.

### 4.5 Regional Analysis:

Analyze YTD sales **by region to identify the best and worst performing region**s.

Present the data using visualizations such as bar charts or maps.

### 4.6 Shipping Type Analysis:

Determine the **YTD sales percentage for each shipping type.**

Highlight the best shipping type based on the highest sales percentage.

### Non-functional Requirements:

The Sales Dashboard should be u**ser-friendl**y and intuitive, **allowing stakeholders to easily navigate and access the required information.**

The dashboard should be r**esponsive and compatible with different devices and screen sizes**.

Data should be updated r**egularly to reflect the latest sales information.**

The dashboard should be secured with appropriate access controls to ensure data confidentiality.

### Assumptions and Constraints:

The required data will be available i**n the specified databases and accessible through SQL queries and excel file**

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The Sales Dashboard will be developed using a **data visualization tool compatible with the company's infrastructure.**

The **project timeline and resource availability will be determined in collaboration with the stakeholders.**

### Deliverables:

Sales Dashboard **prototype showcasing the functionalities and visualizations described in this document.**

User documentation providing instructions on how to navigate and utilize the Sales Dashboard effectively.

### Stakeholders:

Ecommerce Sales Company Management