Business Requirement Document (BRD)

Project: Global Store Sales Analysis

# Introduction:

### The objective of this project is to analyze the Global Store Sales database and create a comprehensive sales dashboard. The dashboard will provide insights into total sales, total orders, average delivery date, returned orders, top and bottom products by profit, region-wise sales, sales by region in map visuals, segment-wise sales in a pie diagram, and the top 10 customers by sales in a column diagram. These insights will help in monitoring sales performance, identifying trends, and making data-driven decisions to improve overall sales and customer satisfaction.

# Objectives:

The main objectives of the Global Store Sales Analysis project are as follows:

* Track and analyze total sales and total orders to assess business performance.
* Calculate and monitor the average delivery date to evaluate the efficiency of the supply chain.
* Determine the number and percentage of returned orders to identify potential issues with product quality or customer satisfaction.
* Identify the top and bottom products by profit to focus on high-performing products and optimize low-performing ones.
* Visualize region-wise sales using a tree map to identify the best-performing regions.
* Display sales by region in map visuals to understand the geographical distribution of sales.
* Analyze segment-wise sales using a pie diagram to identify the most significant customer segments.
* Identify the top 10 customers by sales using a column diagram to understand the key contributors to overall sales.

# Scope:

1. The Global Store Sales Analysis project will focus on the following areas:
2. Global Store Sales database containing information on orders, returns, and customer details.
3. Data visualization tools (e.g., Power BI, Tableau) for creating the sales dashboard.
4. Statistical calculations and visualizations to represent sales metrics effectively.

# Functional Requirements:

The Sales Dashboard will include the following functionalities:

## 4.1 KPI - Total Sales:

1. Display the total sales value across all orders.
2. Provide an overview of the overall revenue generated by the store.

## 4.2 KPI - Total Orders:

1. Calculate and display the total number of orders placed.
2. Monitor the order volume to assess business growth and demand trends.

## 4.3 KPI - Average Delivery Date:

1. Calculate and display the average delivery date for orders.
2. Evaluate the efficiency of the supply chain and logistics operations.

## 4.4 KPI - Returned Orders:

1. Calculate and display the number and percentage of returned orders.
2. Identify potential issues with product quality, customer satisfaction, or order fulfillment.

## 4.5 Top and Bottom Products by Profit - Bar Graph:

1. Analyze and visualize the top and bottom products based on profit margins.
2. Identify high-performing products for further optimization and low-performing products for potential improvement.

## 4.6 Region-wise Sales - Tree Map:

1. Visualize sales performance across different regions using a tree map.
2. Identify the best-performing regions in terms of sales contribution.

## 4.7 Sales by Region - Map Visuals:

1. Display sales data on a geographical map to understand the distribution of sales across different regions.
2. Identify areas with high and low sales volumes for targeted marketing and sales strategies.

## 4.8 Segment-wise Sales - Pie Diagram:

1. Analyze and visualize sales distribution across different customer segments using a pie diagram.
2. Identify the most significant customer segments contributing to overall sales.

## 4.9 Top 10 Customers by Sales - Column Diagram:

1. Identify the top 10 customers based on their sales value.
2. Visualize the sales contribution of each customer in a column diagram.

# Non-functional Requirements:

1. The Sales Dashboard should be visually appealing, user-friendly, and intuitive.
2. It should be responsive and compatible with different devices and screen sizes.
3. The dashboard should be regularly updated to reflect the latest data from the Global Store Sales database.
4. Proper data security measures should be