Business Requirement Document (BRD)
Project Title:
Pharmaceutical Sales Analysis of Sun Pharmaceutical Industries Ltd in India 2017–2020

1.Project Objective:
In this 'Data Analysis' project, we'll analyse a global Pharmaceutical Manufacturing Company's raw sales data and draw meaningful insights. The dashboard will enable analysis of sales trends by year, month, customer cities, channels, and sub-channels, while highlighting key insights such as the, best-selling products, and leading customer regions top-performing drug classes. It will also present detailed breakdowns of sales by distributors, products, and customers, and evaluate sales team performance by tracking contributions of sales representatives and managers across different product categories. Interactive filters for year and month will allow users to explore data dynamically and make informed, data-driven business decisions.

2. Business Problem / Opportunity:
The pharmaceutical company faces challenges in effectively tracking and understanding its sales performance across multiple dimensions, including products, regions, distributors, and sales teams. Due to fragmented data and limited visibility, identifying top-performing drugs, key markets, and high-value customers has been difficult, leading to missed opportunities for strategic decision-making and targeted sales efforts. This dashboard presents an opportunity to centralize and visualize sales data, providing a clear, real-time view of performance across different channels, sub-channels, and time periods. By leveraging interactive analytics, the company can uncover hidden trends, optimize distributor and team performance, focus on profitable markets, and enhance overall sales strategy and forecasting accuracy, driving stronger business growth.

3. Target Audience
- Executive Committee
- Sales Manager
- Sales Representative
- Head of Sales

4. Scope
In Scope:
- Data loading
- Data cleaning, transformations and modelling
- KPI calculations
- Power BI dashboard creation (3 main pages + drill throughs)
- Interactive features: bookmarks, filters and tooltip pages
Out of Scope:
- Real-time data integration
- External system automation
- Predictive modelling or machine learning

5. Data Sources

- Dataset Name: Pharma-Data
- Source: Excel Dataset
- Data Type: Sales performance Records
- Size: 2 Lakh+ records
- Key Columns: Distributor, Customer, City, Channel, Sub-channel, Product Name, Product Class, Sales, Sales Manager, Sales representative

6. Key Metrics / KPIs
- Total Sales
- Average Sales
- Total Customers
- Total Distributors
- Top Product Class
- Top Product Name
- Top Sales Manager
- Top Sales Representative

7. Deliverables
- Interactive Power BI dashboard
- Data Model with DAX Measures
- Drill – through and Tooltip Pages
- Dashboard Documentation (BRD + Walkthrough Summary)

8.Timeline / Milestones

Day	Task	Description
Day 1	Data Collection & Cleaning	Remove blanks, validate dates, ensure accuracy
Day 2	Data Modelling	Create relationships, define DAX measures
Day 3	Dashboard Design	Build visuals, KPI cards, and layout
Day 4	Interaction Setup	Add bookmarks, drill-throughs, and navigation
Day 5	Review & Submission	Final check and documentation

9. Notes / Assumptions
- Dashboard is built entirely in Power BI desktop.
- Only one dataset is used – no external API or real – time source
- The dataset used for this analysis represents pharmaceutical sales transactions across different products, drug classes, cities, distributors, and sales teams.

- In the absence of daily transaction data, sales are analysed on a monthly and yearly basis for trend and performance tracking.
- The dashboard focuses on sales performance metrics and does not include financial elements such as cost, profit margin, or inventory data.
- Any regional mapping (e.g. cities) assumes accurate geographic coordinates or standardized naming for mapping visuals.