Business Requirements Document (BRD)

# 1. Executive Summary

This project aims to develop a comprehensive sales analytics and reporting solution using SQL and Power BI.   
The primary goal is to transform raw sales data into meaningful insights that can drive strategic decision-making across departments, including Sales, Marketing, and Product Management.

# 2. Project Objectives

- Deliver interactive dashboards for analyzing customer behavior, product performance, and sales trends.  
- Enable data-driven decision-making by visualizing critical sales KPIs.  
- Segment customers and products for targeted strategy planning.  
- Provide dynamic filtering and drill-down capabilities for stakeholder flexibility.

# 3. Project Scope

This project includes:  
- Data extraction and transformation using SQL.  
- Development of dashboards in Power BI for sales insights.  
- Analysis of customer segmentation, product categories, and sales trends.  
- Dashboard features including filters by time, category, and region.  
  
Out of Scope:  
- Real-time dashboard deployment (data is static for project simulation).  
- Integration with external applications.

# 4. Business Requirements

- Visual representation of key sales metrics: total sales, order volume, customer segments.  
- Comparison across product subcategories and regions.  
- KPI panels summarizing average order values and sales trends.  
- Dynamic filters for year, customer type, and product category.  
- Insights into top-performing customers and products.

# 5. Key Stakeholders

As this is a self-paced portfolio project, the following roles are assumed for stakeholder simulation:  
- Sales Manager  
- Marketing Analyst  
- Product Manager  
- Executive Sponsor (Leadership)

# 6. Project Constraints

- Dataset is static and may not reflect live business conditions.  
- Simulated environment with no access to actual stakeholder feedback.

# 7. Cost Benefit Analysis

Cost: Minimal (self-initiated project using free or student-licensed tools).  
Benefits:  
- Improved ability to demonstrate real-world Business Analyst skills.  
- Clear visualization of business insights aiding strategic understanding.