Business Requirement Document (BRD)

Project Name: Sales Performance Dashboard

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1. Executive Summary

The Sales Performance Dashboard provides a dynamic visualization tool to analyze sales and profit performance across various dimensions, including geography, product categories, and time. The goal is to empower stakeholders with actionable insights to drive strategic decision-making and optimize sales operations.

2. Business Objective

The dashboard is designed to:

- Provide a comprehensive overview of sales and profit trends.
- Highlight top-performing regions, categories, and products.
- Enable performance tracking of individual sellers.
- Support data-driven decisions through customizable filters and dynamic visuals.

3. Stakeholders

Primary Stakeholders:

- Sales Managers
- Regional Heads
- C-Suite Executives

Secondary Stakeholders:

- Marketing Team
- Operations Team

4. Scope of the Project

In-Scope Features:

- Key Performance Indicators (KPIs):
- Total Sales (aggregated by state, product, and seller).
- Total Profit (aggregated by state, product, and seller).

Visualizations:

- Bar chart for profit and sales by state.
- Geographical map for product sales distribution.
- Tree map for profit by product.
- Data table for seller-level sales and profit details.

Filters:

- State (e.g., California, Florida).
- Product Category (e.g., Electronics, Sports & Fitness).
- Month (January–December).

5. Functional Requirements

Key Metrics:

- Sum of Sales: Displays the total revenue generated.
- Sum of Profit: Displays the net profit earned.
- Data Filters:
- Dynamic filtering by state, category, and time period (month).

Visual Dashboard Elements:

- A side-by-side comparison of profit and sales performance for states.
- Geographical heatmap for state-wise sales.
- Drill-down capability for product and seller performance.

6. Non-Functional Requirements

- Performance: The dashboard should respond to user interactions (e.g., applying filters) within 3–5 seconds.
- Usability: Design must ensure intuitive navigation with professional labeling, color-coded KPIs, and tooltips for clarity.
- Accessibility: Available on desktop through Microsoft Power BI with exportable reports in PDF or Excel format.
- Scalability: Future-ready design to accommodate additional data fields or integrations.

7. Data Requirements

Source Systems:

Sales and profit data sourced from structured files (Excel, CSV) or a centralized database.

Data Attributes:

State, Product, Category, Seller, Month, Sales Amount, Profit Amount.

8. Risks and Constraints

Risks:

- Data inaccuracies may lead to misleading visualizations.
- Complex data formats may require additional processing time.

Constraints:

- Requires periodic manual updates if connected to static files.
- User access limited to licensed Power BI accounts.