

BUSINESS REQUIREMENTS DOCUMENT (BRD)

Project Title

Sales Performance & Warranty Analytics Dashboard

1. Business Context / Problem Statement

The business operates across multiple product categories, regions, and customer segments and generates large volumes of sales data. However, stakeholders lack a **centralized analytical view** to understand:

- Overall sales performance trends
- Product and category-wise contribution
- Regional revenue distribution
- The operational and financial impact of warranty claims

Without a unified dashboard, decision-makers are unable to identify **high-performing products, problematic categories with high warranty claims, or regional revenue opportunities**, resulting in delayed or inefficient business decisions.

2. Goal of the Dashboard

The primary goal of this dashboard is to:

- Provide a **single source of truth** for sales and warranty performance
 - Enable leadership to monitor **revenue, quantity sold, and order volume**
 - Identify **top and underperforming products and categories**
 - Assess **warranty claim impact on sales quality and customer experience**
 - Support data-driven decisions related to **inventory, product quality, and regional focus**
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3. Target Users / Stakeholder Personas

User Personal	Primary Need from Dashboard	Expected Usage
Business Head	Overall sales & growth visibility	Monthly / Quarterly review
Sales Manager	Product & category performance tracking	Weekly performance analysis
Operations Manager	Warranty claims monitoring	Quality improvement planning
Product Manager	Identify high-claim products	Product optimization
Data Analyst	Insight generation & reporting	Ad-hoc analysis

4. Core Business Questions

The dashboard must enable users to answer the following questions:

1. How is total revenue trending year over year?
 2. Which product categories and products contribute the most to revenue?
 3. Which regions/countries generate the highest revenue?
 4. What is the overall warranty claim rate?
 5. Which categories and products have the highest warranty claims?
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5. Product-Style KPIs to Track

KPI	Definition
Total Revenue	Total sales value generated
Total Orders	Number of unique sales orders
Total Quantity Sold	Total units sold
Average Order Value (AOV)	Revenue per order
Average Selling Price (ASP)	Revenue per unit sold
Warranty Claim Rate	% of orders with warranty claims
Total Warranty Claims	Count of claimed sales

6. Scope of the Dashboard

In Scope:

- Sales performance analysis (Revenue, Quantity, Orders)
- Product and category-level performance
- Regional revenue analysis
- Warranty claimed vs non-claimed analysis
- Interactive filtering by Year and Month

Out of Scope:

- Predictive forecasting
 - Customer lifetime value modeling
 - Real-time data streaming
 - External benchmarking data
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7. Success Criteria (Measurable Outcomes)

The dashboard will be considered successful if:

- Users can identify top-performing products and categories within seconds
- Warranty-heavy categories are clearly visible
- Stakeholders actively use filters for self-service analysis
- Dashboard supports faster decision-making during reviews
- Dashboard is published and accessible via Tableau Public / Server