

Business Requirement Document (BRD)

Project Title: Adidas US Sales Analysis

1. Introduction:

The purpose of this project is to analyze the sales data of Adidas products in the United States and gain insights to drive business strategies and improve performance. This Business Requirement Document (BRD) outlines the objectives, scope, and requirements for the analysis of the Adidas US Sales Dataset.

2. Objectives:

- Analyze sales trends and patterns to identify growth opportunities and potential areas for improvement.
- Identify the top-selling products and product categories to focus on high-demand items.
- Evaluate the performance of different sales regions, states, and cities to allocate resources effectively.
- Assess the impact of different sales methods (in-store vs. outlet) on sales performance and profitability.
- Determine the profitability and operating margins for Adidas sales to optimize financial outcomes.
- Explore the relationship between price per unit and units sold to optimize pricing strategies.

3. Scope:

The analysis will focus on the Adidas US Sales Dataset, which includes the following information:

- Retailer: The name of the retailer selling Adidas products.
- Retailer ID: A unique identifier for each retailer.
- Invoice Date: The date when the sales transaction occurred.
- Region: The geographical region where the sales took place.
- State: The state where the sales occurred.
- City: The city where the sales occurred.
- Product: The type of Adidas product sold.
- Price per Unit: The price per unit of the product.
- Units Sold: The number of units sold.
- Total Sales: The total sales revenue generated.
- Operating Profit: The profit earned from the sales transaction.

- Operating Margin: The profit margin as a percentage of total sales.
- Sales Method: The method through which the sales were made (in-store or outlet).

4. Project Stakeholders:

1. Project Sponsor
2. Project Manager
3. Data Analyst
4. Business Users
5. Executives/Management

5. Functional Requirements:

- Import the Adidas US Sales Dataset into a data analysis tool (e.g., Power BI).
- Cleanse and preprocess the dataset to ensure data accuracy and consistency.
- Create interactive visualizations (e.g., bar charts, line charts, stacked column charts, donut charts) to analyze sales trends, product performance, and regional sales.
- Calculate and display key metrics, including total sales, operating profit, and operating margin.
- Perform calculations to identify top-selling products, regions, and sales methods.
- Explore the relationship between price per unit and units sold using appropriate visualizations.
- Provide drill-down and filtering capabilities for users to explore specific data points.
- Develop an executive dashboard summarizing the key findings and insights.

6. Non-Functional Requirements:

- The analysis should be user-friendly, intuitive, and visually appealing.
- The solution should be scalable to accommodate future updates to the dataset.
- Ensure compliance with data privacy and security regulations.
- The analysis should be documented with clear instructions for report usage and interpretation.

7. Assumptions:

- The Adidas US Sales Dataset is accurate, reliable, and representative of Adidas sales in the United States.
- Sufficient historical data is available in the dataset to perform meaningful analysis.
- External factors such as market conditions, competition, or marketing campaigns are not considered in this analysis.

8. Constraints:

- The analysis is limited to the data provided in the Adidas US Sales Dataset.
- Any data beyond the scope of the dataset will not be considered for this analysis.

9. Deliverables:

- Interactive data analysis report with visualizations, insights, and key performance indicators.
- Documentation outlining the analysis methodology, data cleansing processes, and report interpretation guidelines.

10. Timeline:

- The project is expected to be completed within 1 week.

11. Approval:

[project sponsor's signature and date]