Business Requirement Document

Introduction:

ST Marketing Agency is a type of super store company, day to day having transaction with large amount of data sets

The purpose of this document is to outline the business requirements for the Monthly Sales Power BI Dashboard.

Content	Values
Project Name	ST Monthly Sales Dashboard
Technologies Used	Power BI, Excel, SQL
Owner	Analytics Team
End Users	Operation Team
Data Sources	Excel, CSV, SQL
Project Start Date	
Estimated Project Deliverable Date	

Goal: To create a Power BI dashboard to visualize monthly sales data and provide insights to stakeholders for informed decision making, and also this dashboard will provide a comprehensive view of monthly sales performance for multiple insights.

Project Description:

The Power BI dashboard will provide a comprehensive view of monthly sales data, for different parameters such as overall sales, sales by category, sales by state, sales by brand and multiple insights was developed for each parameter.

The dashboard will allow stakeholders to drill down into specific data points and compare sales performance over time.

The dashboard will be updated on a monthly basis to reflect the latest sales data.

By providing a clear and intuitive view of sales data, the Power BI dashboard will help stakeholders to make a decisions and drive sales growth.

Business Requirements:

The business need for the project is to provide stakeholders with a clear and spontaneous view of monthly sales data.

The dashboard will help stakeholders to make informed decisions and drive sales growth by visualizing key performance indicators such as sales growth, sales trends, and top-selling products.

The data sources for the dashboard will include sales data from various databases and spreadsheets.

The user requirements for the dashboard include the ability to drill down into specific data points, compare sales performance over time, and receive regular updates on sales data.

Action Items:

1. You will get the almost clean a Data set just for better clarification check the basic data cleansing part

2. Report should contain landing page with the below details
   a. Relevant background Image
   b. Report title
   c. Buttons for page navigation
   d. Report refreshed date

3. Create Home Page with Below Navigation Buttons
   a. Sales Over view
   b. Category
   c. State
   d. Brand

4. Create a Separate dynamic calendar table based on purchase date

5. Maintain Same Header Bar in All pages

6. Use Classroom theme

7. Need Card Visuals for
   Total Order, Total Sales Amount, Total Profit, Average Discount

8. Required Visuals in Sales Overview Page
   a. One scroller for total order
   b. Total orders by Product Category
   c. Total orders by Brand Origin Country
   d. Year wise comparison of total orders and sales amount and profit
   e. Show brand wise Total Orders, sales amount and Profit.

9. Required visuals in Category Page
   a. Comparison of Previous year order with year-to-year orders
   b. Total orders by Sub-Category
   c. Total Profit by Sub-Category
   d. Total orders by segment

10. Required visuals in State Page
    a. Total Orders by state
    b. Total orders by city
    c. Total Profit by Region

11. Required visuals in Brand Page
    a. Total Orders by Brand
    b. Total Orders by Brand
    c. Total profit by brand

12. In Data View page create Drill through report for product name and product type

13. Required Slicers in All visual Pages
    a. Years
    b. Region
    c. Segment

14. Introduce ability to navigate between the pages
    a. In between pages
    b. Previous Page
    c. Home Page

15. Give custom titles for visuals

16. Add Data Last Refreshed Date Time in Home page