BUSINESS REQUIREMENTS DOCUMENT (BRD)

1. Business Context / Problem Statement

The business faces challenges in understanding end-to-end supply chain performance, sales behaviour, delivery delays, and customer distribution. Decision-makers lack a single consolidated dashboard to monitor shipping efficiency, product performance, and sales trends across regions. This dashboard aims to provide clear visibility into operational bottlenecks, delivery risks, and sales opportunities.

2. Goal of the Dashboard

This dashboard will enable business teams to:

• Monitor supply chain and delivery performance in real time.

• Identify regions with high delays or risks.

 • Track sales performance across products, categories, and customer segments.

• Improve operational decision-making and reduce bottlenecks.

• Support strategic planning with clear KPI-driven insights.

3. Target Users / Stakeholder Personas

User Persona	Primary Need from Dashboard	Expected Usage
Supply Chain Manager	Monitor delivery delays and shipping risks	Daily operational monitoring
Sales Manager	Track revenue, product performance, and customer trends	Weekly performance reviews
Executive Leadership	High-level overview of KPIs, profit, regional insights	Monthly reporting
Logistics Team	Compare scheduled vs real shipping time	Day-to-day delivery tracking

4. Core Business Questions

The dashboard must enable users to answer the following:

1. Which regions or cities experience the highest delivery delays?

2. What are the best-selling products, categories, and departments?

3. How do scheduled vs actual shipping days compare?

4. What are the overall sales and benefit performance across customers?

5. Which shipping modes perform best in on-time delivery?

5. Product-Style KPIs to Track

KPI	Definition
Total Sales	Total revenue generated from all orders
Total Benefit	Total profit (Benefit per order aggregated)
Average Shipping Delay	Difference between scheduled and actual shipping days
On-Time Delivery Rate	% of orders delivered on or before scheduled date
Top Product Categories	Categories ranked by highest sales
Customer Distribution	Number of customers by region/city

6. Scope of the Dashboard

In Scope:

• Supply chain performance analysis (shipping, delivery, risks)

• Sales, product, and customer insights

• KPI cards, bar charts, line charts, and maps

• Interactive filters and drill-down capabilities

Out of Scope:

• Real-time live data integration

• Predictive ML models beyond Tableau's built-in forecasting

7. Success Criteria (Measurable Outcomes)

The dashboard is considered successful when:

• Stakeholders can answer all core business questions clearly.

• Dashboard reduces manual reporting effort by at least 60%.

• Key KPIs load within 5–7 seconds on Tableau Public.

• Users can filter and drill down without performance issues.

• Data quality issues are resolved (nulls, duplicates, data types).