Business Requirements Document (BRD)

Project Name: Vegetable Sales Analysis Dashboard
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Date: 29 October 2025

1. Business Objective

The main objective of this Power BI project is to analyze vegetable sales performance in a hypermarket and generate actionable insights. The focus is on areas such as sales overview, profit & cost analysis, loss & wastage tracking, and wholesale price insights. The goal is to enable data-driven decision-making for procurement and operations teams.

2. Project Scope

In Scope

- Development of four Power BI dashboards:
    1. Sales Overview – Tracks total sales, quantity, and pricing trends.
    2. Profit & Cost Analysis – Evaluates profit margins and operational costs.
    3. Loss & Wastage Analysis – Monitors wastage rate and loss reasons.
    4. Wholesale Price Insights – Analyzes price variations and trends.
- Integration of vegetable sales Excel dataset.
- Creation of DAX measures for KPIs like Total Sales, Profit, and Wastage %.
- Use of slicers and filters for product and date selection.

Out of Scope

- Predictive or trend forecasting models.
- External data source integration.
- Customer behavior analytics.

2. Stakeholders

Role	Name / Department	Responsibility
Project Sponsor	Operations Manager	Approve requirements and review dashboards
Business Analyst	Mohammed Ameen	Gather requirements and define KPIs

Role	Name / Department	Responsibility
BI Developer	Mohammed Ameen	Develop dashboards and DAX measures
End Users	Store Managers	Use dashboards for business insights
Data Owner	Procurement Team	Provide accurate and cleaned dataset

3. Requirements

4.

Functional Requirements

1. Display KPIs for Total Sales, Profit, Wastage %, and Average Wholesale Price.
2. Highlight top and least profitable products.
3. Display sales and wastage trends over time.
4. Enable slicers for product and category.
5. Compare wholesale vs. retail prices visually.

Non-Functional Requirements

- Dashboard load time under 5 seconds.
- Clean, intuitive interface.
- Auto-refresh data with updates.
- Consistent visual design across pages.

6. Data Requirements

Table Name	Key Fields	Rows
Sales Fact	Date, item code, Quantity Sold, unit selling price, discount	10,000+
Product Details	Item code , item Name, Category code, category name	50+
Loss Rate	Item code, item name, Loss Rate	1,000+
Wholesale Price	Date , item code , wholesale price	1,000+

7. Dashboard / Insight Pages

Page Name	Purpose	Key Metrics / Questions	Visuals
Sales Overview	Overview of sales	Total Sales, Quantity Sold	Cards, Bar Chart, tables
Profit & Cost Analysis	Profitability review	Profit Margin %, Cost vs Sales	KPI Cards, Table, Bar Chart

Page Name	Purpose	Key Metrics / Questions	Visuals
Loss & Wastage	Track wastage patterns	Wastage %, Reasons	Cards, table, bar chart
Wholesale Insights	Wholesale pricing trends	Average Price, Trend Over Time	scatter Chart, bar chart , cards
Summary and KPI	Short summary To focus on product	Most profitable Product, sales and profit of previous year	cards , gauges

8. Assumptions & Constraints

- Dataset is accurate and validated.

- Dashboard will be viewed in Power BI Desktop or Service.

- Only provided Excel dataset is used.

- Relationships in data model are correctly defined.

9. Glossary of Terms

Term	Definition
KPI	Key Performance Indicator
Profit Margin	(Profit ÷ Sales) × 100
Wastage %	Percentage of unsellable items
Wholesale Price	Purchase price from suppliers
Loss Rate	Percentage of total loss

10. Approval

Name	Role
Operations Manager	Project Sponsor
Mohammed Ameen	BI Developer / Analyst
Procurement Team	Data Owner