

Business Requirement Document (BRD)

1. Project Overview

The Sales Performance & Customer Insights Dashboard project aims to provide management with clear visibility into sales trends, customer behavior, and regional performance to support data-driven decision-making.

2. Business Objectives

- 1 Analyze overall sales performance
- 2 Identify high and low performing regions and products
- 3 Measure customer retention and repeat purchases
- 4 Provide actionable insights for business growth

3. Stakeholders

- 1 Business Head
- 2 Sales Manager
- 3 Marketing Team
- 4 Business Analyst

4. Scope

In Scope: Sales data analysis, KPI calculation, dashboard creation, and business recommendations. Out of Scope: Real-time data integration and predictive modeling.

5. Key Requirements

- 1 Interactive Power BI dashboard
- 2 KPIs including Revenue, Profit, AOV, Retention Rate
- 3 Filters by Region, Product Category, Time Period
- 4 Downloadable insights for stakeholders

6. Success Metrics

- 1 Improved visibility of sales performance
- 2 Reduction in manual reporting efforts
- 3 Faster decision-making using dashboards

7. Assumptions & Constraints

Assumptions include availability of clean sales data and stakeholder availability. Constraints include static historical data and limited project timeline.