

Business Requirements Document (BRD)

Document Title:

Business Requirements Document
Project Name: Retail Sales & Profitability Analysis
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1 Executive Summary

This project focuses on analyzing retail sales performance using historical transaction data. The goal is to help sales, inventory, and marketing teams understand regional performance, high- and low-performing products, and the impact of discounting on profitability.

By building a Power BI dashboard, the business will gain real-time, filterable insights into category trends, store-level KPIs, and product-level drivers to guide restocking, promotion planning, and store strategy.

2 Business Objectives

Objective	Description
Improve sales visibility	Segment sales by store, category, product
Identify low-performing items	Find products with low sales or negative profit
Monitor discounts vs profit	Understand impact of promotions on profitability
Regional performance tracking	Compare KPIs across regions/stores
Enable real-time sales dashboard	Let decision-makers explore insights visually

3 Project Scope

In-Scope:

Sales data analysis: order date, sales, profit, quantity

Filters by region, category, customer segment

Dashboard in Power BI

Excel cleaning & SQL analysis

Process maps & stakeholder docs

Out of Scope:

Predictive modeling or demand forecasting

Real-time inventory alerts

Price optimization logic

4 Functional Requirements

ID	Description
FR1	The system must display sales, profit, and quantity per product and region
FR2	The dashboard must allow filters by order date, segment, region, and category
FR3	KPIs for total sales, top 5 SKUs, and bottom 5 profit items must be visible
FR4	Visuals must show discount % vs profit correlation
FR5	Users must be able to export summary by store/region

5 Non-Functional Requirements

ID	Description
NFR1	Dashboard must load within 3 seconds
NFR2	Must be compatible with mobile/tablet

ID	Description
NFR3	Only sales team and managers can access it

6 Tools & Technologies

Tool	Purpose
Excel	Clean and prepare sales data
SQL	Run analytical queries on profit
Power BI	Build interactive visuals
Draw.io	Process diagrams
Word	Documentation

7 Timeline

Phase	Duration
Requirement Gathering	1 day
Excel Cleaning	2 days
SQL Analysis	2 days
Dashboard Build	3 days
Final Documentation	1 day

8 Stakeholders

Sales Manager

Inventory Planner

Marketing Team

BI/IT Team

Regional Store Heads
(see Step 2 for detailed matrix)

9 Approval Template

Name	Role	Signature
Pankaj Kumar Singh	Business Analyst	
Sales Manager	Project Owner	
C00	Executive Reviewer	