

BRD – Enterprise KPI Transformation

Business Problem:

Global retail executives face delayed insights due to fragmented reporting, resulting in slow decision-making during supply chain disruptions.

Business Objective:

Enable a centralized KPI dashboard improving decision speed by **20%**.

Scope:

- Sales performance KPIs
- Customer churn analysis
- Executive dashboards

Out of Scope:

- Real-time system integration
- AI predictions

Stakeholders:

CEO, Sales Head, Strategy Team, Business Analyst

Success Metrics:

- 20% faster decision-making
- 25% churn reduction visibility

