

## 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

