Business Requirements Document (BRD)

Project Title: EdTech Growth Analytics Dashboard

Company: Learnbay Pvt. Ltd.

Prepared By: Saurav Khamankar (Business Analyst Intern)

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1. Project Overview

Learnbay is an EdTech company offering online and offline AI/ML courses. The company runs multiple marketing campaigns across digital platforms to attract learners. However, visibility into which channels deliver the best ROI and conversions is limited.

This project aims to centralize marketing, lead, and conversion analytic into a single Power BI dashboard, automate reporting, and support strategic decision-making.

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2. Objectives

- Analyze and compare performance of 10+ marketing campaigns.

- Reduce Customer Acquisition Cost (CAC) by identifying cost-effective channels.

- Improve conversion rate from lead to paid customer.

- Automate weekly reporting through SQL and Power BI.

- Provide strategic cohort insights to support product and marketing alignment.

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3. Scope

In Scope:

- Campaign performance tracking (CTR, CAC, ROI)

- Lead funnel visualization (Lead > Demo > Paid)

- Cohort analysis of user behavior

- Dashboard creation in Power BI

- Weekly SQL-based reporting automation

Out of Scope:

- Backend database infrastructure updates

- Real-time data streaming or API integrations

- CRM implementation or UI design changes

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4. Stakeholders

Name	Role	Department	Responsibilities
Shamsheer Shah	Head of Marketing	Marketing	Campaign performance tracking
Sayli Patil	Sales Manager	Sales	Lead conversion and funnel analysis
Neha Jain	Product Manager	Product	Cohort and course insights
Krishna Kumar	CEO/Founder	Executive Team	Overall strategic reporting

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5. Business Requirements

ID	Requirement Description	Priority
BR1	Ability to compare CTR, CAC, and ROI for each campaign	High
BR2	Visualization of lead funnel with conversion rates at each stage	High
BR3	Cohort analysis of users from free trial to paid conversion	Medium
BR4	Weekly automated report to be sent to senior stakeholders	High
BR5	Dashboard filters by campaign, channel, city, course, and time period	Medium

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6. Success Criteria

- Dashboard reflects accurate campaign performance with drilldowns

- At least 10% reduction in average CAC within 2 months

- 15% increase in conversion from demo to paid

- 100% replacement of manual Excel reports with automated SQL/Power BI system

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7. Constraints & Risks

- Limited historical data from all channels

- Inconsistent naming conventions in marketing datasets

- Dependence on Marketing team for tagging campaigns accurately

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8. Timeline (Indicative)

Phase	Duration
Requirement Gathering	1 Week
BRD/FRD Documentation	1 Week
Data Preparation	2 Weeks
Dashboard Development	2 Weeks
Testing & Iteration	1 Week
Final Delivery	Ongoing Support

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9. Approval

Prepared by:
Saurav Khamankar – Business Analyst Intern

Reviewed by:
Shamsheer Shah – Head of Marketing
Sayli Patil – Sales Manager
Neha Jain – Product Manager
Krishna Kumar – CEO

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