

Business Requirement Document (BRD)

Project Title: Sales Performance Analysis Dashboard using Power BI

Purpose: This document defines business needs and requirements for building a Power BI sales dashboard.

Business Background: Sales data is stored in Excel across regions and products, making analysis difficult.

Objectives:

- Monitor sales and profit
- Identify top and low performers
- Analyse trends

Scope:

In Scope:

- Excel data import
- Dashboard creation

Out of Scope:

- Real-time refresh

KPIs:

- Total Sales
- Total Profit
- Profit Margin

Deliverables:

- Power BI Dashboard
- Clean Dataset.