

Business Requirements Document (BRD)

Project Name: Superstore Sales Analytics & Insights Dashboard

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Date: 21-11-2025

Business Owner / Sponsor: Sales & Operations Team

Version: 1.0

1. Business Objective

The primary objective of this project is to build a Power BI dashboard that provides clear visibility into sales, profit, customer behavior, and operational efficiency using the **Superstore dataset**.

This solution will:

1. Analyze sales and profit performance across regions, product categories, and customer segments.
 2. Identify best-performing and underperforming products, customers, and markets.
 3. Measure impact of discounts on profitability.
 4. Track order processing timelines through Order Date vs. Ship Date analysis.
 5. Enable decision-makers to interactively explore insights using filters, drill-throughs, and dynamic visuals.
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2. Project Scope

In Scope

- Creation of a **multi-page Power BI report** with:
 - Overview / Executive Summary Page
 - Sales & Profit Analysis Page
 - Customer Insights Page
 - Product & Category Performance Page

- Development of key DAX measures:
 - Total Sales
 - Total Profit
 - Profit Margin %
 - Discount Impact
 - Average Order Value
 - Order Count
 - Year-over-Year comparisons
 - Ship Time (Delivery duration)
- Data modeling using:
 - ✓ 1 Fact Table
 - ✓ 3 Dimension Tables
(DimDate, DimProduct, DimCustomer)
- UI Enhancements:
 - Bookmarks
 - Tooltips
 - Navigation buttons
 - Slicer panel
 - Conditional formatting

Out of Scope

- Forecasting or predictive analysis
- External database/API connections
- Real-time refresh
- Demographic-level analysis

3. Stakeholders

Role	Name/Department	Responsibility
Project Sponsor	Sales Head	Approves requirements and final dashboard
BI Developer	Akhila	Data modeling, DAX, dashboard design
Business Analyst	Akhila	Requirement gathering, documentation
End Users	Sales and Management Teams	Sales team, regional managers, leadership
Data Owner	Data Team	Confirms dataset accuracy

4. Requirements

Functional Requirements

- Display KPIs: Total Sales, Total Quantity, Profit, Profit Margin %, Avg Order Value.
- Show regional and category sales breakdown.
- Compare YoY and monthly trends via line charts.
- Track customer segmentation and loyalty analysis.
- Use slicers for Date, Segment, Category, Region.
- Support drill-through to order-level detail.

Non-Functional Requirements

- Dashboard Load time under **3 seconds**.
 - Consistent formatting, theme, and labeling across pages.
 - Mobile view optional but not mandatory.
 - Clean UI with minimal clutter.
 - Auto-updating visuals upon filter changes.
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5. Data Requirements

Table Name	Description
FactSales	Sales transaction data (Sales, Quantity, Discount, Profit, Dates)
DimDate	Calendar dimension generated from Order Date
DimProduct	Product-level data
DimCustomer	Customer and region details

Key Fields:

- Order ID
- Order Date
- Product ID
- Customer ID
- Region
- Sales
- Profit
- Quantity
- Discount

6. Dashboard Pages & Insights

Page Name	Purpose	Key Metrics / Questions	Visuals
Executive Summary	High-level business snapshot	Overall sales, profit, margin, top contributors	KPI Cards, Line Chart, Donut Charts
Sales & Profit Insights	Revenue, trend & margin analysis	Which category contributes most? How do discounts correlate with margins?	Bar Chart, Line Chart, Heatmap
Customer & Product Insights	Customer behavior & product performance	Who are the top customers? Which products underperform?	Tree Map, Table, Drill-through page

8. Glossary

- **Profit Margin** = $\text{Profit} \div \text{Sales}$
 - **Discount Impact** = (Sales before discount vs after discount difference)
 - **Order Line** = One line entry from a sales invoice
 - **Segment** = Customer classification (Home Office, Corporate, Consumer)
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9. Approval

Name	Role	Signature	Date
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Project Sponsor			
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BI Developer			
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Data Owner			
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