

# Business Requirements Document (BRD)

## 1 Project Overview [🔗](#)

- **Project Name:** Sales & Customer Analysis Dashboard

- **Description:**

We aim to create an interactive **Power BI dashboard** that analyzes **sales, customer behavior, and product performance** using API data.

- **Business Goal:**

- Understand customer demographics & shopping trends
- Identify top-selling products
- Track revenue and sales performance

## 2 Scope of the Project [🔗](#)

### ✅ In Scope:

- Connecting the three APIs to **Power BI**
- Analyzing **customer demographics**
- Sales & revenue analysis
- Product category performance

### ❌ Out of Scope:

- Advanced ML predictions
- Real-time live updates

## 3 Business Objectives & Success Criteria [🔗](#)

### 📌 Objectives:

- Gain insights into **customer behavior** 👤
- Identify **best-selling products** 🔥
- Understand **sales performance over time** 📊

### ✅ Success Criteria:

- Interactive **Power BI dashboard** is built
- Reports are **easy to understand and actionable**
- Business users can make **data-driven decisions**

## 4 Stakeholders [🔗](#)

- **CEO / Business Owners** – Want revenue insights 📈
- **Marketing Team** – Needs customer demographics 📊
- **Sales Team** – Wants to track product performance 📦

## 5 High-Level Requirements [🔗](#)

1. **Data Integration:**
    - Connect **Users, Products, and Carts API** to Power BI
  2. **Dashboard Reports:**
    - Customer demographics (age, gender, location)
    - Top-selling products & revenue tracking
    - Monthly sales trends
  3. **Filtering & Interactivity:**
    - Ability to filter by **country, product category, and customer segments**
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## 6 Constraints & Assumptions [🔗](#)

### ⚠️ Constraints:

- API has a **limited number of records** (test public data)
- No real-time updates, data must be refreshed manually

### ♦ Assumptions:

- Data format **remains consistent**
  - Business users have basic knowledge of **Power BI**
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## 7 Risks & Mitigation Plan [🔗](#)

Risk	Impact	Mitigation
API might change structure	High	Monitor API changes & update queries
Large data volume slows Power BI	Medium	Optimize data import using filters

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## 8 Timeline & Milestones [🔗](#)

Task	Estimated Time
API Analysis	1 day
Power BI Connection	1 day
Data Cleaning & Transformation	2 days
Dashboard Design	3 days
Testing & Feedback	2 days