

# **BUSINESS REQUIREMENT DOCUMENT (BRD)**

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## **1. Project Title**

### **Superstore Sales Analysis Dashboard**

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## **2. Project Objective**

The objective of this project is to analyse historical retail sales data to gain insights into overall sales performance, customer behaviour, and product profitability. The project aims to provide interactive dashboards that support business decision-making by presenting key metrics and trends in a clear and visual manner.

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## **3. Business Problem / Opportunity**

### **Business Problem**

The business currently lacks a consolidated reporting system to analyse sales, customers, and profitability across regions, products, and time periods. Decision-makers rely on raw data, which makes it difficult to identify trends, top-performing areas, and loss-making products.

### **Opportunity**

By transforming raw sales data into structured dashboards, the business can:

- Monitor performance briefly
  - Identify growth opportunities
  - Optimize discount and pricing strategies
  - Improve customer and product-focused decisions
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## **4. Target Audience**

- Senior Management / Executives
  - Sales Managers
  - Product and Category Managers
  - Business Analysts
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## 5. Scope

### Included

- Data cleaning and preparation in Power BI
- Creation of calculated columns and measures
- Development of a Date Dimension table
- Design and development of three dashboards:
  - Executive Overview
  - Customer Analysis
  - Product & Profitability
- Use of slicers, filters, and drill-down functionality

### Excluded

- Predictive analysis or forecasting
  - Real-time or automated data refresh
  - Integration with external or live data sources
  - Advanced machine learning models
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## 6. Data Source & Model

### Data Source

- **Dataset Name:** Superstore Sales Dataset
- **Source:** Kaggle
- **Format:** CSV / Excel
- **Nature:** Historical transactional data

### Tables Used

- Sample superstore (main fact table)
- Date Table (custom date dimension created in Power BI)

### Data Model Type

- **Star Schema**
  - Fact Table: sample superstore

- Dimension Table: Date

Relationship:

- DateT able (One) → sample superstore (Many) on Order Date
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## 7. Key KPIs

- Total Sales
  - Total Profit
  - Total Orders
  - Total Customers
  - Average Sales per Customer
  - Profit Margin (%)
  - Average Discount
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## 8. Deliverables

- Cleaned and transformed dataset
  - Power BI data model with relationships
  - Three interactive dashboards:
    1. **Executive Overview Dashboard**
      - Sales trend, regional performance, key KPIs
    2. **Customer Analysis Dashboard**
      - Top customers, customer segments, customer value
    3. **Product & Profitability Dashboard**
      - Product performance, profit analysis, discount impact
  - Business Requirement Document (BRD)
  - Functional Requirement Document (FRD)
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## 9. Notes & Assumptions

- The dataset represents historical data and is static

- Discounts are stored as decimal values
- Profit values may be negative for loss-making products
- Each order is associated with one customer
- Data accuracy depends on the quality of the source dataset
- Dashboards are designed for analysis, not for operational transactions