Business Requirements Document (BRD)

# 1. Introduction

This Business Requirements Document (BRD) outlines the objectives, scope, and business requirements for the Adidas Sales Analysis Project. The project aims to analyze Adidas sales performance across regions, products, and customer segments to provide actionable insights for decision-making.

# 2. Project Objectives

The primary objectives of this project are:

• To evaluate sales performance by region, state, and city.

• To analyze product category performance and contribution to revenue.

• To assess profitability trends and identify high/low margin products.

• To analyze customer purchase behavior and sales methods (online/offline).

# 3. Scope

In Scope:

• Sales data analysis (2020 Adidas dataset).

• KPIs including Total Sales, Units Sold, Profit, and Profit Margin.

• Dashboard development in Power BI with interactive visualizations.

Out of Scope:

• Predictive modeling or advanced AI analysis.

• Integration with live sales systems.

# 4. Stakeholders

• Business Analyst – Responsible for requirement gathering and documentation.

• Data Analyst – Responsible for cleaning, preparing, and analyzing data.

• Sales Managers – End users of the dashboards.

• IT/BI Team – Responsible for technical support and dashboard deployment.

# 5. Business Requirements

The system should allow users to:

• View total revenue, profit, and sales trends by time period.

• Drill down into regional, state, and city sales performance.

• Compare online vs. offline sales methods.

• Analyze top-performing products and categories.

• Monitor KPIs for profitability, margin, and product contribution.

# 6. Deliverables

• Cleaned and structured Adidas dataset.

• Power BI dashboards with multiple pages (Sales Overview, Regional Analysis, Product Analysis, Profit Analysis).

• Documentation including BRD and FRD.

# 7. Approval

Prepared By: Business Analyst

Approved By: Project Sponsor / Manager