Business Requirements Document (BRD)

PROJECT NAME: POWER BI CONSUMER & SALES INSIGHTS DASHBOARD
PREPARED BY: JIBIN AHAMMED
DATE: 23/10/2025
PROJECT SPONSOR / BUSINESS OWNER: SALES & MARKETING TEAM
VERSION: 1.0

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1. Business Objective

The objective of this project is to:

1. **Analyze sales data across multiple products, regions, and channels.**

2. **Identify top-performing products, variants, and categories.**

3. **Understand customer behavior and market performance for strategic decisions.**

4. **Enable data-driven decisions for marketing, sales, and inventory planning.**

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2. Project Scope

In Scope: - Create three insight pages in Power BI:

1. **Sales Overview – Overall sales trends and revenue.**

2. **Product Performance – Product, category, variant insights.**

3. **Customer & Market Insights – Customer, region, market trends.**

Integrate three data sources: - Fact Table: Sales (900,000+ rows) - Product Table: Product details (398 rows) - Customer Table: Customer details (210 rows) - Implement interactive slicers for filtering by product, region, channel, and month. - Create DAX measures like Total Revenue, Total Quantity, Average Revenue per Customer.

Out of Scope: - Predictive analytics or forecasting. - External data integration beyond provided sources. - Advanced AI-powered insights.

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3. Stakeholders

Role	Name / Department	Responsibility
Project Sponsor	Sales Head	Approve requirements, review reports
Business Analyst	Shahana Sherin	Gather requirements, create BRD
BI Developer	Shahana Sherin / Team	Build dashboards, create measures
End Users	Marketing & Sales Team	Use dashboards for decision making
Data Owner	Data Team	Provide accurate data

4. Requirements

Functional Requirements: 1. Display total revenue and total quantity on Sales Overview page. 2. Show top-performing products and variants by revenue and quantity. 3. Show monthly and quarterly sales trends. 4. Map sales by region, market, and sub_zone. 5. Enable filtering by product, category, region, market, channel, and month. 6. Show customer-level insights, including top customers by revenue and platform.

Non-Functional Requirements: - Dashboard should load under 5 seconds. - UI must be intuitive, clean, and interactive. - Data should update automatically with source refresh.

5. Data Requirements

Table Name	Description	Rows
FactSales	Sales transactions with product & customer code	900,000+
Product Dimension	Product details including division, category, variant	398
Customer Dimension	Customer details including region, market, platform, channel	210

Key Fields: - FactSales: product_code, customer_code, sales_date, quantity, gross_price - Product Dimension: product_code, division, category, variant - Customer Dimension: customer_code, region, market, sub_zone, platform, channel

6. Dashboard / Insight Pages

Page Name	Purpose	Key Questions / Metrics	Visuals
Sales Overview	Overall sales trends & revenue	Total revenue, total quantity, top markets/products, trends	Card, Line Chart, Bar Chart, Map
Product Performance	Product-level insights	Revenue by product, category, division, top/bottom variants	Table, Bar Chart, KPI Cards
Customer & Market Insights	Customer and regional performance	Revenue by customer, market, region, platform, channel	Table, Map, Column Chart, Pie Chart

7. Assumptions & Constraints

- Data is accurate, cleaned, and ready for import.
- Only provided tables are used.
- Dashboard will be viewed in Power BI Service or Desktop.
- Row numbers mismatch between fact and dimension tables handled by relationships in Power BI.

8. Glossary of Terms

- ROA: Rest of Asia
- ANZ: Australia & New Zealand
- SE: Southern Europe
- NE: Northern Europe
- Variant: Product version (Standard, Plus, Premium)
- Platform: Sales channel (E-Commerce, Brick & Mortar)

9. Approval

Name	Role	Signature	Date
	Project Sponsor		
	BI Developer		
	Business Analyst		