# **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**

## **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.**

## **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.**

## **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** |  |  |