

# **Business Requirement Document (BRD)**

**Project Title: Power BI Sales Performance Dashboard**

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## **1. Project Overview**

This project aims to design an interactive Power BI dashboard that provides a comprehensive analysis of sales performance. It helps track key metrics like sales, profit, and quantity across various regions, product categories, and time periods. The goal is to identify sales trends, optimize profit margins, and improve decision-making for business growth.

## **2. Business Objectives**

1. To monitor overall sales and profit trends over time.
2. To analyze sales by region, category, and segment for performance comparison.
3. To identify late deliveries vs on-time shipments for process improvement.
4. To detect low-performing products or regions and improve them.
5. To create a single, interactive dashboard for management reporting.

## **3. Scope of the Project**

### **In Scope:**

- Importing and cleaning data using Power Query.
- Creating calculated measures using DAX (Sales, Profit Margin, Delivery Delay, etc.).
- Building visuals for time-based, category-wise, and regional analysis.
- Designing KPI indicators and interactive filters.

### **Out of Scope:**

- Predictive analytics or machine learning models.
- Real-time data integration.

## **4. Key Deliverables**

- A Power BI dashboard with:

- Sales and profit by category, region, and time.
- Order Date vs Ship Date comparison (on-time vs late deliveries).
- KPIs for total sales, profit, and average delivery time.
- Insights for decision-making and growth strategies.

## **6. Data Sources**

- Dataset: *Superstore Sales Dataset* (train.csv.xlsx)
- Fields include: Order ID, Product Name, Category, Region, Sales, Profit, Quantity, Discount, Ship Date, and Order Date.

## **7. Tools and Technologies**

- Microsoft Power BI
- Power Query
- DAX (Data Analysis Expressions)
- Excel (for initial data validation)

## **8. Key Metrics / KPIs**

- Total Sales
- Total Profit & Profit Margin
- Quantity Sold
- Average Delivery Time
- Late Delivery %
- Sales by Category & Region

## **9. Assumptions**

- All data entries are clean and complete.
- Order and shipment dates are accurate.
- User has Power BI Desktop installed.

## **10. Expected Outcome**

- A visually appealing, interactive dashboard.
- Data-driven insights to improve sales and delivery performance.
- A report that supports better strategic business decisions.