

Business Requirements Document (BRD)

Project Title: **VALUEFRENZY BUSINESS ANALYSIS PROJECT**

Prepared By: **NITIN KUNIGAL** (Business Analyst)

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1. Project Overview

Project Name: ValueFrenzy Business Analysis

Business Sponsor: Sarah Jamieson (COO)

Project Owner: Nitin Kunigal

Document Version: 1.0

Project Summary:

The ValueFrenzy Business Analysis project aims to leverage data-driven insights to optimize sales performance, improve profitability, and align business operations with strategic goals. This analysis will provide stakeholders with an interactive Excel dashboard and comprehensive business documentation, enabling data-backed decision-making across different regions and product categories.

2. Business Objectives

This project is designed to support ValueFrenzy's strategic business objectives by leveraging data-driven insights to drive revenue growth, improve operational efficiency, and enhance customer engagement. The key project objectives are:

- **Validate Business Challenges & Identify Opportunities:**
 - Analyze historical sales data (2021–2023) to confirm declining gross profit trends and regional performance gaps.
 - Identify growth opportunities by examining revenue distribution, product-tier performance, and customer purchasing behavior.
- **Enhance Stakeholder Collaboration for Business Alignment:**

Engage with key stakeholders—including the COO, CFO, and regional managers—to validate insights, refine analysis focus, and ensure alignment with ValueFrenzy's strategic priorities.
- **Transform Data into a Usable Format for Effective Analysis:**

Clean, structure, and transform sales data from multiple sources using Excel's Power Query, Power Pivot, and DAX, ensuring accuracy and consistency for reliable analysis.
- **Generate Insights to Support Strategic Decision-Making:**

Evaluate key KPIs, including total revenue, gross profit, quantity sold, and Average Transaction Value (ATV) across regions and product tiers.
- **Develop an Interactive Decision-Support Dashboard:**

Design a user-friendly Excel dashboard to provide leadership with real-time visualization of sales performance and trends, enabling informed decision-making.
- **Deliver Data-Driven Recommendations to Drive Business Growth:**

Propose actionable solutions, such as pricing optimization, inventory adjustments, and marketing strategies, to address revenue stagnation and profitability concerns.
- **Ensure Continuous Stakeholder Engagement & Knowledge Sharing:**

Present key findings, insights, and recommendations through stakeholder workshops and presentations, ensuring buy-in and effective implementation of suggested strategies.

3. Key Stakeholders

This project involves multiple stakeholders who play a crucial role in defining, validating, and implementing business requirements.

Stakeholder	Role in the Project
Sarah Jamieson (COO)	Project Sponsor; final approval of requirements.
David Lee (CFO)	Financial Oversight; ensures alignment with business goals.
Amanda Cole (Head of Sales & Marketing)	Sales and Marketing Alignment; ensures insights support sales strategies.
Karen Blake (Head of Product Development & Strategy)	Product Strategy and Innovation; ensures product-related insights align with strategic objectives.
Michael Rogers (Regional Manager – USA)	Regional Performance Evaluation; provides insights on sales trends in the USA.
Isabella Martinez (Regional Manager – Mexico)	Regional Performance Evaluation; ensures insights reflect market trends in Mexico.
Ethan Carter (Regional Manager – Canada)	Regional Performance Evaluation; provides feedback on business performance in Canada.

Note:

For a detailed overview of stakeholder roles, responsibilities, and influence on the project, please refer to the **Project Charter** and **Project Report**.

4. Business Requirements

Business requirements define the high-level needs, objectives, and expectations of the project from a business perspective. These requirements focus on the why behind the project—what the organization aims to achieve and how it aligns with ValueFrenzy’s strategic goals. In this project, the business requirements outline the need for data-driven insights, improved sales performance, and optimized decision-making to enhance revenue and profitability.

BR#	Business Requirement
BR1	The dashboard must allow stakeholders to filter data by year, region, and product tier.
BR2	The dashboard should provide sales trends and profitability insights for decision-making.
BR3	The analysis should highlight revenue, gross profit, and transaction trends to identify key performance drivers.
BR4	Recommendations must be aligned with Key Performance Indicators (KPIs) to support strategic decision-making.
BR5	All data cleaning, transformations, and assumptions must be well-documented for transparency.

5. Functional Requirements

Functional requirements define the specific features, capabilities, and system behaviors necessary to fulfill the business requirements. They focus on the how—describing the functionality needed in the interactive Excel dashboard, data processing, filtering options, and reporting structure. These requirements ensure that the solution enables stakeholders to efficiently explore data, extract insights, and make informed business decisions.

FR#	Functional Requirement	Related BR(s)
FR1	Implement Excel slicers for filtering data by year, region, and product tier.	BR1
FR2	Use Power Query to clean and structure data for filtering functionality.	BR1
FR3	Create a trend analysis chart showing sales and profit over time.	BR2
FR4	Use Power Pivot to establish relationships between fact and dimension tables for dynamic reporting.	BR1, BR2
FR5	Generate KPI scorecards for revenue, gross profit, and transactions.	BR3, BR4
FR6	Provide a summary of key drivers affecting profitability in different regions.	BR3
FR7	Document all data cleaning steps and transformation logic in a structured format.	BR5
FR8	Ensure that recommendations are aligned with KPIs and presented in a structured format.	BR4

6. High-Level Project Scope

6.1 In-Scope

- Analyze historical sales data (2021–2023) to assess revenue, profitability, and transaction trends across regions.
- Identify key drivers affecting business performance, including product tier analysis and customer purchasing behaviors.
- Develop strategic recommendations for pricing, product optimization, and customer engagement.
- Engage with stakeholders (COO, CFO, regional managers) to align insights with business priorities.

6.2 Out of Scope

- Customer sentiment analysis based on survey data.
- Detailed logistics and supply chain optimization strategies.
- Internal operations, HR, or workforce management analysis.

7. Assumptions and Constraints

7.1 Assumptions

- **Business Operations:** ValueFrenzy has operated without major disruptions (e.g., store closures, regulatory changes) that would significantly distort historical sales trends.
- **Macroeconomic Factors:** External influences like inflation and supply chain issues have consistently affected all regions but are not the primary focus of this analysis.
- **Sales & Market Stability:** Sales performance and consumer behavior are assumed to follow stable patterns across the USA, Mexico, and Canada, ensuring comparability.
- **Product Portfolio Consistency:** No major product launches or discontinuations occurred during the analysis period, allowing for a stable product mix evaluation.
- **Customer Behavior Trends:** Purchasing behavior aligns with standard retail patterns—low-tier products drive volume, while medium- and high-tier products contribute more to profitability.

7.2 Constraints

- **Data Scope:** The analysis is limited to 2021–2023 sales data, excluding external factors like competitor performance or macroeconomic trends.
- **Tool Limitations:** The project uses Microsoft Excel for data cleaning and analysis, which may limit handling of large datasets or advanced analytics.
- **Regional Differences:** Consumer behavior, regulations, and economic conditions vary across regions, impacting uniformity in analysis and recommendations.
- **Stakeholder Dependency:** Timely input from key stakeholders (COO, regional managers) is necessary to refine insights and ensure alignment with business needs.
- **Operational Data Exclusion:** The project focuses on sales data and does not include supply chain logistics, staffing, or operational efficiency metrics.

8. Business Success Criteria

These criteria define how the project's insights and recommendations contribute to ValueFrenzy's broader business objectives.

8.1 Data-Driven Decision Making

8.1.1 Actionable Insights for Strategy & Growth

- Insights translate into clear, practical recommendations that support ValueFrenzy's goals of increasing revenue, improving profitability, and optimizing performance across regions and product tiers.

8.1.2 Executive-Level Decision Support

- The analysis empowers leadership to make data-driven pricing, product, and marketing decisions to drive business performance.

8.2 Financial & Operational Impact

8.2.1 Revenue & Profitability Enhancement

- Insights help ValueFrenzy identify opportunities to recover Average Transaction Value (ATV), optimize pricing strategies, and improve gross profit margins.

8.2.2 Operational Efficiency & Cost Optimization

- Recommendations highlight ways to enhance inventory management, regional sales performance, and promotional effectiveness.

8.1.2 Implementation Readiness

- Delivery of an actionable Recommendations Implementation Plan to facilitate smooth execution of suggested improvements.

8.3 Long-Term Value & ROI

8.3.1 Return on Investment (ROI)

- The project delivers potential cost savings, optimized sales strategies, and improved customer targeting, as outlined in the Business Case.

8.3.2 Scalability & Future Insights

- The framework and methodologies used in this analysis can be replicated for future data-driven decision-making, ensuring ongoing value beyond the project timeline.

9. Project Success Criteria

These criteria define the successful execution of the project in terms of deliverables, stakeholder engagement, and analytical excellence.

9.1 Deliverables

9.1.1 Interactive Dashboard

- A user-friendly, interactive Excel dashboard that allows stakeholders to explore data intuitively, identify key trends, and make informed decisions.
- Ensures ease of use for both technical and non-technical users, with clear visualizations and dynamic filtering options.

9.1.2 Comprehensive Business Analysis Documentation

- Completion of structured business analysis documents, including the Business Requirements Document (BRD), Business Case, and Recommendations Implementation Plan.
- Ensures a well-documented, structured approach to analysis and decision-making.

9.1.3 Transparency and Accountability

- Clear documentation of data cleaning steps, assumptions, methodologies, and calculations to maintain transparency and stakeholder trust.

9.2 Analytical Excellence

9.2.1 Insightful Analysis

- The project effectively identifies key sales trends, pinpoints root causes of performance issues, and provides actionable, data-backed recommendations.

9.2.2 Alignment with KPIs

- All insights and recommendations are aligned with ValueFrenzy's Key Performance Indicators (KPIs) to ensure relevance to strategic objectives.

9.3 Stakeholder Satisfaction

9.3.1 Stakeholder Approval

- Positive feedback from key stakeholders (Sarah Jamieson, COO; David Lee, CFO) regarding the accuracy of the analysis, quality of insights, and usability of dashboards/documents.

9.3.2 Stakeholder Engagement Success

- Proactive and timely communication throughout the project, ensuring that stakeholders remain informed and actively engaged in decision-making.

9.4 Timeliness and Efficiency

9.4.1 On-Time Delivery

- Successful completion of all deliverables within the agreed project timeline.

9.4.2 Efficient Resource Utilization

- Effective use of allocated resources while maintaining high-quality outputs.
- Ensures the project meets all quality standards without exceeding budget or resource constraints.

10. Approval & Sign-Off

This Business Requirements Document (BRD) has been reviewed and approved by the key stakeholders listed below. Approval confirms that:

- The document accurately captures the business needs, objectives, and requirements for the project.
- The outlined success criteria, assumptions, constraints, and business impact align with ValueFrenzy’s strategic goals.
- The stakeholders acknowledge their commitment to providing ongoing support, feedback, and validation throughout the project lifecycle.

10.1Approval Signatories

Name	Designation	Role in Project	Approval Date
Sarah Jamieson	Chief Operating Officer (COO)	Executive Sponsor	Feb 03, 2025
David Lee	Chief Financial Officer (CFO)	Financial Oversight	Feb 03, 2025

By signing this document, the stakeholders confirm their approval of the business requirements and authorize the project team to proceed with execution based on the defined scope and objectives.