

Business Requirements Document (BRD)

Project Name: Atliq Sales Performance Dashboard

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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.
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2. Project Scope

In Scope:

- Development of four Power BI dashboards:
 1. **Home Page** – Provides navigation and overall summary view.
 2. **Revenue Dynamics** – Analyzes total revenue, quantity sold, and profit trends.
 3. **Product & Category Insights** – Evaluates product, division, and category-level performance.
 4. **Customer & Channel Performance** – Tracks customer contribution and channelbased revenue distribution.
- Integration of AtliQ Hardware sales, product, and customer datasets.
- Creation of DAX measures for KPIs such as Total Revenue, Average Selling Price, Top Products, and Top Customers.
- Implementation of interactive filters, slicers, and buttons for dynamic navigation and analysis.

Out of Scope:

- Predictive sales forecasting or trend projection.
- Customer demographic or sentiment analysis.
- Integration with real-time or external data sources.
- Advanced financial modeling beyond provided data.

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 :

- Display KPIs for revenue, quantity, and selling price.
- Show sales and profit trends over time.
- Highlight top and bottom products, customers, and regions.
- Provide interactive filters for year, region, and category.
- Include map visuals for regional performance.

Non-Functional Requirements:

- Dashboard load time should be **under 5 seconds**.
- Interface should be **clean, intuitive, and visually consistent** across all pages.
- Data should **auto-refresh** when dataset updates.
- Use **consistent color themes and formatting** to maintain clarity.
- Include **KPI cards and tooltips** for better interpretability.
- Provide **dynamic titles** that respond to applied filters.

5. Data Requirements

Table Name	Description	Rows
FactSales	Sales transactions with product & customer code	900,000+
Product Dimension	Product details including division, 398 category, variant	
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 &	Total revenue, total quantity, top markets/products, trends revenue	Card, Line Chart, Bar Chart, Map
Product Performance	Product- Revenue insights top/bottom variants	by product, category, division, level	Table, Bar Chart, KPI Cards
Customer & Market Insights	Customer and regional e	Revenue by customer, market, region, platform, channel performanc	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
Sales Head	Project Sponsor	
Shahana Sherin	BI Developer / Analyst	
Data Team	Data Owner	
