

Business Requirements Document (BRD)

Project Name: Power BI Consumer & Sales Insights 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 & 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.
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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	