Functional Requirements Document (FRD)

1. Project Title

Atliq Sales Performance Dashboard

2. Project Objective

The objective of this project is to design and develop an interactive Power BI dashboard to analyze sales performance across different products, customers, and regions. The dashboard will provide actionable insights to support strategic business decisions.

3. Business Problem / Opportunity

Atliq needs a comprehensive view of its sales performance data to identify trends, top-performing products, and customer segments. Currently, insights are spread across multiple reports, making it challenging for decision-makers to monitor KPIs and take timely actions. The Power BI dashboard will integrate data from sales transactions, product master, and customer master to enable unified and efficient analysis.

4. Target Audience

• Sales and Marketing Team

• Senior Management and Executives

• Regional Managers

• Business Analysts

5. Scope

The scope includes the creation of three interactive Power BI insight pages:

1. Sales Overview & Revenue Insights

2. Product Performance & Category Insights

3. Customer & Channel Insights

Out of scope: Predictive modeling, external API integration, or real-time data updates.

6. Data Source(s)

• Fact Sales Table – 900,000 rows containing sales transactions.

• Product Master – 398 rows containing product details (division, category, segment, variant).

• Customer Master – 210 rows containing customer information (platform, channel, region, sub-zone, market).

7. Key Metrics / KPIs

1. Total Revenue

2. Total Quantity Sold

3. Average Selling Price

4. Revenue Growth (%)

5. Top 10 Products by Revenue

6. Top 10 Customers by Revenue

7. Revenue by Channel (E-Commerce vs Brick & Mortar)

8. Revenue by Region or Country

8. Deliverables

• Power BI dashboard with three insight pages.

• Data model integrating all three datasets.

• KPI cards and trend visualizations.

• Report summary and supporting documentation.

9. Timeline / Milestones

Day 1: Data preparation and model creation

Day 2: Develop Sales Overview page

Day 3: Build Product Performance page

Day 4: Create Customer & Channel Insights page

Day 5: Final testing, formatting, and delivery

10. Notes / Assumptions

• All datasets are clean and pre-validated.

• Historical data is complete for the selected analysis period.

• Visuals and KPIs will be reviewed with stakeholders for approval.

• Power BI Pro license available for report publishing and sharing.