# 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.

## 2. Project Scope

**In Scope:** - Create three insight pages in Power BI:

1. Sales Overview – Overall sales trends and revenue.

2. Product Performance – Product, category, variant insights.

3. Customer & Market Insights – Customer, region, market trends.

Integrate three data sources: - Fact Table: Sales (900,000+ rows) - Product Table: Product details (398 rows) - Customer Table: Customer details (210 rows) - Implement interactive slicers for filtering by product, region, channel, and month. - Create DAX measures like Total Revenue, Total Quantity, Average Revenue per Customer.

**Out of Scope:** - Predictive analytics or forecasting. - External data integration beyond provided sources. - Advanced AI-powered insights.

## 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:** 1. Display total revenue and total quantity on Sales Overview page. 2. Show top-performing products and variants by revenue and quantity. 3. Show monthly and quarterly sales trends. 4. Map sales by region, market, and sub\_zone. 5. Enable filtering by product, category, region, market, channel, and month. 6. Show customer-level insights, including top customers by revenue and platform.

**Non-Functional Requirements:** - Dashboard should load under 5 seconds. - UI must be intuitive, clean, and interactive. - Data should update automatically with source refresh.

## 5. Data Requirements

| Table Name | Description | Rows |
| --- | --- | --- |
| FactSales | Sales transactions with product & customer code | 900,000+ |
| Product Dimension | Product details including division, category, variant | 398 |
| 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.

## 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 |
| --- | --- | --- | --- |
|  | Project Sponsor |  |  |
|  | BI Developer |  |  |
|  | Business Analyst |  |  |