Business Requirements Document (BRD)

Project Title: Adidas Sales Analysis Dashboard

Tool: Microsoft Power BI

Prepared For: Sales and Marketing Department

Date: [Insert Date]

Version: 1.0

# 1. Purpose

To design a Power BI dashboard that provides Adidas with a detailed overview of its sales performance, enabling data-driven decisions based on sales trends, regional performance, product breakdowns, and retailer insights.

# 2. Business Objectives

- Monitor overall sales performance (Total Sales, Operating Profit, Units Sold).  
- Understand sales trends over time (monthly).  
- Compare performance across geographic regions and states.  
- Analyze sales distribution across product categories and retailers.  
- Enable filtering by Region and Invoice Date.

# 3. Key Metrics & KPIs

|  |  |
| --- | --- |
| Metric | Description |
| Total Sales | Total revenue generated |
| Operating Profit | Net profit before tax and interest |
| Units Sold | Number of units sold |
| Average Price per Unit | Total Sales / Units Sold |
| Average Operating Margin | Operating Profit as % of Total Sales |

# 4. Filters/Slicers

- Region Selector (Dropdown)  
- Invoice Date Range (Date Picker)

# 5. Visualizations & Components

- KPI Cards: Total Sales, Operating Profit, Units Sold, Average Price, Margin  
- Line Chart: Monthly Sales Trends  
- Donut Chart: Sales by Region  
- Map: Sales by State  
- Bar Charts: Sales by Product and Retailer

# 6. Data Sources

- Sales Transactions Table (Date, Product, Region, Retailer, Units Sold, Price, Profit)  
- Product Table (Product ID, Category)  
- Geography Table (State, Region)  
- Retailer Table

# 7. User Roles

- Sales Managers: Regional and monthly insights  
- Product Managers: Product performance  
- Retail Analysts: Retailer performance  
- Executives: High-level KPIs

# 8. Assumptions

- Data is refreshed monthly  
- Monetary values in USD  
- Date range: January 2020 to December 2021

# 9. Security Requirements

Implement row-level security based on regional manager access.

# 10. Acceptance Criteria

- Dashboard loads within 5 seconds  
- All visuals respond correctly to filters  
- Data accuracy validated against source