## The process of preparing a Business Requirement Document (BRD) and the components included in this particular document.

## 1. Understand the Project Scope:

The first step is to understand the project scope and objectives. In this case, the scope is to develop a Sales Dashboard for a US-based Ecommerce Sales Company. The objective is to provide an overview of YTD sales performance and generate insights for various scenarios.

## 2. Identify Key Requirements:

The next step is to identify the key requirements based on the project objectives. These requirements should align with the needs of the stakeholders. For this Sales Dashboard project, the key requirements include:

- KPI Banner: Display YTD sales, profit, quantity sold, and profit margin. Show YoY growth and provide sparklines for each measure.

- Customer Category Analysis: Analyze YTD sales, previous YTD sales, and YoY sales growth for different customer categories. Assign trend icons to each category.

- State Analysis: Evaluate YTD sales performance by state.

- Product Analysis: Identify top 5 and bottom 5 products based on sales.

- Regional Analysis: Analyze YTD sales by region.

- Shipping Type Analysis: Determine YTD sales percentage for each shipping type.

## 3. Define Functional Requirements:

Based on the identified key requirements, define the functional requirements. These requirements describe the specific functionalities and features of the Sales Dashboard. For example, the functional requirements for the KPI Banner would include displaying the YTD sales, profit, quantity sold, and profit margin in a visually appealing manner, along with the YoY growth and sparklines.

## 4. Define Non-functional Requirements:

Non-functional requirements describe the qualities and characteristics of the Sales Dashboard. These requirements address aspects such as usability, performance, security, and compatibility. In this document, some non-functional requirements mentioned include the user-friendliness and responsiveness of the dashboard, regular data updates, and data security.

## 5. Document Assumptions and Constraints:

It's important to document any assumptions or constraints that may impact the project. Assumptions are factors considered to be true for the project's success, while constraints are limitations or restrictions. In this document, assumptions include the availability of required data in the specified databases, and constraints may include resource availability and project timeline.

## 6. Specify Deliverables:

Define the deliverables expected from the project, such as a Sales Dashboard prototype and user documentation. These deliverables ensure a clear understanding of what will be provided at the end of the project.

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## 7. Identify Stakeholders:

List the stakeholders who will be involved or have an interest in the Sales Dashboard project. In this case, the stakeholders are the Ecommerce Sales Company Management.

By following these steps, the Business Requirement Document (BRD) is created. The BRD serves as a comprehensive guide that outlines the project's objectives, requirements, constraints, and deliverables, ensuring a shared understanding among the project team and stakeholders. It acts as a foundation for further development and serves as a reference throughout the project lifecycle.

IMPORTANCE OF THE KPI

Each KPI (Key Performance Indicator) included in the Sales Dashboard serves a specific purpose and provides valuable insights into the performance of the Ecommerce Sales Company. Here's why each KPI is important:

### YTD Sales:

YTD sales is a fundamental KPI that indicates the total sales generated by the company from the beginning of the year up to the present. It helps in assessing the overall sales performance and measuring progress towards sales targets. Monitoring YTD sales allows the company to identify trends, track growth, and make informed decisions regarding sales strategies and resource allocation.

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### YTD Profit:

YTD profit measures the total profit generated by the company during the same period. It takes into account the expenses associated with sales and operations. Tracking YTD profit provides crucial insights into the financial health of the company. It helps in evaluating the effectiveness of pricing strategies, cost management, and profitability of products or customer segments. YTD profit helps the company understand its financial performance and make adjustments to optimize profitability.

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### YTD Quantity Sold:

YTD quantity sold represents the total number of products or units sold by the company during the YTD period. This KPI provides insights into the volume of sales, demand patterns, and market trends. Analyzing YTD quantity sold helps in assessing the popularity of products, identifying best-selling items, and understanding customer preferences. It assists in inventory management, production planning, and identifying opportunities for product diversification or optimization.

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### YTD Profit Margin:

YTD profit margin calculates the percentage of profit earned from each sale. It is a measure of efficiency and profitability, indicating how effectively the company converts sales revenue into profit. Monitoring YTD profit margin helps in evaluating pricing strategies, cost control measures, and the overall financial performance. It provides insights into the company's ability to generate profits and guides decisions on pricing, cost reduction, or value-added services to enhance profitability.

In addition to the above KPIs, the Year-on-Year (YoY) growth for each KPI is also important. YoY growth compares the current performance with the same period in the previous year. It helps in understanding the trend of growth or decline and identifying areas of improvement or concern. The YTD sparkline visualizations provide a quick snapshot of the monthly trend for each KPI, enabling the identification of seasonality or specific months with significant performance variations.

# POWER Bl FUCNTIONALITIES USE

1.How to connect Power BI to MS SQL server and Flat Files

2.Data Modelling with three tables

3.Data cleaning in Power Query

4.How to create a Date Table in Power BI

5.Time Intelligence function (TOTALYTD, SAMEPERIODLASTYEAR, etc)

6.Creating Dynamic and Complex KPI's

7.Basic to Advanced Dax Queries

8.Conditional Formatting, Adding dynamic icons in Power BI

9.Different DAX functions like Calculate, Sum, Sumx, Filter, values, selectedvalue, return,

concatenate, divide, var, etc

10.Creating different charts, maps and formatting then

11.Generating insights from charts

12.Export report