
Business Requirements Document (BRD)

Project Name: Adidas U.S. Sales Performance Dashboard

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Project Sponsor / Business Owner: Sales & Marketing Department

Version: 1.0

1. Business Objective

The main objective of this Power BI project is to analyze Adidas' U.S. sales performance and deliver actionable insights through interactive dashboards. The analysis focuses on key areas such as **sales Overview**, **product performance**, **retailer analysis**, and **regional analysis** to support strategic decision-making for the Sales and Marketing teams.

2. Project Scope

In Scope:

- Development of four Power BI dashboards:
 1. **Sales Analysis** – Tracks total sales, profit, and margins.
 2. **Product Performance** – Evaluates category and model-level performance.
 3. **Retailer Analysis** – Monitors retailer contribution and profitability.
 4. **Regional Analysis** – Visualizes region/state-wise performance.
- Integration of Adidas U.S. Sales Excel dataset.
- Creation of DAX measures for KPIs like Total Sales, Operating Profit, least and highest selling products, region having most profit, most profitable retailer.
- Implementation of interactive slicers and filters for flexible analysis.

Out of Scope:

- Predictive modeling or forecasting.
 - Customer segmentation or demographic analytics.
 - Integration with external or live data sources.
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3. Stakeholders

Role	Name / Department	Responsibility
Project Sponsor	Sales Head	Approve requirements and review reports
Business Analyst	Muhammed Jaseem VT	Gather requirements and define KPIs
BI Developer	Muhammed Jaseem VT / Team	Develop Power BI dashboards and DAX measures
End Users	Sales & Marketing Teams	Use dashboards for insights and decisions
Data Owner	Data Team	Provide accurate and cleaned dataset

4. Requirements

Functional Requirements:

1. Display KPIs for Total Sales, Operating Profit, least and highest selling products, region having most profit , most profitable retailer .
2. Highlight top-performing products, retailers, and regions.
3. Display sales and profit trends over time.
4. Enable interactive filters and slicers for product, retailer, and region.
5. Include map visuals for regional sales distribution.

Non-Functional Requirements:

- Dashboard load time should be under 5 seconds.
 - Interface must be clean, intuitive, and interactive.
 - Data refresh should occur with dataset updates.
 - Maintain visual consistency and clarity across pages.
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5. Data Requirements

Table Name	Key Feilds	Rows
Sales Fact Table	Transaction-level data: Invoice date,product,price per unit,unit sold,total sales,operating margin,operating profit,sales method,retailer id.	9,600+
Product Dimension	Product name.	6+
Retailer Dimension	Retailer name,retailer id,region,state,city.	6+
Calender Dimension	Regional and state-level geographic data.	5+

6. Dashboard / Insight Pages

Page Name	Purpose	Key Metrics / Questions	Visuals
Sales Overview	Overall sales	Total Sales, Profit, Margin.	Cards, Line Chart, Bar Chart
Product Performance	Analyze performance by category and product.	Top Products, Category Share, Profit per Product.	Bar Chart, KPI Cards, Table
Retailer Analysis	Compare performance across retailers.	Retailer Contribution, Sales per Retailer.	Column Chart, KPI Cards
Regional Analysis	Visualize performance by region and state.	Sales by Region, Top States.	Map, Donut Chart, Bar Chart

7. Assumptions & Constraints

- Dataset is accurate and validated prior to use.
 - Dashboard will be viewed in Power BI Desktop or Service.
 - Only provided Excel dataset is used.
 - Data model relationships are correctly defined in Power BI.
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8. Glossary of Terms

- **KPI:** Key Performance Indicator
 - **Operating Profit:** Earnings after operating expenses
 - **Operating Margin:** $(\text{Operating Profit} \div \text{Total Sales}) \times 100$
 - **Retailer:** Store or distributor selling Adidas products
 - **Region:** Geographic sales area within the U.S.
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9. Approval

Name	Role	Signature / Date
Sales Head	Project Sponsor	
Muhammed Jaseem VT	BI Developer / Analyst	
Data Team	Data Owner	