**Business Requirements Document (BRD)**

**Project Name:** Adidas U.S. Sales Performance Dashboard  
**Prepared By:** Muhammed Jaseem VT  
**Date:** 24 October 2025  
**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.

**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.

**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.

**8. Glossary of Terms**

* **KPI:** Key Performance Indicator
* **Operating Profit:** Earnings after operating expenses
* **Operating Margin:** (Operating Profit ÷ Total Sales) × 100
* **Retailer:** Store or distributor selling Adidas products
* **Region:** Geographic sales area within the U.S.

**9. Approval**

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