

# Business Requirement Document



**Version 1.0**

**11<sup>th</sup> July 2025**

**Project Name: Baytak Analytics & Dashboard  
Requirement Gathering**

## Statement of Confidentiality

The information contained in this document and any related materials constitute confidential and proprietary information of **Baytak** and **ByteSight**. This document is intended solely for internal use by authorized personnel for the purpose of business analysis, planning, and implementation. Unauthorized disclosure, distribution, or reproduction of any part of this document is strictly prohibited.

## Document Control

### Authors:

Date	Authors	Organization	Version	Change Description
11/07/2025	Salma Wael Ahmed Adel	ByteSight	0.1	Draft Version. Documentfor business review.
12/07/2025	Salma Wael Ahmed Adel	ByteSight	1.0	Published

### Reviewers:

Date	Reviewers	Organization	Version	Change Description
11/07/2025	Mohamed Sakr	ByteSight	0.1	Draft Version. Document for business review.
12/07/2025	Mohamed Sakr	ByteSight	1.0	Published

Content:

1.0 Purpose.....4

2.0 Overview 5

2.1 Project Overview and Background .....5

2.2 Project Dependencies .....6

2.3 Stakeholders.....6

3.0 Key Assumptions 6

4.0 Business Requirements: 8

4.1 - High Level Business Reporting and Data Flow .....8

4.2 - Business Terms and Definitions .....9

4.3 Defined Key Metrics and KPIs..... 12

5.0 Approvals & Acknowledgements.....15

## How to read this document?

The document has been structured into the following sections:

### 1. Purpose

This section outlines the purpose of this document in relation to Baytak's business reporting and dashboard requirements. It provides clarity on the objectives behind collecting and documenting these requirements.

### 2. Overview

This section will provide an overview and the background of the project. It also highlights the business goal, in-scope analytical features, project dependencies and key stakeholders. The full lifecycle of the project is divided into logical activities to ensure structured execution.

### 3. Key Assumptions

This section lists the assumptions made during the requirement gathering phase to deliver the scope of the Baytak Analytics project, such as data availability, stakeholder support, and system access.

### 4. Business Requirements

This section outlines the key business requirements for Baytak's reporting and analytics needs. It includes a high-level overview of processes, essential business terms, and the main KPIs and metrics to be visualized in dashboards to support data-driven decisions.

## 1.0 Purpose

---

The purpose of this document is to define the business analytics and dashboard reporting requirements for Baytak. Through multiple requirements gathering sessions, key business needs have been identified and documented to support data-driven decision-making. The new supplier-direct model eliminates the need for internal stock management, streamlining the fulfillment process and emphasizing supplier performance and delivery accuracy.

These analytics and dashboards are intended to:

- Provide visibility into high-level business processes and data needs, especially across sales, customer behavior, and product performance.
- Document the current reporting practices, including data sources, preparation methods, business logic, reporting frequency, and data refresh cycles.
- Identify the key performance indicators (KPIs), metrics, and measures required to fulfill business and management reporting objectives.

## 2.0 Overview

---

### 2.1 Project Overview and Background

This project focuses on gathering and documenting the requirements for Baytak's business analytics and dashboard reporting system. The goal is to understand the high-level business processes, define key KPIs and metrics, and improve visibility across core business areas such as sales, product performance, customer behavior, supplier-led delivery tracking, and fulfillment efficiency.

The insights generated from this system will empower Baytak's management and operational teams to make faster, data-driven decisions and monitor performance in real time.

As part of the requirement gathering process, the following activities were conducted:

- Review and mapping of high-level business processes.
- Identification of data requirements for reporting and dashboards.
- Analysis of current data flows, reporting practices, and refresh schedules.
- Definition of KPIs, metrics, and measures relevant to Baytak's business objectives.

### Data Sources:

The following data sources were identified for integration into the analytics platform:

- ERP System (Oracle)
- Sales & Customer Data
- Product Inventory and Returns Logs
- Delivery and Supplier Records
- Marketing Campaign Data Sources (e.g., CRM, Email, social media Tools)

### Benefits for Business:

This project will deliver the following business benefits:

- Real-time visibility into sales, customer activity, and supplier-based fulfillment and delivery status.
- Early detection of operational inefficiencies or bottlenecks.
- Monitoring of customer engagement and loyalty trends.
- Quantifiable performance tracking for branches, products, and suppliers.
- Faster, automated reporting that enables more informed decision-making.

## 2.2 Project Dependencies

In the below section dependencies related to projects are listed:

#	Dependencies	Owner
1	Availability of business owner (SPOC) from Baytak to provide inputs, validate requirements.	Baytak Business Team
2	Timely input and support from Baytak’s IT or ERP team to provide access to data sources	Baytak IT / ERP Team
3	Access to Baytak’s ERP, sales, customer, and product datasets for analytics	Baytak IT Team
4	Availability of subject matter experts to explain business logic and data relationships	Baytak SMEs(Subject matter experts)
5	Commitment from stakeholders for timely feedback and approvals on deliverables	Baytak Management

## 2.3 Stakeholders

This section provides details about the business & data owners, Project team members with respective responsibilities.

Role	Name	Business Requirement RACI
Business Owner	Mohamed Sakr	A
Business Analyst	Salma Wael	R
Business Analyst	Ahmed Adel	R
Data Modeler	Moamen Essam	R
Data Engineer	Naghah Khaled	C
Data Engineer	Zeyad Abdo	C
Semantic Power BI Dev.	Abdallah Atef	I
Semantic Power BI Dev.	Hend Gamal	I
Semantic Power BI Dev.	Hossam Mahmoud	I

❖ RACI: Responsible, Accountable, Consult, Inform

## 3.0 Key Assumptions

This section will provide the list of project assumptions considered to successfully deliver the project scope:

#	Assumptions
1.	Baytak will identify and assign the necessary project managers and team leads. These designated individuals will handle all data and information requests, provide required business documents, grant system access, and coordinate meetings. All requests will be fulfilled within 5 working days. Any delays beyond this period may impact project deadlines and require formal change management.

2.	Baytak will appoint a Single Point of Contact (SPOC) to act as the main liaison between the project team and Baytak management. The SPOC will coordinate information flow, schedule interviews and meetings, and ensure timely involvement of senior management for decision-making and data provision.
3.	Baytak will ensure access to all relevant data sources, documents, and information needed for the project, including sales records, inventory details, customer data, and key performance indicators (KPIs). Whenever possible, these materials should be provided in English to support efficient analysis and dashboard development.



4.	<p>A maximum of two rounds of consolidated feedback from the business team will be accepted following submission of each draft deliverable.</p> <ul style="list-style-type: none"><li>• The Baytak project team will submit the <i>First Draft</i> of deliverables based on initial discussions with the identified stakeholders. The draft will be circulated to the designated reviewers through the project coordinator, and feedback is expected within 5 business days.</li><li>• If feedback is received within 5 business days, the Baytak team will incorporate comments and submit the <i>Second Draft</i> within 3 business days.</li><li>• Feedback on the <i>Second Draft</i> must be provided within 3 business days.</li><li>• Any comments received within this period will be addressed, and the deliverable will be finalized based on mutual agreement between Baytak and the project team.</li></ul>
5.	<p>It is assumed that all information, data, and documents shared by Baytak business teams are accurate and complete at the time of submission. Any discrepancies, inaccuracies, or missing information may lead to project delays and adjustments in delivery timelines.</p>

## 4.0 Business Requirements:

---

This section outlines the key business questions and reporting needs gathered from Baytak stakeholders during requirements collection sessions. These requirements form the foundation of the dashboards and analytics to be developed. Each point corresponds to a real business objective or insight Baytak management wants to track, with suggested data sources, calculations, and visualizations.

### 4.1 - High Level Business Reporting and Data Flow:

Below are the steps in the process along with owners at each step:

4.2 - Business Terms and Definitions:

Below is a list of key business terms along with their definitions, aligned with Baytak's analytics and dashboarding needs.

Business Terms	Business Definitions
Branch ID	Unique identifier assigned to each Baytak retail branch.
Branch Location	The geographic location or region of a Baytak branch (e.g., Cairo, Alexandria).
Supplier ID	Unique identifier assigned to each supplier.
Supplier Name	Name of the company supplying products to Baytak.
Supplier Lead Time	Time taken by a supplier to deliver stock after a purchase request.
Supplier Reliability Score	A performance rating based on timely delivery and product quality.

Order ID	Unique identifier assigned to each customer purchase transaction.
Order Line	Represents a single product within an order; each order can have multiple lines.
Order Date	The date on which the customer placed the order.
Order Status	Indicates the progress of the order (e.g., Pending, Confirmed, Delivered, Returned).
Order Quantity	Number of units for a specific product in an order line.
Total Order Value	The total monetary value of the order, including all items and discounts.
Discount Applied	Promotional amount or percentage deducted from the original product price or entire order.
Order Delivery Date	The actual date when the order was delivered to the customer.
Product ID	Unique identifier assigned to each product.
Product Name	Name of the product listed for sale.
Product Category	Broad classification within a category (e.g., bed, sofa, table).
Product Material	The main physical substance of a product (e.g., plastic, metal, fabric), used to classify products by what they are made of.
Cost Price	The original price paid by Baytak to acquire the product.
Selling Price	The price at which the product is sold to customers.
Customer ID	Unique identifier assigned to each customer in the system.

Customer Segment	Classification based on behavior (e.g., New, Returning, Loyal).
Customer Age	Demographic segmentation of customers by age ranges.
Customer Region	Geographical area in which the customer resides.
Customer Signup Date	The date the customer created an account or first interacted with Baytak.
Customer Loyalty Status	Tag that indicates the customer’s loyalty level (e.g., Silver, Gold, VIP).
Lead customers	Potential customers who have expressed initial interest in Baytak’s offerings, typically by providing minimal information such as a phone number or inquiry, but have not yet created a full account or placed an order. They are tracked for follow-up and conversion into active customers.
Delivery ID	Unique identifier for each delivery transaction.
Delivery Status	Indicates the current state of the delivery (Scheduled, In Transit, Delivered, Failed).
Delivery Time	Time taken from order confirmation to final delivery.
Return ID	Unique identifier for each returned order or item.
Return reason	The reason provided by customer for returning a product.
Return Quantity	Number of returned units from a particular order line.
Returned Amount	The refunded value for returned products.
Campaign ID	Unique identifier for a marketing campaign.
Campaign Type	Marketing channel used (e.g., SMS, Email, social media).
Campaign Response Rate	The percentage of recipients who interacted with the campaign.
Top Selling Products	Products with the highest number of sales within a defined period.

Daily Sales	The total value of sales made by all branches per day.
Low Performing Products	Products with low or declining sales.
Average Basket Size	Average number of items in each customer purchase.
Data Source	Origin of data used in analytics (e.g., ERP system, CRM, POS).
Dashboard	A visual interface displaying KPIs and metrics for monitoring business performance.
KPI (Key Performance Indicator)	A measurable value that shows how effectively Baytak is achieving business objectives.

### 4.3 Defined Key KPI's/Metrics/Measures

This section outlines the main KPIs and metrics used to support Baytak’s sales, customer, product, delivery, and supplier performance analysis.

<b>Business Reference Number:</b> BAYANALYTICS0001			
<b>Subject Area/Process:</b> Sales Performance			
<b>Report Name:</b> Branch & Product Sales Analysis			
<b>Report Type:</b> Analytical			
<b>Business Benefits:</b> This report helps Baytak track sales trends across branches and products, identify top-performing items, and analyze seasonal patterns.			
<b>Business Priority:</b> High			
<b>Measures</b>	<b>Description</b>	<b>Viewed By</b>	
Number of Orders	Count of all orders placed by customers.	Branch, Order Date, Region	
Total Sales Value	Total revenue from confirmed orders.	Branch, Product, Category, Order Date	
Average Order Value	Total sales value ÷ total number of orders.	Branch, Customer Segment	
Top Selling Products	Products with the highest number of items sold.	Product Name, Category, Region	
Low Performing Products	Products with lowest or declining sales volume.	Product Name, Stock Status	
Daily Sales	Aggregated sales per day.	Order Date, Branch	
<b>Total Measures</b>	6	<b>Indicators</b>	8
<b>Business Reference Number:</b> BAYANALYTICS0002			
<b>Subject Area/Process:</b> Customer Behavior			
<b>Report Name:</b> Customer Segmentation & Loyalty			
<b>Report Type:</b> Analytical			
<b>Business Benefits:</b> Enables Baytak to monitor customer engagement levels, identify loyal customers, and improve targeting strategies.			
<b>Business Priority:</b> High			
<b>Measures</b>	<b>Description</b>	<b>Viewed By</b>	
Number of Active Customers	Total distinct customers with orders in the period.	Region, Age Group, Segment	
Repeat Purchase Rate	% of customers placing more than one order.	Segment, Region	
Customer Loyalty Tier Count	Number of customers in each loyalty tier.	Loyalty Status	
New vs Returning Customers	Count of new vs existing customers.	Signup Date, Order Date	
Average Basket Size	Average number of items per order.	Branch, Customer Segment	
<b>Total Measures</b>	5	<b>Indicators</b>	7
<b>Business Reference Number:</b> BAYANALYTICS0003			
<b>Subject Area/Process:</b> Delivery Tracking			
<b>Report Name:</b> Order Fulfillment & Delivery Analysis			
<b>Report Type:</b> Operational			
<b>Business Benefits:</b> Provides insights on delivery delays, fulfillment efficiency, and bottlenecks in the supply chain.			

Business Priority: High			
Measures	Description	Viewed By	
Delivery Success Rate	% of orders delivered on time.	Branch, Delivery Status, Delivery Date	
Average Delivery Time	Average time between order placement and delivery.	Region, Branch	
Failed Deliveries Count	Total number of failed or returned deliveries.	Delivery Status, Region	
Orders In-Transit	Number of orders currently in delivery stage.	Branch, Order Date	
Total Measures	4	Indicators	5
Business Reference Number: BAYANALYTICS0004			
Subject Area/Process: Product Performance			
Report Name: Product Sales & Fulfillment Performance			
Report Type: Analytical			
Business Benefits: Helps Baytak track top-selling products, detect underperformers, monitor fulfillment and return trends by product, and evaluate product appeal across customer segments.			
Business Priority: High			
Measures	Description	Viewed By	
Top Selling Products	Products with the highest number of items sold.	Product Name, Category, Region	
Low performing products	Products with lowest or declining sales volume.	Product Name, Category	
Average Product Rating	Avg. customer rating for the product (from reviews).	Product Name	
Return Rate by Product	% of returned items per product sold.	Product Name, Return Reason	
Avg. Fulfillment Time per Product	Avg. delivery time for each product via supplier.	Product, Supplier	
Discount Impact on Sales (Product-level)	Change in product sales volume when discounts are applied.	Product, Campaign, Region	
Campaign-linked sales volume	Total product sales influenced by specific marketing campaigns.	Product, Campaign Type	
Total Measures	6	Indicators	7
Business Reference Number: BAYANALYTICS0005			
Subject Area/Process: Supplier Efficiency			
Report Name: Supplier Performance & Lead Time			
Report Type: Analytical			
Business Benefits: Evaluates supplier reliability based on delivery time, return rate, and stock fulfillment speed.			
Business Priority: Medium			
Measures	Description	Viewed By	
Supplier Lead Time	Average time taken to fulfill a restock request.	Supplier Name, Product Category	
Product Return Rate (Supplier)	% of returned items attributed to specific suppliers.	Supplier, Product, Branch	
Order Fulfillment Time	Avg. time a supplier takes from order to delivery.	Supplier, Product	
Total Measures	4	Indicators	5
Business Reference Number: BAYANALYTICS0006			
Subject Area/Process: Marketing Campaigns			
Report Name: Campaign Performance & Sales Impact			
Report Type: Analytical			
Business Benefits: Helps evaluate which marketing campaigns drive the most sales, understand discount effectiveness, and optimize budget allocation across channels.			



Business Priority: High			
Measures	Description	Viewed By	
Campaign Response Rate	% of customers who interacted with or responded to the campaign.	Campaign Type, Region, Date	
Campaign Conversion Rate	% of campaign responders who placed an order.	Campaign Type, Product Category	
Sales from Campaign	Total sales value generated from campaign-attributed orders.	Campaign ID, Order Date, Product	
Discount Usage Rate	% of customers who used campaign discounts.	Discount Code, Product Category	
Discount Impact on Sales	Sales value uplift associated with campaign discounts.	Product Category, Region, Order Date	
Top Performing Campaigns	Campaigns with highest conversion or sales impact.	Campaign Type, Customer Segment	
Total Measures	6	Indicators	9

Notes:

- More detailed KPI formulas, field specifications, and data source mappings are documented in the Data Requirements Document.
- Dashboard visuals, layout logic, and user interactions are described in the Visual Requirement Document.
- All KPIs and measures will be visualized through a set of Power BI dashboards, categorized by business domain and powered by structured models developed by the semantic layer development team.

## 5.0 Approvals & Acknowledgements

Approval Sign-Off			
	Name	Signature	Date
Business Owner – Baytak	Mohamed Sakr		
Business SPOC – Baytak	Hossam Mahmoud		
Project Lead – Business Analyst – Baytak IT Team	Salma Wael		
Project Initiator / Business Analyst – ByteSight IT Team	Ahmed Adel		
Data Modeler – ByteSight IT Team	Moamen Essam		
Data Engineers – ByteSight IT Team	Nagham Khaled / Zeyad Abdo		
Semantic & Power BI Developers – ByteSight IT Team	Abdallah Atef / Hend Gamal / Hossam Mahmoud		