PepsiCo FMCG Power BI Project Requirements

This document outlines the business requirements, dataset structure, analytical expectations, and reporting guidelines for the PepsiCo Global FMCG Performance Dashboard. The goal of this project is to develop a beginner-friendly yet realistic Power BI solution that reflects actual FMCG reporting practices.

1. Project Overview

The PepsiCo Global Performance Dashboard should analyze product sales, profitability, regional trends, and performance over a 3-year period. The outcome should help stakeholders understand key KPIs such as Net Sales, Gross Sales, COGS, Profit, Trade Spend, and Units Sold.

2. Dataset Description

Two datasets are provided:

1. Sales Fact Table (2021–2023)

2. Product Dimension Table (Global Products + RLS column)

3. Key Analytical Requirements

- Time intelligence (MTD, YTD, YoY)

- Data modeling using star schema

- Many-to-many handling

- Static Row-Level Security based on Region Access

- Interactive UI: bookmarks, sync slicers, dynamic images

4. Dashboard Pages

Page 1: Executive Summary

Page 2: Profitability & Channel Performance

Page 3: Product Performance (With dynamic product images)

Page 4: Region Insights

Page 5: RLS Page (Restrict using Regions and the wireframe outlines on how the report page built for managers should look like)

5. Required DAX Measures

Example measures:

Total Net Sales = SUM(Fact[NetSales])

Sales YTD = TOTALYTD([Total Net Sales], 'Date'[Date])

YoY % = DIVIDE([Total Net Sales] - [Sales PY], [Sales PY])

Product Name = RELATED(DimProduct[ProductName])

Net Sales by Product = CALCULATE([Total Net Sales],
TREATAS(VALUES(DimProduct[ProductID]), Fact[ProductID]))

Note:

1. Make sure to use the wireframe images as references and try to replicate as much as possible.
2. Use creative thinking in areas where there are visual gaps in the wireframes
3. Incorporate sync slicers on all the pages & keep the slicers consistent across all the pages
4. Try to incorporate dynamic product images (if you think you can do for product page) else do it the way you think you can do.
5. The DAX shared above are for reference, research other DAX by yourself based on the data available & incorporate them
6. Clean the data in query editor & model the datasets using data modelling DAX.