PROJECT REQUIREMENTS DOCUMENT

Project: Amazon Product Portfolio Analysis
Client:
Analyst: Syed Furqan
Date:
Budget: (Agreed Amount)

1. PROJECT BACKGROUND

We are an e-commerce seller on Amazon with more than 5,000 products across multiple categories. Now, most decisions are made using intuition and basic sales reports. We want to move towards data-driven decision making to increase profits, reduce dead inventory, optimize pricing, and identify new growth opportunities.

We are hiring this project because we believe proper data analysis can uncover opportunities that are currently being missed.

2. BUSINESS OBJECTIVES

Primary Goal
Increase net profit by 15 percent in the next 6 months through data-backed decisions.

Specific Objectives

- Identify the top 20 percent of products that generate 80 percent of revenue

- Identify underperforming products that are consuming resources

- Optimize product pricing while staying competitive

- Reduce inventory holding cost by 10 percent

- Identify 3 new product categories for expansion

3. DATA PROVIDED

We will provide an Amazon product data export containing the following information:

- Product IDs (ASIN)

- Product titles and categories

- Current and list prices

- Customer ratings and reviews

- Sales data for the last month

- Best Seller status

- Product URLs and images

4. EXPECTED DELIVERABLES

A. Power BI Dashboard

A live and interactive Power BI dashboard is required where we can:

- View daily and weekly performance
- Drill down to individual products
- Filter data by category, price range, and ratings
- Identify underperforming products
- Compare product performance with market trends

Required dashboard pages:

- Executive Summary
- Product Health Monitor
- Pricing Dashboard
- Inventory Alerts
- Opportunity Finder

B. Weekly Insights Report

Every Monday, a weekly insights report should be provided covering:

- Top 5 best performing products
- Bottom 5 underperforming products
- Pricing recommendations
- Inventories restock or discontinuation alerts
- One major insight or finding from the data

C. Strategic Recommendations Document

A document of up to 5 pages covering:

- Five products where prices should be increased, with reasons
- Ten products that should be discontinued, with reasons
- Three new categories recommended for expansion based on market gaps
- Ideal price range for each category
- Recommended rating targets to maximize sales

5. SUCCESS METRICS

Quantitative Metrics

- Profit margin improvement of at least 3 percent within 60 days

- Inventory turnover ratio increase of 15 percent

- Average product rating improvement to 4.2 stars or above

- Reduction in zero-sale products by 30 percent

- Increase in Best Seller products by 20 percent

Qualitative Metrics

- Faster decision making

- Clear understanding of product success and failure

- Actionable and practical recommendations

- Reduction in manual analysis time

6. TECHNICAL REQUIREMENTS

Power BI Requirements

- Dashboard must work on Power BI Web

- Automated daily data refresh

- Mobile-friendly design

- Easy navigation for non-technical users

- Ability to export reports to PDF and Excel

Data Security

- Access limited to authorized team members only

- No external sharing of sensitive pricing data

- Backup of the data model must be provided

7. TIMELINE AND MILESTONES

Week 1

- Business understanding

- Data quality assessment

- Initial dashboard structure

Week 2

- Core dashboard development

- Product performance analysis

- Initial insights presentation

Week 3

- Advanced analytics

- Pricing optimization

- Inventory and category analysis

Week 4

- Final dashboard delivery

- Team training

- Documentation handover

Payment Schedule

- 30 percent at project start

- 40 percent after Week 2 demo

- 30 percent on final delivery

8. CLIENT PAIN POINTS

- Are we under-pricing products and losing potential revenue

- Why are some products not selling

- Which categories should we invest in next

- Is money stuck in unsold inventory

- Are our prices competitive in the market

9. WHAT WE DO NOT WANT

- Overly complex reports

- Static PDF-only reports

- Purely theoretical analysis

- Monthly-only updates

- Analysis based only on historical data

10. CONTACT AND COLLABORATION

Primary Contact: (Client name and role)
Weekly Meetings: Every Friday for 30 minutes
Urgent Communication: WhatsApp or Email
Decision Maker: (CEO or Founder name)
End Users: Marketing, Sales, and Inventory teams

WHY WE ARE PAYING FOR THIS

This project is viewed as an investment expected to return 5 to 10 times the cost through higher profits, lower costs, and better business decisions. We are not paying for reports, but for actionable insights and strategic guidance.

We expect the analyst to understand our business and work as a partner, not just a data reporter.

Approval

Client Signature: _____
Date: _____