Project Synopsis/Project Concept Document

Project number	**SSAD47**
Project Title	**Boostr sales assistant bot**
Document	SSAD Project Concept Document
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Description

Boostrs' primary goal is to enhance sales by computing and analyzing profitable behavior among different companies based on their lead values. The project at hand essentially consists of two parts. The a p p renders API's for the development of a dashboard depicting a sales summary page also consisting of overall stats, a sales pipeline page having it's stats, and a sales performance page.

Profile of Users

Sales Representative - Can understand English , Can understand sales terminology , Can understand math (graphs and stats)

Sales Manager - Can understand English , Can understand sales terminology , Can understand math (graphs and stats)
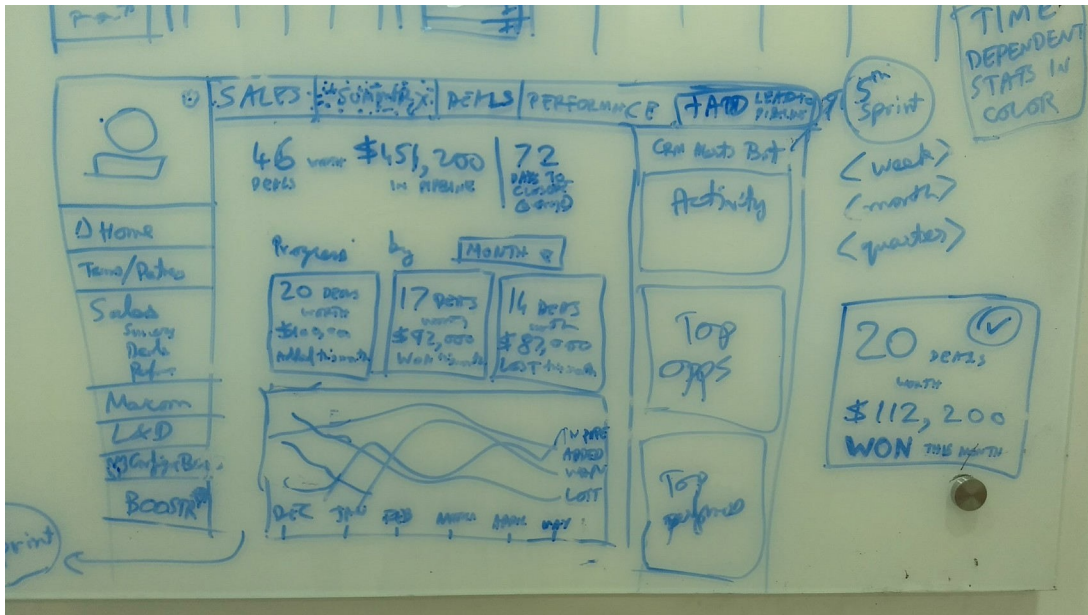
Partner Company - Need not be familiar with sales terminology , Can understand English.
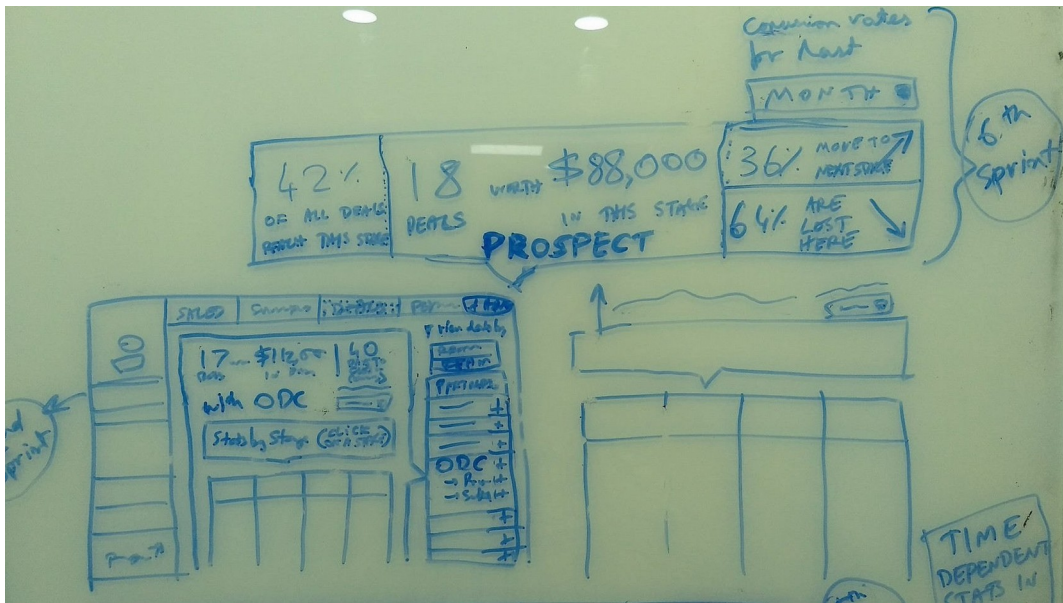
Usage Model and Diagrams

The sales representative will primarily require the information about all the companies he/she has interacted with, which includes the leads that were won or lost, total value of leads, conversion percentage, etc with respect to a fixed duration of time.

The sales manager needs an overview of all the leads that were dealt with by the sales representatives in a given time frame. This is a company level view of the deals made.
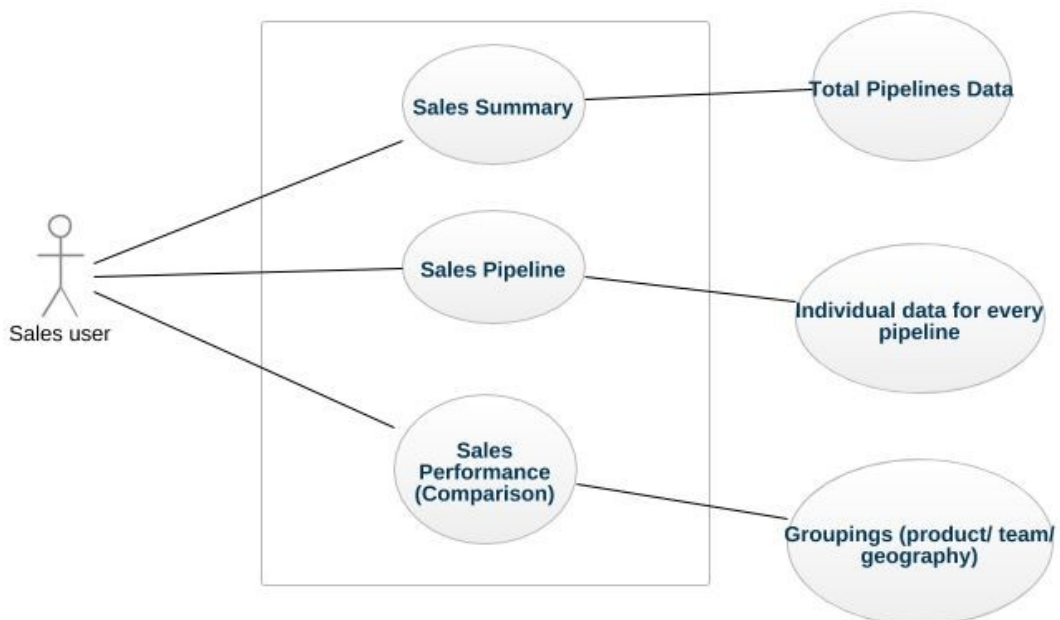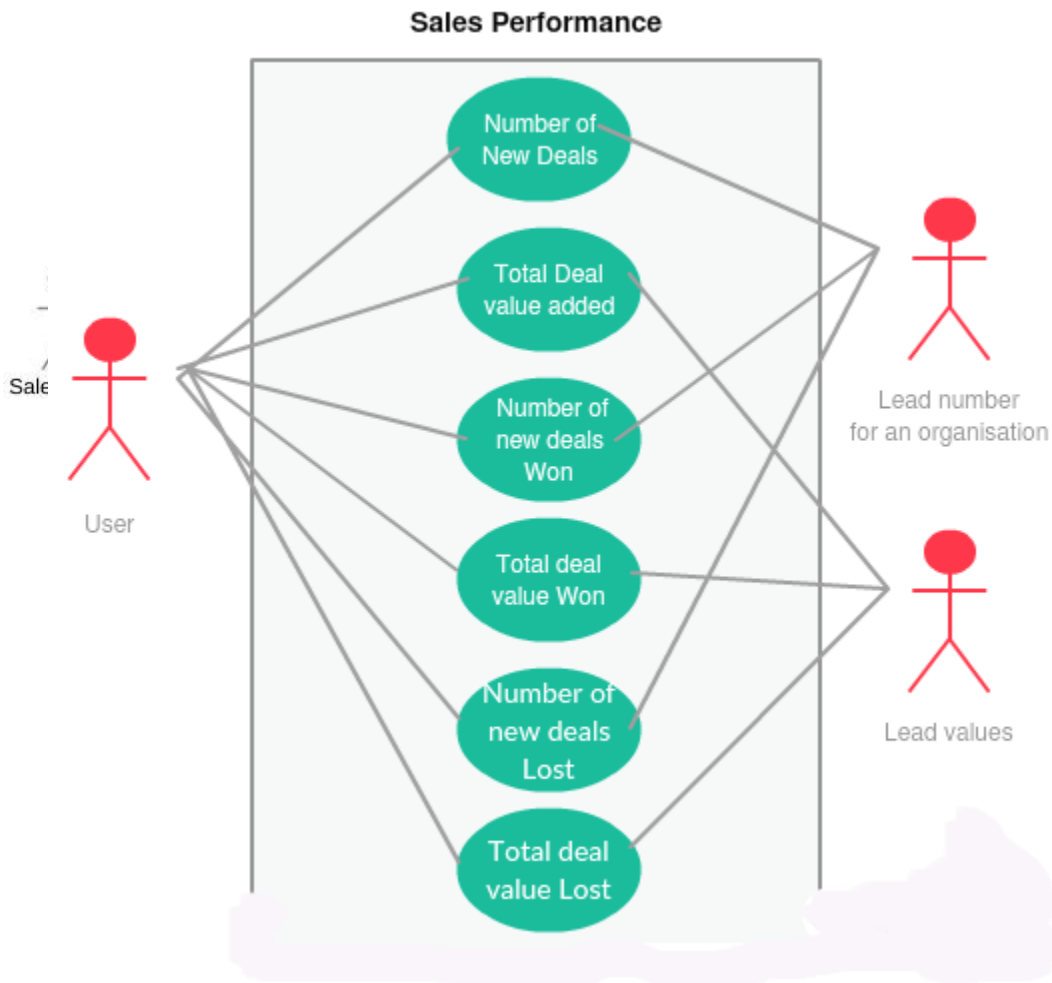
The partner /reselling company accesses the above data.

Sales pipeline:

USE CASE DIAGRAMS:

Sales Performance

- Number of New Deals
- Total Deal value added
- Number of new deals Won
- Total deal value Won
- Number of new deals Lost
- Total deal value Lost

User

Lead number for an organisation

Lead values

Sales user

- Sales Summary — Total Pipelines Data
- Sales Pipeline — Individual data for every pipeline
- Sales Performance (Comparison) — Groupings (product/ team/ geography)

Sales Pipeline Stats

- Stage Name
- Number of Deals
- Total Deal Value
- Percentage of deals reaching a stage
- Percentage of deals which move onto next stage
- Percentage of deals lost in a particular stage
- Computation per stage

Customer

Lead

Lead Stage

OVERALL STATS USE CASE DIAGRAM