



## Objective

Train staff to confidently use real-time data tools to make informed decisions during the launch of the maple-bacon poutine donut, ensuring better sales, less waste, and improved customer satisfaction.

## 1. Why Real-Time Data Is Critical

What: Real-time data lets teams see what's happening right now.

Purpose: Product launches are dynamic. Real-time insights allow teams to respond instantly to sales spikes, customer reactions, and regional differences, improving decision speed and launch effectiveness.

## 2. Tools Staff Will Use

Tool	What It Does	Purpose
Power BI	Displays live dashboards with sales, inventory, and feedback.	To help staff monitor product performance instantly and make informed decisions.
Azure Stream Analytics	Feeds real-time data from stores into dashboards.	To ensure data is always current, supporting timely reactions to customer behavior.
Azure SQL Database	Securely stores transactional and review data.	To provide a reliable backend for dashboards and performance monitoring.

## 3. Key Metrics to Monitor

Metric	Purpose
Sales by Location	To identify top-performing regions and adjust marketing or inventory.
Real-Time Analysis Ratio (≥95%)	To ensure most data is processed immediately for quick decisions.
Customer Sentiment	To monitor feedback trends and adjust messaging or product features accordingly.
Inventory Movement	To keep stock levels aligned with demand and avoid sellouts.



System Latency (<2 sec)	To allow fast loading dashboards and prevent decision-making delays.
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#### 4. Practice Scenario: Purpose of Each Step

Scenario: Quebec City sees a 40% sales spike within 2 hours of launch.

Actions & Purpose:

- 1. Use Power BI to identify the spike → Purpose: detect sales trends early.
- 2. Use Azure SQL data to check inventory levels → Purpose: assess and redirect stock.
- 3. Notify marketing for regional promo launch → Purpose: capitalize on live demand.

#### 5. Roles & Responsibilities: Tasks and Purpose

Role	Task	Purpose
Store Manager	Monitor dashboards and share in-store updates.	To confirm trends and anomalies seen in the data.
Inventory Lead	Adjust stock in response to real-time demand.	To ensure no region experiences a shortage.
Marketing Team	Update promos based on feedback and sales.	To align campaigns with live customer sentiment.
Sales/Support Staff	Report customer reactions and local issues.	To provide contextual input that supports smarter actions.

#### 6. Learning Outcomes (Purpose-Focused)

By the end of this training, staff will:

- Understand how to use real-time tools effectively during a launch.
- Learn to interpret dashboards and metrics to drive immediate actions.
- Practice collaborative, insight-driven decision-making across teams.