**GOALS:**  
1. Use sales data to help make more nimble inventory and distribution decisions .  
2. Anticipate next moves in sales based on trends   
3. Be able to make a case for her sales strategy to her colleagues

**CHALLENGES AND NEEDS**

• Limited face time with executives.   
• She’s a good sales person but not great with numbers and stats  
 • She has to chose the most meaningful findings in the sales data to create a strategy but it’s sometimes hard to tell what is most meaningful in the data.