



BUSINESS REQUIREMENT DOCUMENT

Case Study #1
By : Anniza Mega



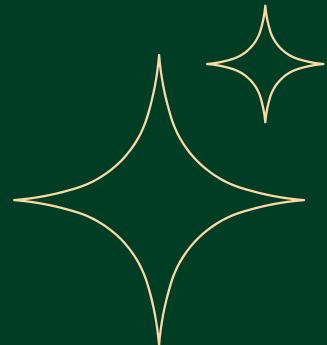
ANNIZA R MEGA S

- Business Development experience has sharpened my skills in partnerships and growth. I excel in business development, now driven by a passion for data.
- I focus on generating strategic insights instead of only closing deals.
- I aim to master data tools, refine analysis, and tell data stories. My ongoing learning ensures added value, optimizing strategies, and providing fresh insights.

A handwritten signature in black ink, appearing to read "Anniza R Megas".

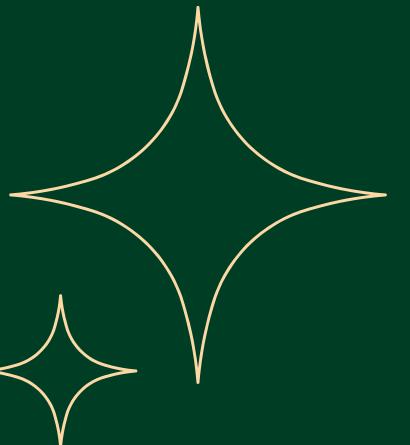
WELCOME TO STARBUCKS

Starbucks Corporation, founded in 1971 in Seattle, Washington, has evolved into one of the world's premier coffeehouse chains. Renowned for its high-quality coffee, inviting atmosphere, and commitment to social responsibility, Starbucks has grown into a global brand with a vast network of stores in over 80 countries. Beyond its diverse coffee offerings, the company has expanded its menu to include a range of beverages, snacks, and merchandise. Starbucks places a strong emphasis on ethical sourcing, promoting sustainability, and fostering a positive social impact through initiatives like the Starbucks Foundation. The iconic green and white logo symbolize not just a coffee destination, but a global community where people connect, and the brand continues to be a cultural phenomenon, shaping contemporary coffee culture worldwide.



Signature.

THE PROBLEM TO BE SOLVED



Starbucks aim to drive strategic growth through the effective utilization of consumer data. By leveraging Business Intelligence, the company seeks to tailor offers and discounts based on individual customer profiles, attracting new patrons and ensuring the retention of existing ones.

DEFINING THE PROBLEM STATEMENT

Starbucks faces the challenge of effectively utilizing consumer data to drive growth strategies

The project aims to implement a robust BI system to analyze consumer data and generate personalized offers.

While detailed information in consumer invoices is available, the lack of a robust Business Intelligence system hinders the ability to provide personalized offers and discounts.

The primary goals include increasing customer acquisition, retention, and average transaction value through data-driven strategies



01

How does this project measure the effectiveness of offers in attracting new customer?

02

Customer Retention Rate : Assess the impact of discounts on retaining existing customers.

03

Average Order Value : Track if personalized offers contribute to increased spending per transaction.

04

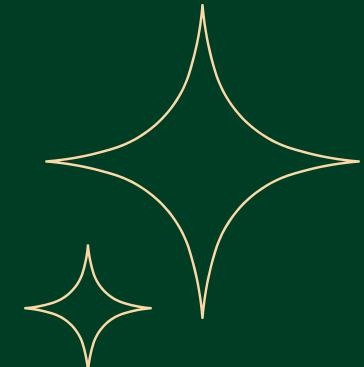
Conversion rate : Evaluate the percentage of customers who respond positively to the provided offers.

05

Customer satisfaction : Gather feedback to gauge the overall satisfaction of customers with the personalized promotions.



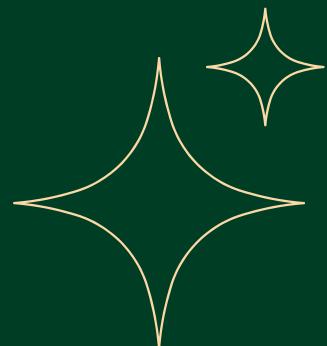
METRICS TO BE MEASURED





THE FINAL BUSINESS REQUIREMENTS DOCUMENT

Signature



Disclaimer : The data that provided in this project is purely based on hypothetical assumption and for illustrative purpose only
Present with ease and clear for any audience with Canva Presentations.

COFFEE BOOST PROJECT'S BRIEF PROJECT DESCRIPTION

Project name:

Coffee Boost

Project manager:

Anniza Rahmawati Mega S

Date submitted:

24 January 2024

Document status:



Draft



Proposed



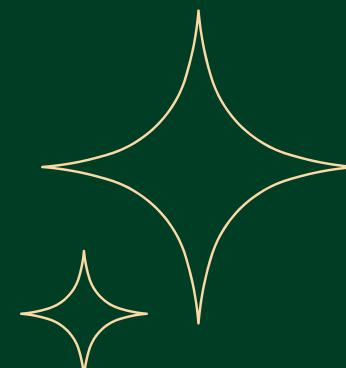
Validated



Approved



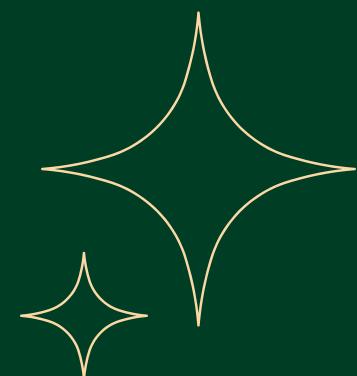
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COFFEE BOOST PROJECT'S EXECUTIVE SUMMARY

1. Executive summary

Starbucks aim to leverage their customer data to enhance growth strategies by optimizing personalized offers and discount. While detailed information in consumer invoices is available, the lack of a robust Business Intelligence system hinders by the ability to provide personalized offers and discounts, impacting new customer attraction and ensuring the loyalty of existing ones.



COFFEE BOOST PROJECT'S PROJECT OBJECTIVE

2. Project objectives

1. Customer Acquisition and Retention:

- Increase Customer Acquisition Rate (CAR) by 15% within the next fiscal year.
- Achieve a Customer Retention Rate (CRR) of 80% or higher over the same period.

2. Conversion Optimization:

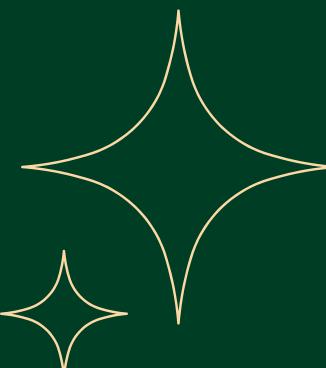
- Improve Conversion Rate (CR) by 10% through targeted promotions and discounts.

3. Enhanced Transactional Value:

- Raise Average Transaction Value (ATV) by 12% through personalized offers.

4. Customer Satisfaction:

- Maintain or improve Customer Satisfaction (CSAT) scores through BI-driven strategies



COFFEE BOOST PROJECT'S PROJECT SCOPE

3. Project scope

1. Data Integration

Integrate detailed consumer invoice data into a centralized BI system for analysis.

2. Segmentation and Targeting:

Implement BI algorithms to segment customers based on preferences, purchasing history, and demographics.

3. Promotion Customization:

Develop a user-friendly interface for creating personalized offers and discounts.

4. Real-time Analytics:

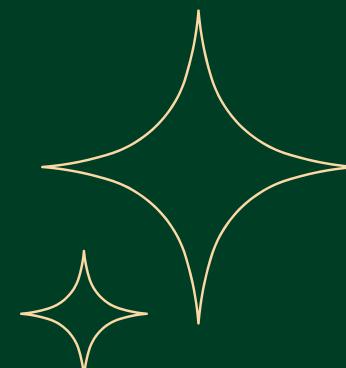
Enable real-time analytics for prompt adjustment of strategies based on changing market dynamics.

5. Feedback Mechanism:

Integrate a customer feedback mechanism within the BI system for continuous improvement.



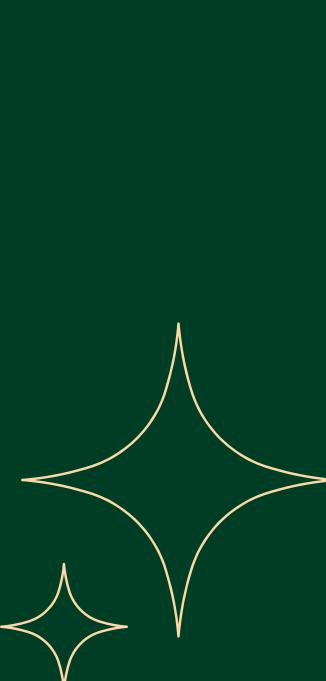
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COFFEE BOOST PROJECT'S BUSINESS REQUIREMENTS

4. Business requirements

Priority level	Critical level	Requirement description
High	3	It forms the foundation for understanding customer behavior and making informed business decisions.
High	2	It is crucial for personalized marketing strategies. This enhances customer engagement and loyalty
High	2	Developing a system for creating personalized offers and discounts tailored to specific customer segments contributes significantly to customer satisfaction and retention.
High	3	This capability enables Starbucks to stay agile and competitive in the dynamic market.
Medium	2	Integrating a customer feedback mechanism within the BI system is important for continuous improvement of strategies. While not as urgent as data integration, segmentation, and real-time analytics, it is still crucial for long-term success.

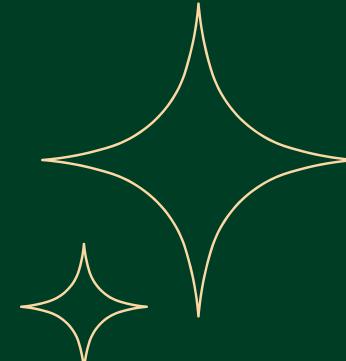


COFFEE BOOST PROJECT'S KEY STAKEHOLDERS

5. Key stakeholders		
Name	Job role	Duties
Executive Sponsor	Executive Lead	Provide leadership and oversight to ensure the BI project aligns with the company's strategic objectives. Communicate project progress and benefits to the executive team, fostering support and understanding.
Business Intelligence Department	BI Lead	Develop and implement technical solutions for data integration, segmentation, and real-time analytics. Collaborate with other departments to ensure smooth integration and functionality of the BI system.
Marketing Department	Marketing Lead	Collaborate with the BI team to define customer segments based on preferences, purchasing history, and demographics. Provide insights and collaborate on the creation of personalized offers and discounts to enhance customer engagement.
IT Department	IT Team	Ensure the secure integration of consumer invoice data into the BI system, adhering to data protection regulations. Implement and maintain the necessary IT infrastructure to support real-time analytics and feedback mechanisms.
Finance Department	Finance Lead	Oversee the allocated budget for the BI project and ensure financial constraints are adhered to. Conduct cost-benefit analysis and financial forecasting to assess the project's economic viability.
Customer Support	Customer Experience Team	Provide insights into customer feedback mechanisms and contribute to the continuous improvement of strategies. Collaborate with the BI team.



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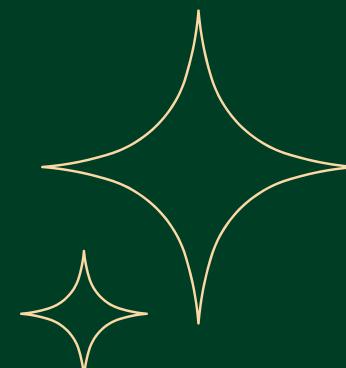


COFFEE BOOST PROJECT'S PROJECT CONSTRAINTS

6. Project constraints	
Constraint	Description
Budget	The budget is limited and must be carefully managed to address tailings
Time	The project has a fixed timeline to implement measures to
Technology	The Technology must be updated and user friendly
Regulatory Compliance	The project must comply to data protection regulations and industry standards



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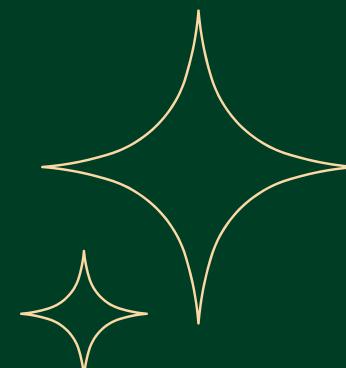
COFFEE BOOST PROJECT'S COST ANALYSIS

7. Cost-benefit analysis

Cost	Benefit
BI System Implementation: \$500,000	A BI system can provide timely and accurate information, leading to better decision-making. This could result in cost savings or revenue increases.
Training and Education: \$100,000	Automation and streamlined processes facilitated by the BI system can lead to operational efficiency, reducing labor costs and improving overall productivity.
Security Measures: \$50,000	Having a robust BI system in place can give the organization a competitive edge by allowing for quicker responses to market changes and trends.
Continuous Improvement Mechanisms: \$30,000	The security measures implemented can protect sensitive business data, preventing potential financial losses due to data breaches.
Total cost: \$680,000	Expected ROI: 194.12%



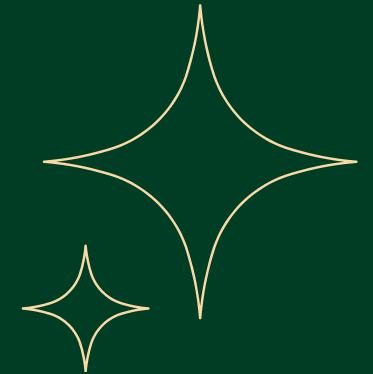
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7. Cost-benefit analysis (2)	
Cost	Benefit
BI System Implementation: \$500,000 - Funding for the development and deployment of the Business Intelligence (BI) system, including software, hardware, and initial setup costs.	Expected Increase in Revenue: \$1,300,000 annually
Training and Education : - Training Programs: \$80,000 Allocation for training programs to ensure that employees are well-equipped to utilize the new BI system efficiently. - Educational Resources: \$20,000 Budget for educational materials, documentation, and resources to support ongoing learning and skill development.	Enhance Customer Loyalty : estimated customer retention value of \$500,000
Security Measures: - Cybersecurity Infrastructure: \$40,000 Investment in cybersecurity measures to protect sensitive data within the BI system and ensure the integrity and confidentiality of information. - Employee Training on Security: \$10,000 Funds for training employees on cybersecurity best practices to enhance the overall security posture of the BI system.	Operational Efficiency Cost Saving \$200,000 annually
Continuous Improvement Mechanisms: - Feedback Mechanisms: \$15,000 Budget for implementing mechanisms to gather feedback from users to identify areas for improvement in the BI system. - Software Updates and Enhancements: \$15,000 Funding for regular updates and enhancements to the BI system based on feedback and emerging industry trends.	- Total Profit : \$2,000,000 annually - Cost of BI implementation and Maintenance : \$680,000 - Net Profit = \$1,320,000 (Year 1)
Total Project Coffee Boost cost: \$680,000	Expected ROI: $ROI = \frac{\text{Net Profit} - \text{Total cost}}{\text{Total cost}} \times 100\%$ $ROI = \frac{\$1,320,000 - \$680,000}{\$680,000} \times 100\% = 194.12\% \text{ (positive)}$



COFFEE BOOST PROJECT'S COST BENEFIT ANALYSIS



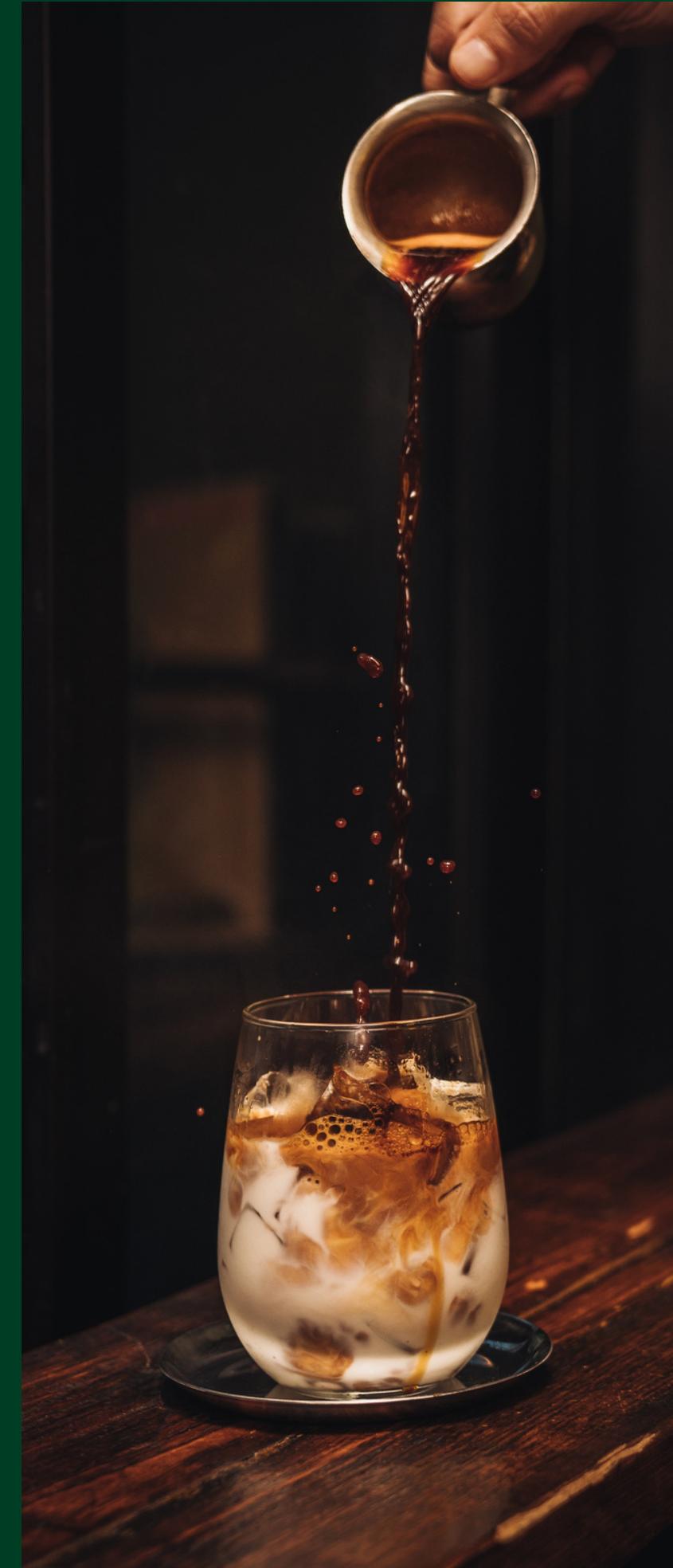
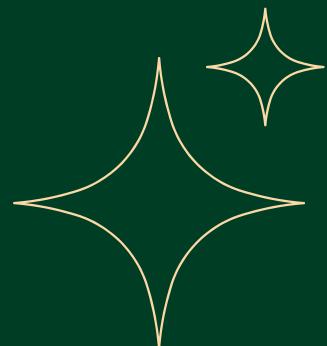


CONCLUSION

The overall ROI of 194.12% is impressive and indicates that the investment in the BI system is highly profitable. This analysis suggests that the BI System Implementation is a key driver of the positive ROI, and efforts should be focused on maximizing the benefits from this division.

DISCLAIMER

The data that provided in this project is purely based on hypothetical assumption and for illustrative purpose only



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THANK YOU

