

Introduction

Purpose: The purpose of this document is to outline the tasks and requirements for the development of a CEO Dashboard web application.

Scope: The CEO Dashboard will provide a comprehensive overview of key performance indicators (KPIs), financial data, and other relevant metrics to assist the CEO in making informed decisions.

Project Overview

Objective: Develop a web application that presents real-time data and insights in an intuitive and user-friendly manner for the CEO.

Technologies: The web application will be built using modern web development technologies such as HTML5, CSS3, JavaScript, and a backend framework (e.g., Node.js, Django, Ruby on Rails, etc.).

Modules The CEO Dashboard web application will consist of the following modules:

a) User Authentication and Authorization

Description: Implement a secure user authentication system to ensure only authorized individuals can access the CEO Dashboard.

Tasks:

Design and develop a user registration and login system.

Implement user roles and permissions for different levels of access.

Integrate authentication with existing systems (if applicable).

b) Dashboard Overview

Description: Create a visually appealing and informative dashboard overview page that provides a high-level summary of key metrics and KPIs.

Tasks:

Design the layout and structure of the dashboard overview page.

Retrieve and display relevant data from various sources (e.g., databases, APIs, etc.).

Implement interactive charts, graphs, and data visualizations to present the information effectively.

c) Financial Metrics Module

Description: Develop a module that presents financial metrics and insights to help the CEO track the company's financial performance.

Tasks:

Retrieve and display financial data from accounting systems or other relevant sources.

Calculate and present key financial ratios, such as profitability, liquidity, and solvency ratios.

Implement features for financial forecasting and budgeting.

d) Sales and Marketing Module

Description: Create a module that provides sales and marketing-related data and analytics to assist the CEO in monitoring and improving sales performance.

Tasks:

Integrate with CRM systems or other sales and marketing platforms to fetch relevant data.

Display sales figures, customer acquisition rates, conversion rates, and other sales-related metrics.

Implement features for campaign tracking, lead management, and performance analysis.

e) Operational Metrics Module

Description: Develop a module that focuses on operational metrics, including production, inventory, and supply chain data, to help the CEO optimize operational efficiency.

Tasks:

Retrieve and present operational data from relevant systems or databases.

Display metrics related to production output, efficiency, inventory levels, and supply chain performance.

Implement features for demand forecasting, production planning, and inventory management.

f) Collaboration and Communication Module

Description: Create a module that facilitates collaboration and communication between the CEO and other team members or departments.

Tasks:

Develop a messaging or chat functionality for real-time communication.

Implement file sharing and document collaboration features.

Integrate with existing communication tools, such as email or project management systems.