# PROBLEM STATEMENT

Unlock Sales insights that are not visible before for the sales team for decision support and automate them to reduce manual time spent gathering data

## STAKE HOLDERS

-Sales Director

-Marketing

-Data & Analysis Team

-Customer Service Team

-IT

## END RESULT

An automated dashboard providing quick and latest sales insights in order to support data driven decision making

## SUCCESS CRITERIA

-Dashboard uncovering sales order insights with latest data available

-Sales Team able to make better decisions & prove 10% cost cost savings of total spend

-Sale Analysts stop data gathering manually in order to save 20% of their business time and reinvest it value added activity