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| Epics | User Stories | User Acceptance Criteria |
| KPI functions | As a user, I should be able to view data around revenue, profit, orders, products and returns starting Jan’20 to Jan’23 | User should be able to view total revenue, profit, orders and returns data in the form of KPI cards in clear concise manner |
| User should be able to view categories of its products and the associated orders |
| User should be able to view the top 10 revenue generating products |
| User should be able to view the revenue trends around the given timeline |
| User should be to view returns data for its top 10 products |
| User should be able to view most ordered and most returned product in the mentioned time period |
| User should be able to filter data as per year and continent |
| As a user, I should be able to view monthly data for revenue, orders and returns and view highlights for metrics that fall outside predefined thresholds. | User should be able to view latest monthly data for revenue, orders and returns |
| User should be able to view previous month’s data for revenue, orders and returns as ‘Goal’ |
| User should be able to view a compared result for revenue, orders and returns in colour coded format |
| As a user, I should be able to view its orders in a visually appealing form starting 2020 to 2023 across different continents | User should be able to view its orders in a country distributed across a map |
| User should be able exact number of orders when hovered over a country |
| Maps should highlight countries where orders are placed |
| User should be able to filter data as per year and continent |
| As a user, I should be able to view latest product performance based on revenue, order and profit | User should be able to select a product |
| User should be able to view latest monthly data for revenue, orders and profit |
| User should be able to view previous month’s data for revenue, orders and profit as ‘Goal’ in a visually appealing manner |
| User should be able to view a compared result for revenue, orders and returns in colour coded format |
| As a user, I should be able to view overall product metrics starting 2020 – 2023 for the selected product | User should be able to view orders, profit, revenue, returns and return rate for the selected profit |
| User should be able to zoom into data for a particular time for further analysis |
| As a user, I should be able to view to customer’s details starting 2020 – 2023 for the selected product | User should be able to view number of distinct customers and average revenue generated per customer as KPI cards |
| User should be able to view total customers trending across the mentioned time period |
| User should be to view revenue generated per customer across the mentioned time period |
| User should be able to view top 100 customers and highest revenue generating customer and the associated number of orders and revenue |
| User should be able to view a segregated data of its customers based on income level and occupation |
| Navigation and general functions | As a user, I should be able to move across multiple dashboards with just one click | User should be provided with icons representing different dashboards |
| User can identify the icon they want to navigate to with a tooltip |
| As a user, I should be able to return to default view of the dashboard with just one click | User should be provided with a reset button |
| User should be able click on reset button which will remove all applied filters on the dashboard |
| As a user, I want drill-down capabilities to explore specific data points in greater detail. | User should be able to activate drill down for data representing trends across different metrics |
| As a user, I want drill-through capabilities to explore products data in greater detail. | Drill-through capability should be activated for top 10 products list |
| User should be taken to products detail dashboard upon selecting drill-through for a particular product |
| As a user, I want the ability to export data from the dashboard to other tools for further analysis | User should be able to export data in CSV or Excel format |