

CASE DESCRIPTION

Your assignment:

- Develop a small web application where Lime CRM data can be visualized
- Integrate that web application to Lime CRM using the Lime REST-api.

Dream team as a company

Dreamteam AB is a product company that has launched a brand-new product to the market. In order to maximize their market-potential they have just bought Lime CRM. To increase the value of this new system they want to be able to extract and assess some key values. Additionally, they want to use some of these key values to classify customers so that they know what they should focus on.

Requirements

Dreamteam wants you to fetch data from Lime using the Lime REST API, do some calculations on that data, and then present that data in a web application.

They want you to do get data from Lime and do the following in the web app:

- Calculate and present the average deal value for won deals the last year.
- Calculate and present the number of won deals per month the last year.
- Calculate and present the total value of won deals per customer the last year.
- Calculate company status based on the following rules, and present all companies and their new status (you don't have to update this status in Lime):
 - A company which has bought anything the past year should be a "customer"
 - A company which has never bought anything should be considered a "prospect" unless it has the status "notinterested".
 - A company which has bought something in the past, but not the last year should be classified as "inactive".

Dreamteam AB wants you to present the results in the web app in some way, and their plan is to show this web app as a sales screen to get some engagement from their sales reps. The people at Dream team like lists and numbers, but they do like shapes and colors even more. If you can surprise them by visualizing the results in some way, they would be exceedingly happy!