**List of Internal User Needs**

1. **Management Team**
   1. Ability to login, add, modify, remove and adjust pricing of vehicle listings.
   2. Ability to view, modify, or cancel bookings and process refunds.
   3. Ability to manage customer accounts and view rental history.
   4. Ability to manage user roles and permissions.
   5. Ability to generate and download detailed reports.
2. **Finance Team**
   1. Generate and monitor financial reports on revenue, expenses, and profitability.
   2. Manage tax-related obligations like VAT on rentals, ensuring compliance.
   3. Manage timely payments to service providers, including vehicle maintenance and insurance.
   4. Provide financial insights to assist the management team in setting and adjusting rental prices.
3. **Marketing Team**
   1. Ability to generate reports that summarize data findings.
   2. Ability to spot and highlight trends in data over time.
   3. Ability to integrate marketing data from multiple media platforms and manage social media engagement i.e. analyze specific groups or behaviors.
   4. Tools to conduct testing for marketing strategies, campaigns.
4. **Advertisement Team**
   1. Ability to login and manage access to platform-specific insights such as audience demographics and behavior from third-party analytics.
   2. Capability to monitor performance metrics of each platform’s dashboard.
   3. Ability to track ROI and set campaign objectives through each platform.
   4. Collaboration with the management and marketing teams for strategizing and coordinating promotional efforts based on ad performance.
5. **Customer Support Team**
   1. Ability to respond effectively to customer inquiries and complaints through various channels such as chat, email, and phone.
   2. Ability to create, update, and resolve support tickets, including marking tickets as closed or resolved, ensuring efficient case management.
   3. Ability to delegate to the relevant internal teams (e.g., product development or finance) with detailed ticket information for faster resolution.
   4. Ability to analyze common issues and provide feedback to relevant departments (e.g., product or service teams) to enhance overall platform performance and customer satisfaction.