**Internal User Needs**

**1.1 Product Manager:**

1.1.1 Ability to access product performance analytics and user engagement data.

1.1.2 Ability to manage product roadmap, timelines, and feature development.

1.1.3 Ability to collect and analyse user feedback for product improvements.

1.1.4 Ability to prioritize and manage product features.

1.1.5 Ability to collaborate with other departments (marketing, development, sales).

1.1.6 Ability to monitor competitors and industry trends for product insights.

1.1.7 Ability to view customer journey insights and improve the user experience.

**1.2 Finance Management:**

1.2.1 Ability to process payments for customer and service provider subscriptions and transactions.

1.2.2 Ability to generate, send, and manage invoices for customers and service providers.

1.2.3 Ability to create detailed financial reports on revenue, expenses, and profitability.

1.2.4 Ability to manage subscription payments, renewals, and cancellations.

1.2.5 Ability to set and manage department budgets.

1.2.6 Ability to ensure tax compliance for all financial records and transactions.

1.2.7 Ability to access detailed transaction logs for auditing purposes.

1.2.8 Ability to apply discounts and process reimbursements.

**1.3 Customer Support:**

1.3.1 Ability to log in and access the ticketing system for customer queries.

1.3.2 Ability to view and modify customer and service provider accounts and history.

1.3.3 Ability to provide real-time chat support for customers and service providers.

1.3.4 Ability to resolve customer queries regarding accounts, payments, and product issues.

1.3.5 Ability to send notifications or updates once an issue is resolved.

1.3.6 Ability to escalate unresolved or critical issues to higher-level support.

1.3.7 Ability to gather feedback from customers or service providers after resolving issues.

**1.4 Advertising Management:**

1.4.1 Ability to create, modify, and manage advertising campaigns.

1.4.2 Ability to conduct market analysis for ad effectiveness and industry trends.

1.4.3 Ability to track and monitor ad performance metrics such as impressions, clicks, and conversions.

1.4.4 Ability to edit ad targeting settings based on demographics and preferences.

1.4.5 Ability to track ad revenue and return on investment (ROI).

1.4.6 Ability to collaborate with external advertisers and partners for campaign optimization.

1.4.7 Ability to manage ad inventory and available ad spaces on the platform.

1.4.8 Ability to implement and optimize A/B testing for ads to determine the most effective creatives and targeting strategies.

1.4.9 Ability to ensure compliance with advertising regulations, policies, and guidelines across different regions and platforms.

**1.5 Supply Chain Management:**

1.5.1 Ability to track inventory levels across multiple warehouses and sales channels.

1.5.2 Ability to manage and evaluate relationships with suppliers and vendors.

1.5.3 Ability to monitor and manage order fulfilment processes from placement to delivery.

1.5.4 Ability to coordinate with logistics partners for timely delivery and returns.

1.5.5 Ability to use tools for demand forecasting based on past sales data.

1.5.6 Ability to manage shipping costs, track shipments, and handle product returns.

1.5.7 Ability to analyse supply chain performance and identify areas for improvement.

1.5.8 Ability to negotiate pricing and terms with suppliers and vendors.

**1.6 E-commerce Manager:**

1.6.1 Ability to manage and update product listings, pricing, and descriptions.

1.6.2 Ability to handle order processing, including returns and refunds.

1.6.3 Ability to track sales performance and customer engagement metrics.

1.6.4 Ability to create and manage promotional offers, discounts, and special deals.

1.6.5 Ability to analyse customer behaviour and purchasing patterns for optimization.

1.6.6 Ability to synchronize inventory across all sales channels.

1.6.7 Ability to manage sales on various platforms (website, mobile, social media).

1.6.8 Ability to track and recover abandoned shopping carts.

**1.7 Human Resources (HR):**

1.7.1 Ability to manage employee onboarding, training, and hiring processes.

1.7.2 Ability to track employee performance and manage appraisals.

1.7.3 Ability to manage payroll, tax deductions, and employee bonuses.

1.7.4 Ability to manage attendance, leave requests, and time-off tracking.

1.7.5 Ability to maintain and update employee records and profiles.

1.7.6 Ability to ensure compliance with labour laws and regulations.

1.7.7 Ability to collect and analyse employee feedback to improve the work environment.

1.7.8 Ability to collaborate with department heads for workforce planning and staffing needs.