

V1.0 - Sales Panel

Overview

Sales dashboard is developed for Area Manager, Senior Store Head and Operational to have a centered data to analyze. The platform provides an insight of sales activities, revenue trends, and target achievement, enabling users to monitor individual and team performance. It offers customizable data filters, visualizations, and capabilities for deeper analysis. The dashboard is accessible on both desktop and mobile devices, ensuring teams can access sales data anytime.

Objective

Provide sales teams and management with real-time access to critical sales data, allowing them to track performance against targets and make data-driven decisions. The platform aims to enhance visibility into sales activities, optimize sales strategies to drive revenue growth.

	☰ Pain Points	☰ Solution
1	Limited data and insights	Develop a personalized platform for efficient data management and analysis
2	Manual processes of gaining data	Implement a centralized platform for quicker data synchronization and insights

End-User

	☰ User	☰ Access
1	Operational	All Access
2	Area Manager (AM)	All page within their area
3	Senior Store Head (SSH)	All page within their stores

Feature

1. Dashboard Insight

Dashboard insight feature provides users with a real-time overview of revenue, target, achievement and key metrics. This feature contains of essential information into summary cards, enabling users to quickly analyze data, track performance and make informed decisions

Data filter allows user to filter data based on specific date range or time period. Users can select a start and end date to view data or reports only within that range.

Download option allows user to export data, reports, and insight in a downloadable format. The system allows users to customize what data they want to export.

1. Data visualization

- ## Non-Functional Requirements

- a. The system should load within 3 seconds for any user, including filtering and actions
- b. The system should allow user to stay in their account and only logout if the users haven't logged in in a week

2. Scalability
 - a. The system should be able to handle a large volume of sales data, supporting the organizations with thousands of transactions

3. Accessibility
 - a. The system should be able accessible on multiple devices, including desktops, tablet, and smartphones

4. Data Security
 - a. The system must ensure data security and user privacy by implementing encryption protocols

5. Data Integrity
 - a. The system should ensure that the data displayed is accurate and consistent, regardless of the filtering or customizations applied by the user
 - b. The system should ensure the data in the system is equal to the data in iReap

Assumption

Assumption 1: Engaging with Platform for Insights:

Users will actively interact with the platform to access detailed insights into their revenue streams and product performance. The platform will provide dashboards and reports that present analysis, allowing users to make business decisions for next season.

Assumption 2: Using Date Filter for Data Analysis

Users will have the ability to apply a date filter to view and combine data from specific timeframes. This feature will enable them to analyze trends, compare performance over different periods, and identify patterns in their revenue.

Assumption 3: Identifying Strategies Based on Data

By analyzing the collected data, users will be able to identify effective strategies to achieve their business objectives. The platform will provide insights and recommendations based on data trends and patterns, helping users optimize their marketing, sales, and operational strategies to reach their targets efficiently.

Version

	≡ Version	≡ Date	≡ Summary of Changes
1	v1.0	March	<ul style="list-style-type: none">• Dashboard• Brand Insight• Area Manager Insight• Senior Store Head Insight• Store Insight• Salesman Insight
2	v1.1	May	<ul style="list-style-type: none">• Added contribution data to each staff (IHB/OSB)• Added quantity in brand page• Added search in dropdown for stores
3	v1.2	July	<ul style="list-style-type: none">• Changes in currency format• Improvement in UI interface• Added dark mode• Fix responsiveness• Changes in Side Bar

Success Metrics

1. User Engagement with Performance Analytics

Metrics: Percentage of users who regularly access the performance assessment tools for area managers, senior store head, and operational.

Target: 70% of users should actively utilize these platform features within the first month of release

2. Data Accuracy is Assessment

Metrics: Accuracy of performance assessments and revenue analysis data

Target: 98% accuracy in the performance assessments and revenue analysis data.

3. Effectiveness Assessment Rate

Metrics: Percentage of users who generate performance reports for operational, area managers and senior store head

Target: Users should generate at least one performance report for their management teams every month within the 60 days