AIMS GRID

PURPOSE

The aim is to uncover previously hidden sales insights to aid the sales team in making informed decisions and to automate processes, reducing the time spent on manual data collection.

STAKEHOLDERS

* Sales Director
* Marketing Team
* Customer Service Team
* Data & Analytics Team
* IT

END RESULT

The desired outcome is an automated dashboard that provides quick access to the latest insights, supporting data-driven decision-making.

SUCCESS CRITERIA

Dashboards revealing sales order insights using the most up-to-date data.

Sales team empowered to make better decisions, resulting in a 10% reduction in total spending.

Sales Analysts no longer need to manually collect data, saving 20% of their time, which can be reinvested in value-added activities.