Promo Tracker DB

|  |  |
| --- | --- |
| Implementation | Create a unified point for the recording of digital sales promotions. |
| Brief description | To facilitate further analysis and automation, promos need to be created, stored and maintained into a database. Among other variables, the following should be included: period, discount, original price, discounted price, platform and SKU.  Functionalities:   * Creation of new promo entry – with selected past and/or added new information fields. * Copy previous promo campaigns’ information and adjust discounts with possibility to apply for selected/all franchisee and SKU’s * Maximum ease of use for PAMs with least steps of input involved to create promotions. * Relative alignment between PAM and provided selection options. * Possibility to view and “play” with table of past promotions. * A table on SQL analysis service, data table connected to DB Warehouse * Creation of a Web/Desktop app * Deployment |