

IMPROVING NEW PRODUCT COFFEE SHOP

AGILE BUSINESS REQUIREMENTS DOCUMENT

STORY COFFEE
BANDUNG

VERSION HISTORY				
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1. EXECUTIVE SUMMARY SNAPSHOT

The purpose of this Business Requirements Document (BRD) is to develop a plan for analyzing the coffee shop's business development for new products using the Scrum methodology. The goal is to identify areas where improvements can be made and increase revenue by introducing new products that are popular with customers.

The primary audience includes the coffee shop owner, marketing manager, product development team, sales associates, loyal customers, and any other stakeholders involved in the project.

The scope of this project involves analyzing sales data, customer demographics, and product development to identify areas where improvements can be made. The proposed process includes using the Scrum framework to prioritize tasks, plan sprints, and track progress towards achieving project goals.

The current process involves manual data analysis and product development, which can be time-consuming and less efficient. By using the Scrum methodology, the project team can work collaboratively and prioritize tasks based on business value and complexity, leading to a more streamlined and effective process.

Functional requirements include conducting sales data analysis, identifying target customer demographics, improving the taste of new products, making new products easily accessible to customers, increasing sales of new products through sales training and incentives, and monitoring and tracking the performance of new products.

2. PROJECT DESCRIPTION

The purpose of this project is to analyze the coffee shop's business development, especially for new products, and to improve the sales of these new products. Currently, the coffee shop does not have a systematic approach to launching new products and does not have a clear understanding of which products are selling well and which ones need improvement. Additionally, there is no clear strategy for marketing new products to target customers.

To undertake this project, we will use SQL queries to explore the sales data and Tableau for visualization. We will conduct univariate, bivariate, and multivariate analyses to identify trends and patterns in the sales data. We will also conduct a sales analysis to create a Product Drill Down visualization, which will help us to understand which products have good sales performance, which product categories are sold the most, and at which outlets the best sales occur.

Furthermore, we will analyze customer habits and profiles to determine the improvement strategy for sales. This will involve looking at the gender, loyalty, and age range of customers who are more likely to try new products. We will also monitor customer behavior to find out when we should recommend new products and to what kind of customers.

The challenges in this project include identifying which new products are selling well and which ones need improvement, identifying the target customer demographics for new products, and developing strategies to market new products to these target customers. We also need to develop a clear understanding of customer habits and profiles to determine the improvement strategy for sales.

Overall, this project aims to increase revenue and improve the sales of new products by developing a clear and systematic approach to launching and marketing new products.

3. PROJECT SCOPE

3.1 IN SCOPE:

- Analyzing sales data for new products
- Identifying target customer demographics for new products
- Improving the taste of new products
- Making new products easily visible and purchasable for customers
- Increasing sales of new products
- Providing discounts for loyal customers on new products
- Monitoring and tracking the performance of new products
- Conducting a taste test with a sample group of customers
- Providing sales training to associates
- Offering incentives for reaching sales targets

3.2 OUT OF SCOPE:

- Developing new coffee shop locations
- Creating an online ordering system
- Redesigning the coffee shop's physical layout
- Developing a new loyalty program
- Introducing new payment methods
- Changing the coffee shop's branding and logo
- Modifying the coffee shop's menu offerings that are not related to new products

4. USER STORIES

Based on the request that was made from the client, the following user stories were defined to fulfill delivery and ensure that acceptance criteria were maintained throughout the project. User Stories explain the tasks each user story will work on during the sprint:

No	User Story	Role	Request/Demand	User Value	Acceptance Criteria
1	As a coffee shop owner	Owner	Analyze sales data for new products	Understand which new products are selling well and which ones need improvement	Sales data analysis is conducted for all new products within the last quarter and presented in an easy-to-read format
2	As a marketing manager	Manager	Identify target customer demographics for new products	Determine which demographics are most likely to purchase new products	Analysis of customer data identifies which demographics are most likely to purchase new products, and recommendations are

					provided on how to market to them
3	As a product development team	Development Team	Improve the taste of new products	Create high-quality, delicious products that customers will want to purchase again	A taste test is conducted with a sample group of customers, and feedback is incorporated into product development
4	As a customer	End User	Easily see and purchase new products	Easily find and purchase new products that fit my taste preferences	New products are prominently displayed in-store and on the coffee shop's website, with detailed descriptions and customer reviews
5	As a sales associate	Employee	Increase sales of new products	Meet sales targets and earn commission	Sales training is provided to help associates effectively promote new products, and incentives are offered for reaching sales targets
6	As a loyal customer	End User	Receive discounts on new products	Feel appreciated and encouraged to try new products	Loyalty program members receive a discount on all new products for the first month after they are introduced
7	As a coffee shop owner	Owner	Monitor and track performance of new products	Ensure new products are profitable and continue to sell well	Performance metrics for each new product are tracked and reported regularly, including sales volume, profit margins, and customer feedback

5. PRODUCT BACKLOG

The backlog of tasks for the project:

1. Conduct an initial meeting with the coffee shop owner to gather requirements and understand project goals.
2. Identify the stakeholders
3. Create the BRD, which outlines the business needs and objectives.
4. Collect data on sales performance, customer behavior, and product information from coffee shops.
5. Use SQL queries to process and analyze the data.
6. Create initial Tableau visualizations to explore the data and identify trends, and a dashboard overview of sales performance.
7. Tableau visualizations for tracking new product dashboard performance
8. Create a product drill-down visualization to identify top-performing products, categories, and outlets.
9. Analyze customer habits and profiles to determine an improvement strategy for sales.
10. 8. Develop user stories for each feature to be implemented.
11. Prioritize user stories based on business value and complexity.
12. Create a sprint backlog for the first sprint.

13. Implement features using agile methodology and the Scrum framework.
14. Conduct daily stand-up meetings to track progress and identify issues.
15. Conduct sprint review meetings to review completed work and identify improvements.
16. Conduct sprint retrospective meetings to reflect on the previous sprint and identify areas for improvement.
17. Repeat steps 10–14 for subsequent sprints until project goals are achieved.

These tasks can be further broken down into smaller tasks and assigned to specific team members with appropriate deadlines.

6. SPRINT PLANNING

6.1 Prioritize user stories based on business value and complexity

No	User Story	Role	Request/Demand	Business Value	Complexity
1	As a coffee shop owner	Owner	Analyze sales data for new products	High	Medium
2	As a marketing manager	Manager	Identify target customer demographics for new products	High	High
3	As a product development team	Development Team	Improve the taste of new products	High	High
4	As a customer	End User	Easily see and purchase new products	High	Low
5	As a sales associate	Employee	Increase sales of new products	Medium	High
6	As a loyal customer	End User	Receive discounts on new products	Low	Low
7	As a coffee shop owner	Owner	Monitor and track performance of new products	High	Medium

The complexity is based on high and low business value, followed by those with high business complexity. User stories with lower business value or higher complexity may be deprioritized or broken down into smaller, more manageable tasks.

6.2 Sprint backlog

User Story	Task	Priority	Assigned To	Deadline
1	Conduct sales data analysis for new products	High	Owner Coffee Shop	Week 1
1	Create an easy-to-read sales performance report	High	Owner Coffee Shop	Week 2
2	Analyze customer data to determine target demographics	High	Manager	Week 1

2	Provide recommendations for marketing to target demographics	High	Manager	Week 2
3	Conduct a taste test with a sample group of customers	Medium	Development Team	Week 3
3	Incorporate feedback into product development	Medium	Development Team	Week 4
4	Display new products prominently in-store and on website	High	End User (customers)	Week 2
4	Write detailed descriptions and customer reviews for new products	High	End User (customers)	Week 3
5	Provide sales training for new products	Medium	Employee	Week 2
5	Set incentives for sales targets	Medium	Employee	Week 3
6	Create loyalty program discount for new products	Medium	Loyal customer	Week 2
6	Implement loyalty program discount system	Medium	Loyal customer	Week 3
7	Track performance metrics for new products	High	Owner Coffee Shop	Week 4
7	Generate regular reports on sales volume, profit margins, and customer feedback	High	Owner Coffee Shop	Week 4

7. SWOT ANALYSIS

SWOT analysis for the project "Analyze Coffee Shop to improving new product" using agile methodology:

Strengths:

- Experienced team members who have knowledge and skills in SQL, Tableau, and agile methodology.
- Access to relevant data sources and tools.
- Clear project goals and objectives.
- Collaborative approach with the coffee shop owner to gather requirements and understand project goals.

Weaknesses:

- Limited resources and time for conducting thorough data analysis and creating visualizations.
- Possibility of incomplete or inaccurate data due to limitations in data collection.
- Limited experience in conducting EDA and developing improvement strategies for sales.

Opportunities:

- Discovering new insights about customer behavior and preferences to improve the coffee shop's new product development and sales strategies.
- Building a stronger relationship with the coffee shop owner and potentially expanding the scope of future projects.
- Improving the overall business performance and competitiveness of the coffee shop.

Threats:

- Increased competition in the coffee shop industry.
- Potential issues with data privacy and security.
- Unexpected changes in customer behavior and market trends.

8. STAKEHOLDERS ANALYSIS

By identifying the primary stakeholders for a business analyst project, the project team can ensure that the development meets the needs and expectations of stakeholders and is delivered on time and within budget.

No	Stakeholder	Role in the Project
1	Coffee Shop Owner	Provides resources and funds for the project, defines the goals and objectives, and approves the project outcome.
2	Business Analyst	Analyzes data and conducts research to develop strategies for improving new products, creates reports and visualizations using tableau , and provides recommendations for improvement.
3	Marketing Team	Collaborates with the business analyst to develop marketing strategies based on customer profiles and behavior, creates campaigns to promote new products, and tracks the effectiveness of marketing efforts.
4	Development Team	Improve the taste of new products and create high-quality, delicious products based on feedback from customers on new products.
5	Sales Team	Collaborates with the business analyst to identify the best-selling products and product categories, provides insights into customer behavior and preferences, and implements sales strategies to increase revenue.
6	Customers	Provide feedback on new products, purchasing behavior, and preferences. Their behavior and preferences are analyzed to develop strategies for improving new products and increasing sales.

9. CONSTRAINTS AND ASSUMPTION

Constraints:

- Availability of data: The analysis will be limited to the data available for the coffee shop.
- Time constraints: The project must be completed within a specified timeline.
- Resource constraints: The analysis must be conducted with the available resources, including tools and personnel.

Assumptions:

- The data provided is accurate and reliable.
- The coffee shop had a similar customer base over the period of analysis.

- The insights generated from the analysis will be applicable to the coffee shop's future operations.
- The company is willing to implement changes based on the analysis.

10. RISKS AND MITIGATION STRATEGY

Risks:

- Incomplete or inaccurate data: The data collected may be incomplete or inaccurate, leading to incorrect conclusions and recommendations.
- Technical issues with the SQL and Tableau tools: Technical issues with the SQL and Tableau tools may delay the project or hinder the analysis process.
- Limited availability of customer data: The customer data available may be limited, making it difficult to draw meaningful insights.
- Changing customer behavior: Customer behavior may change during the course of the project, rendering some of the data outdated or irrelevant.

Mitigation Strategies:

- To mitigate the risk of incomplete or inaccurate data, the project team should carefully review the data sources and conduct data cleaning and validation to ensure that the data is accurate and complete.
- To mitigate technical issues with the SQL and Tableau tools, the project team should conduct thorough testing of the tools and ensure that they are functioning properly before beginning the analysis process.
- To mitigate the risk of limited availability of customer data, the project team should explore other data sources or consider using a survey or focus group to collect additional customer data.
- To mitigate the risk of changing customer behavior, the project team should regularly review and update the data and analysis to ensure that the insights and recommendations remain relevant and useful.

11. ACCEPTANCE CRITERIA

Acceptance Criteria for the Analyze Coffee Shop to Improve New Product Project:

- Report summarizing the results of the SQL queries and Tableau visualizations.
- Identification of the top-selling products, product categories, and outlets
- An analysis of customer behavior to identify the most likely demographic to try new products.
- A recommendation for an improvement strategy for sales based on the analysis
- Monitoring plan for customer behavior to track the success of the improvement strategy.
- All work was completed in accordance with the Agile methodology, specifically the Scrum framework.
- All work was completed within the specified timeline and budget.
- Clear communication and documentation of any issues or challenges encountered during the project
- Client satisfaction with the final report and recommendations

- All data used in the analysis is properly sourced, anonymized, and handled in accordance with company policies and data privacy laws.