

Outfit Oasis - Business Demand Overview

- Reporter: Chloe - Sales Manager
- Value of Change: Creation of a visual dashboard and generation of insight metrics to inform marketing and sales decisions for 2025.
- Necessary Systems: SQL, Postgres DB, Looker Studio.
- Other Relevant Information: Access has been granted to the customer sales database.

User Stories

No.	Role	Request	Value	Criteria
1	Sales Manager	All sales performance & revenue by category	Focus on high performing categories	Dashboard of total revenue per category
2	Marketing Team	Insights into customer demography by time	Schedule promotions effectively	Peak sales days and hours visualization
3	Executive Team	Seasonal trends and loyal customer profiles	Plan long-term campaigns	Monthly sales trends and loyalty analysis
4	Operations Manager	Average order size and price variations	Refine pricing strategies	Summary report of quantity sold