# **AIMS GRID**

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## PURPOSE

To unlock sales insights that are not visible before for sales team for decision support & automate them to reduced manual time spent in data gathering.

## STAKEHOLDERS

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

## END RESULT

An automated dashboard providing quick & latest sales insights in order to support data driven decision making.

## SUCCESS CRITERIA

* Dashboard(s) uncovering sales order insights with latest data available.
* Sales team able to take better decisions and prove 10% cost savings of total spend.
* Sales Analysts stop gathering data manually in order to save 20% of their business time and reinvest it value added activity