# Problem Statement

**Objective:** AltiQ Hardware is a company struggling with sales decline. The Head of Sales Director want to know the cause and insights.

**Simple Insights Sales of Director wanted to know:**

* Revenue breakdown by cities
* Revenue breakdown by year and months
* Top 5 customers by revenue and sales quantity
* Top 5 products by revenue number

# AIMS Grid

* **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 & prove 10% cost savings of total spend.
* Sales Analysts stop data gathering manually in order to save 20% of their business time and reinvest it value added activity.