**Use Case 7**

Goal in Context:

Generate a report the total population of people, total population of people living in cities (including a %), and total population of people not living in cities (also including a %) in each continent/region/country so that I can support my organisation in making strategical decision with regards to marketing certain products to the correct markets.

Scope:

Produce a report for the organisation to list the total population of people, total population of people living in cities (including a %), and total population of people not living in cities (also including a %).

Level:

User goal.

Preconditions:

The marketing department employee (Primary Actor) has access to the data.

Success End Condition:

The report is generated and available for the marketing department employee to use.

Failed End Condition:

The report fails to generate.

Primary Actor:

Marketing department employee.

Trigger:

The marketing department employee starts the request to produce the report.

Main Success Scenario:

Marketing department employee accesses the database.

Marketing department employee is able to choose the area requirement (continent/region/country).

The system retrieves population data of people living in cities/not in cities (continent/region/country).

Marketing department employee produces a report that displays the total population, population in cities (and %) and population not living in cities (and %) (continent/region/country).

The report is presented to the marketing department employee.

Extensions:

None.

Sub-Variations:

None