SALES INSIGHTS ANALYSIS (DATA DISCOVERY)

Purpose

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

Stakeholders

* Sales director
* Marketing Team
* Customer Servie Team
* Data and analytics team
* IT

END RESULT

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

SUCCESS CRITERIA

* Dashboard uncovering sales order insights with latest data available
* Sales team able to take better decisions and prove ten percent cost savings of total spend
* Sales analysis data gathering manually in order to save twenty percent of their business time and reinvest it value added activity.