User Requirements Doc:  
Coffee Sales Dashboard

Objective

Improving customer experience of the top customers

Problems Identified

* Management is looking to offer extra benefits for top performing customers but has found it difficult to highlight them
* They don’t want top customers to churn so they’re looking for means to enhance customer retention

Target audience

* Primary – Marketing team lead
* Secondary - Marketing team and Customer Service team

Use cases

1. Identify top customers based on sales

Acceptance Criteria

* From the data, make a list of top 20 customers based on sales
* Use insights to suggest ways to improve customer relationships

Success criteria

* Easily identify key performance metrics (Total sales over time, top 10 customers, Loyalty card ownership)
* Make informed decisions on the best actions to take based on recommendations

Information needed

* Total Sales
* Top customers