3. **Context and additional Assumptions**: describe the context in which your reports will be created, maintained, and used, and any additional assumptions you need to develop the operational report and the executive report.

**Executive report**

* Might be created to overview the condition of business (profitability, sales, number of customers, margin and trend in general, and by segment, country, product category)
* This type of report might be updated on **monthly** basis
* It might be used by CEO, CFO, heads of trade, operational departments.
* The business area: wholesale and retail trade

**Operational report**

* Might be created to analyze the condition of business by clients, cities, dates, products (profitability, sales, number of customers)
* This type of report might be updated on **daily** basis
* It might be used by sales managers, operations, client managers in an organization
* The business area: wholesale and retail trade