PURPOSE

To unlock sales insight that are not visible before for sales team for decision making support & automate them to reduce 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 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.

<https://www.youtube.com/watch?v=9QiZ0-HZG_A&list=RDLV9QiZ0-HZG_A&start_radio=1&rv=9QiZ0-HZG_A>