Sathyan Asokan Geethpriya - Z1976271
Alexander Cumbo - Z1964909

1. App Concepts

App name: BizInsight KPI Dashboard

Problem Statement: An app built for small business owners that can monitor/track various statistics such as sales, expenses, and marketing data across emails, spreadsheets, and various business tools that supervise the workflow of a business in real time. This app can visually represent indicators (KPIs) and spot trends that target good profit for the company.

Target Audience: The primary audience is managers/owners of small retail and service based business (online sellers, consulting firms, local shops) who prefer a quick and easy way to check their business health in their phone without having to spend a lot of money on an analytics team. Conversely speaking, this app can also work for students who want good exposure to KPIs early using real-time simulation and simple data science techniques.

Key features:

• KPI overview scree showing today's revenue, weekly sales total, active customers, and net profit
• Interactive charts for sales and expenses over time, with simple trend lines and percentage change indicators.
• Customer focused metrics such as avg order value, repeat purchase rate, and active customer count.
• Basic data science insights such as auto identification of best-selling products.
• Filters by date range, product category, and sales channel (online vs in-store)

Data source: The app will start with local data stored in JSON or a local database file bundled with the app (sample sales, expenses, and customer transactions for a small business). Later versions could integrate with a public API such as sample financial or e-commerce dataset.

2. User Stories

Story 1 – View Dashboard KPIs

As a small business owner, I want to see my key KPIs on one screen so that I can quickly understand how my business is doing.

Acceptance criteria:
• Dashboard shows daily revenue, weekly revenue, active customers, and profit.
• Values update when data or date range changes.
• Dashboard is the first screen after app launch
• Tapping a KPI opens a related detail screen

Story 2 – See Sales Trends

As a small business owner, I want to see sales charts over time so that I can spot trends and slow periods.

Acceptance criteria:
• Analytics screen shows a sales chart for the chosen date range.
• User can switch between daily and weekly views.
• Chart shows at least 30 days when available
• A short text summary shows percent change vs previous period

Story 3 – Filter Business Data

As a small business owner, I want to filter data by date, category, and channel so that I can focus on specific parts of my business.

Acceptance criteria:
• Filters screen lets user pick date range, categories, and channel
• Apply updates Dashboard and Analytics with filter choices
• Reset clears all filters to defaults
• Dashboard shows when filters are active.

Story 4 – Choose My KPIs

As a business owner, I want to choose which KPIs appear on my dashboard so that I can focus on what matters most.

Acceptance criteria:
• Settings lists KPIs with on/off controls
• KPI choices are saved between app launches.
• Only selected KPIs show on the Dashboard
• Changes appear right after leaving Settings

Story 5 – Add Transactions

As a business owner, I want to add new sales and expense entries so that my dashboard stays up to date.

Acceptance criteria:
• New Transaction form captures type, amount, date, category, and channel
• Saving adds the entry to the data store
• Dashboard and Analytics update after saving.
• Required fields are validated before saving.

Story 6 – See Top Products

As a business owner, I want to see my top products by revenue so that I can make better inventory and marketing decisions.

Acceptance criteria:
• Analytics has a Top Products view sorted by revenue
• Each row shows product name, revenue, and percent of total
• Top product is visually highlighted
• Filters also affect Top Products results

3. Wire Frame

https://www.figma.com/make/mNJvwh62I0NrdaANZdZQdX/iOS-App-Wireframes?t=L4EsKfSc9YBKF9oN-1