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SDV602 – Project 2 Milestone Two

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# Sales and Marketing Insights Data Explorer Screens (DES)

A screenshot of a computer

Description automatically generated

## App Design and Development

### Application Description Brief

The Sales and Marketing application is designed to aid marketing teams track down product sales performance, customer demographics, and advertising metrics through interactive Data Explorer Screens (DES). The app will provide insight into trends using live data from remote sources which will allow analysts to make data-driven decisions.

### Business Motivation for the Application

The purpose of this tool is to encourage marketing analysts by giving them access to real-time data in a format that is easy to explore and interpret. By visualizing key metrics like sales trends or customer engagement, it will improve the decision-making process and collaborate with team members.

### Application Storyboard

The storyboard was made using <https://www.figma.com/figjam/>