Background:

FanCo. is a new player in the handheld Misting Fan market. The startup is based in Boston, which is also its primary market. FanCo. has been highly successful in this market, and is launching in New York City on this summer. Its CEO has hired Elevation Academy to:

1) Understand the key factors to drive sales of its products
2) Build a web application to manage its workforce and drive a successful and profitable summer launch

Products:

FanCo. sells one product called FanCo. Classic, in multiple vibrant colors. Advanced fan + misting technology. Connects to a smartphone app for advanced functionality

Sales Channels:

FanCo. sells its products through two channels:

1) Retail: FanCo. has sells its products through several specialized retailers in handheld technology
2) Direct sales: FanCo. employs a highly motivated sales team that can be deployed to New York City streets and events to sell FanCo. products via FanCo. vans

Tasks:

Elevation Academy is asked to build a web application with the following requirements:

Technical Requirements:
- Single page Angular app
- Node.js backend
- Database of your choice
- Deployed on AWS (extra credit: deployed in IBM Bluemix)
- Must integrate at least 2 D3.js chart (extra credit: implement custom D3 Angular directive)

UI and Functionality:
- Two view/states with appealing navigation
- State 1: Analysis of FanCo. historical sales in Boston
- Must be able to view sales as a whole, and zoom in to levels by product, sales channel and sub-geo (dataset will be provided)

- Extra credit: show other datapoints in addition to sales, such as weather, demographics etc
- State 2: Weather alerts and sales deployment
- Connect application to live weather forecast API
- View live updating weather forecast as a D3 line chart, bar chart or a different D3 visualization
- Custom weather alerts displayed on the page based on temperature, rain etc.
- Extra Credit: Automatic text message alerts to sellers based on alerts

Provided by FanCo.

- CSV dataset with historical sales data in Boston and other datapoints

API key to weather API