

Functional Specification - Product and Retailer Analysis Dashboard

Purpose of this document:

The objective of this document is to describe the technical design of sales and marketing. This document serves models and reports for building solution to meet customer requirements as documented.

Key Results Areas

- Market share analysis
- Growth opportunity
- Sentiment analysis
- Historical Pipeline

Key Deliverable

- Documents
- Reports and Dashboards
- Application

Feature

- Past Revenue Figures and Trends- The record of previous year's Revenue is the most reliable basis as to future revenue as the past performance is based on actual business conditions. But in addition to past revenue, other factors affecting future sales, e.g., seasonal fluctuations, growth of market, trade cycle etc., should be considered in the preparation of the sales budget.

Business Requirement

- VanArsdel will integrate data from multiple sources and serve as integrated reporting and analytics data repository. VanArsdel will contain all commercial data:
 - Revenue
 - Units
 - Sentiments
 - Products
 - Manufacturer
 - Geographical data

Requirement description

- The key system requirements are the implementation of the following business application areas
- Market share analysis
 - 1 Total Category Volume
 - 2 % Units Market Share
 - 3 % Unit Market share by Month for Last 12 Months and Region
 - 4 Total Category Volume by Segment
 - 5 Total Units by Month and is VanArsdel for last 12 months
 - 6 Total Category Volume by Region
- Year to date category analysis
 - 1 Total Units YTD by Manufacturer and Region.
 - 2 Total Units by Month and Manufacturer for Aliqui, Natura,Pirum and VanArsdel trend for the last 12 months for the year of 2014.
 - 3 % Units Market Share by State.
 - 4 Total Units YTD Variance % by Month and Manufacturer for Aliqui, Natura,Pirum and VanArsdel.
- Sentiment Analysis
 - 1 Sentiment for latest year.
 - 2 Sentiment gap for latest year
 - 3 Sentiment Gap by District and Region for latest year.
 - 4 VanArsdel - Sentiment by Month for the latest Year.
 - 5 Other than VanArsdel (other industry) - Sentiment by Month for latest Year.
- Growth Opportunity Analysis
 - 1 Total Units by Segment for latest year other than VanArsdel company.
 - 2 Total Units by Month for latest year and all segment except moderation and convenience.
 - 3 Total Units for rolling 12 months by segment.

Data Source

- 1 ● Microsoft Excel
- 2 ● Microsoft File (CSV)