

# **Product Requirements Document:**

eCommerce Company Dashboard
Final Project for Pacmann DA/BI & DS Course Batch 8 September 2022

# Team L

Andi Cahyo, cahyonoandi09@gmail.com Dewandra Bomantara, <a href="mailto:dewandraaye@gmail.com">dewandraaye@gmail.com</a> Larasati, mailbox.larasati@gmail.com



# **Table of Contents**

Table of Contents	2
1. Objective	4
1.1. Vision	4
1.2. Goals	4
1.3. Initiatives	5
1.4. Persona(s)	5
2. Release	7
2.1. Release name:	7
2.2. Date	7
2.3. Initiative	7
2.4. Milestones	7
2.5. Dependencies	8
3. Features	9
3.1. Executive Summary Dashboard	9
Feature	9
Description	9
Purpose	9
User problem	9
User value	9
Assumptions	9
Not doing	9
Acceptance criteria	9
3.2. Sales Department Dashboard	10
Feature	10
Description	10
Purpose	10
User problem	10
User value	10
Assumptions	10
Not doing	10
Acceptance criteria	10
3.3. Marketing Department Dashboard	11
Feature	11



	Description	11
	Purpose	11
	User problem	11
	User value	11
	Assumptions	11
	Not doing	11
	Acceptance criteria	11
	3.4. BizDev Department Dashboard	12
	Feature	12
	Description	12
	Purpose	12
	User problem	12
	User value	12
	Assumptions	12
	Not doing	12
	Acceptance criteria	12
4.	. User Flow and Dashboard Design	13
	4.1. User Flow	13
	Graph 4.2.1. Executive Dashboard User Flow	13
	Graph 4.2.2. Sales Dashboard User Flow	13
	Graph 4.2.3. Marketing Dashboard User Flow	14
	Graph 4.2.4. BizDev Dashboard User Flow	14
	4.2. Lo-Fi Dashboard Mockup	15
	Graph 4.2.1. Executive Dashboard	15
	Graph 4.2.2. Sales Dashboard	16
	Graph 4.2.3. Marketing Dashboard	17
	Graph 4.2.4. BizDev Dashboard	18
5.	. Reference	19
	Dataset:	19
	Dashboard Creation:	19



# **Product Requirements Document: eCommerce Company Dashboard**

Final Project for Pacmann DA/BI & DS Course Batch 8
September 2022

#### Team L

Andi Cahyo, <u>cahyonoandi09@gmail.com</u>
Dewandra Bomantara, <u>dewandraaye@gmail.com</u>
Larasati, <u>mailbox.larasati@gmail.com</u>

# 1. Objective

#### 1.1. Vision

Where you want your product to be in the future "Easy understanding for the next decision making"

Propose a summary of a dashboard that includes data from multiple teams, including the Business Development team, Marketing team, and Sales team.

The summary is intended to make it easier for C-level executives to identify various opportunities and threats in the dashboard that was displayed. The dashboard is intended to give an overview from each department's performance so the executive level can take action to encourage, maintenance, or perform corrective action to respective department

#### 1.2. Goals

List product goals including their timeframe, and success metric

GOAL	SUCCESS METRIC	TIMEFRAME
Executive Summary Dashboard	<ul> <li>→ Birds Eye view of Sales, Marketing, and Biz Dev performance.</li> <li>→ Clear information, compact, easy to understand within 5 minutes of reading.</li> </ul>	2 days
Sales Performance Dashboard	<ul> <li>→ Overview of Customers and Seller activity in the marketplace.</li> <li>→ Summary of order processing status.</li> <li>→ Information regarding TotalSales, TotalProfit, HeatMapTransaction.</li> </ul>	2 days
Marketing Dashboard	<ul><li>→ Identify eCommerce User Persona</li><li>→ Identify results from previous</li></ul>	2 days



	campaigns.  → Presenting which target market has the greatest potential per period, as well as recommendations for the next target market to target based on existing data.	
BizDev A/B Testing Result Dashboard	<ul> <li>displaying A/B testing experimental results for the landing page that was created</li> </ul>	2 days

# 1.3. Initiatives

*List high-level product initiatives* 

- Create a company-wide dashboard to monitor activities from the Sales, Marketing, and Business Development Department.
- Each Department would have their own dedicated Dashboard.
- Dashboards should be easy to use, compact, and give a clear picture of each department's performance.

# 1.4. Persona(s)

Who the product is for

wно	WHAT THEY DO	WHAT THEY NEED
C-Level (Management)	Oversee all business operations and decisions and are responsible for the success of the organization	<ul> <li>Overview performance sales, marketing, bis dev department</li> <li>Clear information, compact, easy to understand within 5 minutes of reading.</li> </ul>
Business Development Dept.	Identifying and taking advantage of growth opportunities.	<ul> <li>Visual report of a/b testing result that they have conducted.</li> </ul>
Marketing Dept.	Reach out to prospects, customers, investors and/or the community, while creating an overarching image that represents your company in a	<ul> <li>Presenting which target market has the greatest potential per period, as well as recommendations for the next target market</li> </ul>



	positive light.	to target based on existing data percentage of purchase compare to visit - Progress to see percentage campaign achievement
Sales Dept.	Overseeing what the sales team is doing, making plans and setting targets. It also includes generally ensuring the efficiency of the sales process to get the best result for the business	- Allows sales management and clients to easily track data sources and see whether sales forecasts are being met. Having a clear and reliable data set means there will be better decision-making



# 2. Release

# 2.1. Release name:

"eCommerce Company Dashboard"

# **2.2.** Date

Release date: 1 OKTOBER 2022

# 2.3. Initiative

*Initiative that the release relates to:* Dashboards should be easy to use, compact, and give a clear picture of each department's performance.

# 2.4. Milestones

ARTIFACTS	DEFINITION OF DONE	TIMELINE
PRD Drafting	<ul> <li>→ Discuss vision, goals, and persona.</li> <li>→ Get insight from the dataset.</li> <li>→ Discuss dashboard content for mockup.</li> </ul>	14 SEPT '22
Dataset EDA	→ Data wrangling: Grouping, cleansing, creating graphs.	15 SEPT '22
PRD Ready	→ PRD ready to submit	16 SEPT '22
Dashboard Creation (1/4): Sales Department	→ First Iteration of Sales Performance Dashboard	19 SEPT '22
Dashboard Creation (2/4): Marketing Department:	→ First Iteration of Marketing Dashboard	22 SEPT '22
Dashboard Creation (4/4): Executive Summary, BizDev Department	<ul> <li>→ First Iteration of Executive Summary         Dashboard     </li> <li>→ First Iteration of BizDev A/B Testing         Result Dashboard     </li> </ul>	25 SEPT '22
Dashboard Finalization	→ Dashboard published and fully functional	28 SEPT '22
Easy Reporting	<ul><li>→ Easy Reporting ready to submit.</li><li>→ Repository on GitHub uploaded.</li></ul>	28 SEPT 22
Demo day	→ Deck & Dashboard presented on Demo Day.	1 OKT '22



# 2.5. Dependencies

# Release dependencies:

- 1. Tableau public for dashboard visualization
- 2. Excel, Ms. Access, and python for EDA + wrangling based on requirement



# 3. Features

# 3.1. Executive Summary Dashboard

#### **Feature**

Executive Summary dashboard

# Description

 Reporting tool that presents data about business development, marketing and sales performance in a graphical or visual manner.

# **Purpose**

- Bird's eye views of the company's performance
- Information regarding TotalSales, TotalProfit, HeatMapTransaction, Marketing performance including A/B Testing.

#### **User Problem**

- → Limited time to read & assess company performance.
- → No time to pay attention to granular data.
- → Highly concerned with company revenue per month/year.

#### **User Value**

Clear information, compact, easy to understand within 5 minutes of reading.

# **Assumptions**

- High attention to profit generated YTY/YTD.
- Needs clear and compact data to understand company performance due to limited time and attention span.
- Have no time to pay attention to granular data.

#### **Not Doing**

- Does not display dataset sales, marketing, and business development data outside Brazil.
- A/B testing performance only for metric new landing page and old landing page.

#### **Acceptance Criteria**

- C-level executives can easily understand the current performance situation from a single dashboard layout that includes a summary sales dashboard, marketing dashboard, and business development dashboard.
- Dashboard has a clear distinctive color to signify increase/decrease in a selected department performance indicator.



# 3.2. Sales Department Dashboard

#### **Feature**

Sales Performance Dashboard

### Description

Displays overall information about sales performance with existing historical data

#### **Purpose**

 Provide an overview to management for easy monitoring, and obtain clear and reliable sales data information for future decision making.

#### **User Problem**

→ Want to get insight from sales that have been run

#### **User Value**

• The sales dashboard is expected to display top management's problems, such as performance metrics including total profit, total sales, and a summary of sales orders. In addition to providing critical information for future sales team actions.

### **Assumptions**

- Wide range of knowledge, simplified use of information
- Team sales can easily understand what displayed on dashboard
- Needs a clear information of profit generated per month.

#### **Not Doing**

- Does not display dataset sales, marketing, outside the area of Brazil
- A/B testing performance only for metric new landing page and old landing page.

### **Acceptance Criteria**

- When the dashboard can present the performance metrics that are simple to understand and the early basis for sales team decision making
- Dashboard has a clear distinctive color to signify increase/decrease in a selected department performance indicator.

# 3.3. Marketing Department Dashboard

#### **Feature**

Marketing Campaign Dashboard

### Description

- Displays overall information regarding user demography, account age, and last transaction.
- Displays previous campaign results.

### **Purpose**

• Tracking and monitoring marketing performance displayed in the a dashboard

#### **User Problem**

- The marketing team requires results and information regarding previous marketing activities.
- and attempt to investigate and improve what needs to be done in the future.

#### **User Value**

• This marketing dashboard is expected to provide an overview of marketing performance.

### **Assumptions**

- Marketing team needs information regarding customer demography, account age, and last transaction in order to create campaigns based on user persona.
- Marketing needs to know previous campaign results.

#### **Not Doing**

- Does not display dataset sales, marketing, outside the area of Brazil
- A/B testing performance only for metric new landing page and old landing page.

#### **Acceptance Criteria**

- Marketing dashboard could describe customer demography, account age, and last transaction in order to create campaigns based on user persona.
- Marketing could know previous campaign results.
- Dashboard has a clear distinctive color to signify increase/decrease in a selected department performance indicator.



# 3.4. BizDev Department Dashboard

#### **Feature**

BizDev Test Result Dashboard

# Description

• A/B testing dashboard displaying the results of the new landing page's test experiment with the old landing page to see the effect of the conversion rate.

# **Purpose**

• This dashboard created for a/b testing can provide results from experiments and can be used to make future decisions.

#### **User Problem**

• business development has issue about landing page that affect conversion

#### **User Value**

• information about the current state of the requirements, Issues, Tests, Test Sets, and Test experiment displayed.

### **Assumptions**

- biz dev need to know the previous a/b testing result
- biz dev always pays attention to the number of user conversion rate

#### **Not Doing**

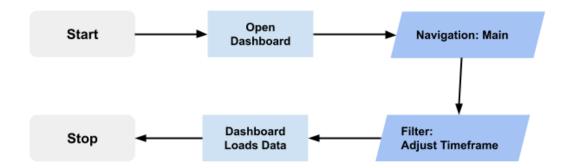
- Does not display dataset sales, marketing, outside the area of Brazil
- A/B testing performance only for metric new landing page and old landing page.

# **Acceptance Criteria**

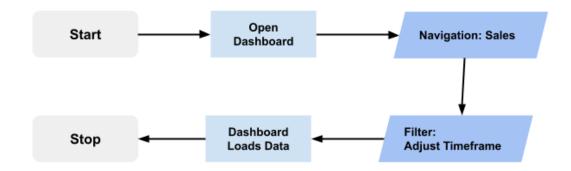
• When the results of a/b testing can be displayed and the difference between the experiments can be easily understood by the biz dev team.

# 4. User Flow and Dashboard Design

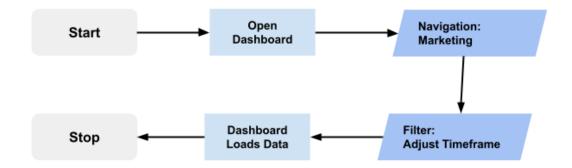
# 4.1. User Flow



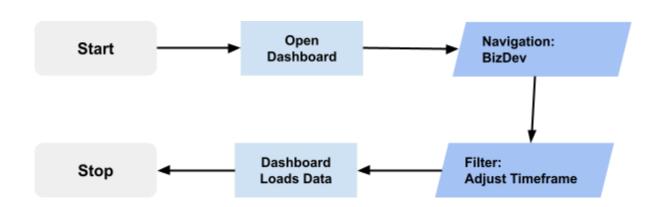
Graph 4.2.1. Executive Dashboard User Flow



Graph 4.2.2. Sales Dashboard User Flow

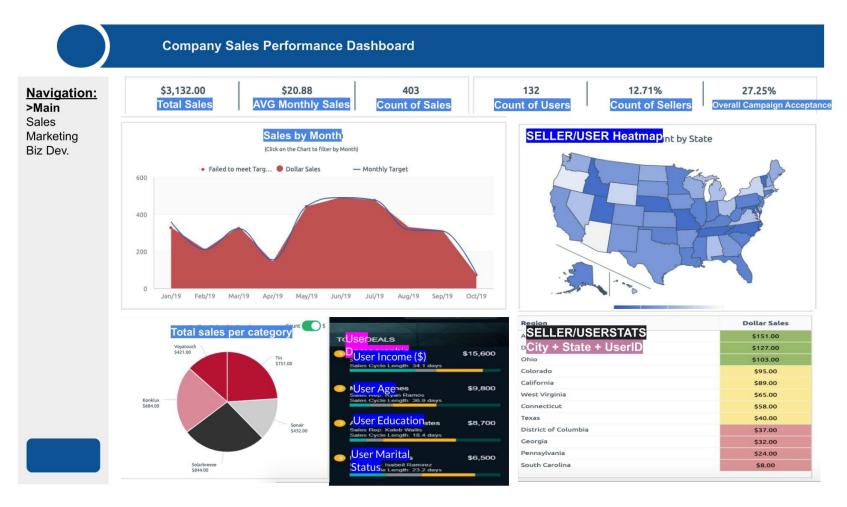


Graph 4.2.3. Marketing Dashboard User Flow



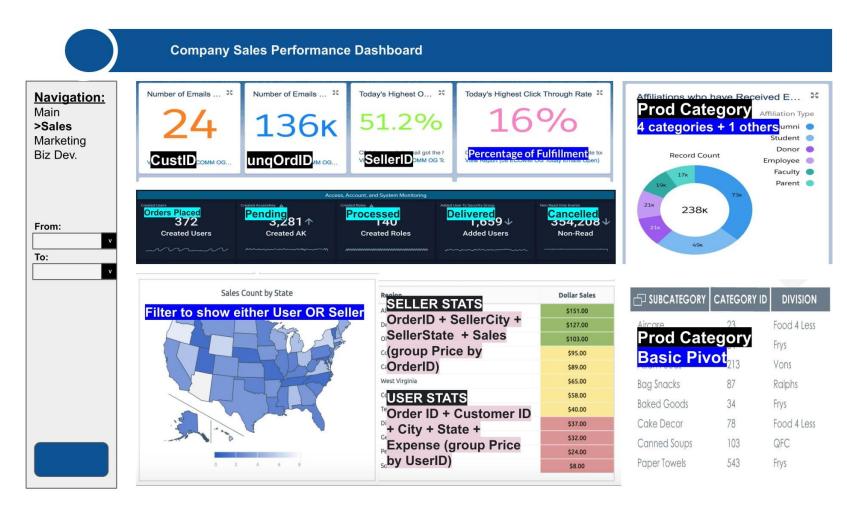
Graph 4.2.4. BizDev Dashboard User Flow

# 4.2. Lo-Fi Dashboard Mockup

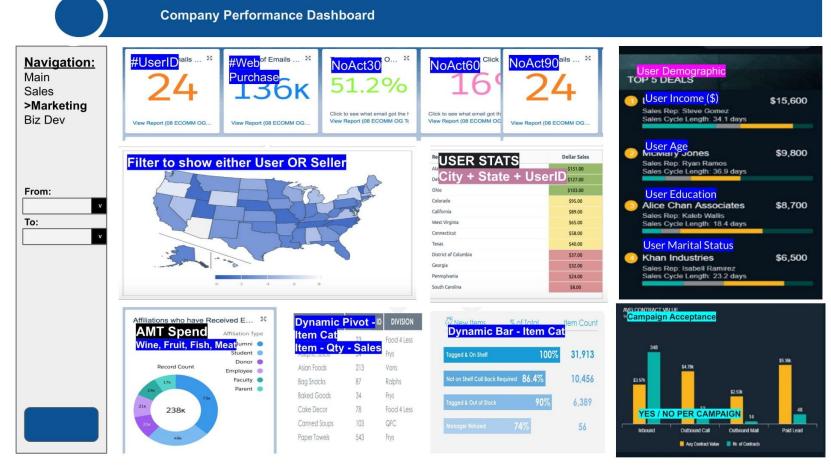


Graph 4.2.1. Executive Dashboard



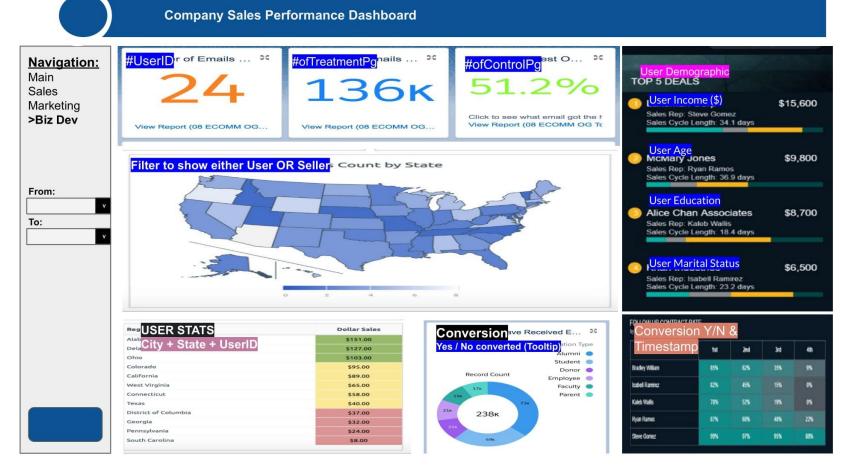


Graph 4.2.2. Sales Dashboard



Graph 4.2.3. Marketing Dashboard





Graph 4.2.4. BizDev Dashboard



# 5. Reference

#### **Dataset:**

Sales Department Dataset. Google Drive. Public View.

https://drive.google.com/drive/folders/1xql56CMrlKNppRjQOF61wNKTPmTMr46z?

Marketing Department Dataset. Google Drive. Public View.

https://drive.google.com/drive/folders/1zDGgc7OmBccFg-ENPjeeRPCZ1fX6X-so?

BizDev A/B Testing Dataset. Google Drive. Public View.

https://drive.google.com/drive/folders/1eUI8J0IrjBDKKz-7OGp75uuX3 AdL7hU?

### **Dashboard Creation:**

Dashboard Dataset & Variable Notes. Google Docs. Public View.

https://docs.google.com/document/d/1Su31q3W03MM\_0LZIT8ac2\_SIVZWW0VZ3cF17x 9nemvY/

Dashboard Mockup. Google Slideshow. Public View.

https://docs.google.com/presentation/d/14sFWUY8cU0aQnLn9lt9tJanYAYe2VultjFz1YZvGIqo/

