Product Requirements Document Java Team – Project BI II E-commerce Brazil Dashboard

Product Requirements Document

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1. Objective

Vision	Providing organizations with the power to know with data visualization. Make the lives of our CEO, Sales and Marketing and BD team better through providing an insightful data		
Goals	 We're setting up our goals based on each team and functions: a. Sales: Providing information related to sales and operations performance such as order, profit, review and seller information b. Marketing: Segmenting user and determining the effectiveness of marketing and retention of customer c. Business Development: Determining which version of landing page is better based on A/B testing 		
Initiatives	Creating a Dashboard to monitor and improve sales, marketing and business development based on each team goals. So, our teams can see their performance		
Persona(s)	 High Managerial Level for Quick update and actions Sales and Operational Team: to drill down and investigate sales Marketing Team: to see and analyze effectiveness of marketing and retention Business Development Team: to get a conclusion for landing pages based on data 		

2. Release

Release	E-Commerce Brazil Dashboard	
Date	16 July 2022	



Initiative	This dashboard provide experimentation.	This dashboard provides information related to sales, marketing and experimentation.			
Milestones	Timeline 26 June 2022	Artifacts Brainstorm and	Definition of Done Get an insight from		
	28 June 2022	Research plan Drafting PRD template	the dataset and create a hypothesis Drafting PRD template (without		
	29 June 2022	Drafting the Dashboard Mockup	mockup) Lock the dashboard design and mockup		
	1 July 2022	and MVP Finalizing PRD template	based on MVP design Finalizing PRD template and send to		
	5 July 2022	Create right dataset	Pacmann Focus on wrangling the data and right mapping dataset on SQL		
	5 July 2022	Made 1 st MVP product	Finish creating a live dashboard for 1 st iteration		
	12 July 2022	Made Final MVP product	Done creating final MVP product and polish the dashboard		
	14 July 2022	Prepare slides for Demo Day	Prepare slides to present on demo day		
	15 July 2022	Deliver Easy report on GitHub	Made a report and repository on the project		
	16 July 2022	Release Product	Presenting and launching the product		
Features	status for everal status for e	Vill show you the dashboard hovery key matrix lew: Will show you the sales gotal order growth size etco. Will show you the information in the show customer feedback and ler: Will show you the overall	general information from ion of review segment, in d proportions		



	 Marketing dashboard: Will show RFM analysis and also cohort analysis to see our customer engagement AB Testing: Will show the result of AB testing and suggestion for next action based on data
Dependencies	 Release dependencies: Data availability: to create a dashboard we need a data in sales (order and product order granularity), marketing data (RFM data and campaign acceptance), and BD data (ab testing date, landing page and result) Tableau Desktop and Public: to create a dashboard and publish the data to public Python Script for data cleaning: to create a right data set and clean it based on requirement

3. Features

Feature	Sales Dashboard		
Description	Will show you the sales general information from total sales, total order growth size, also for review and seller performance		
Purpose	The user can see the company key matrix performance and drill it down into 3 big categories (sales, review, and seller)		
User problem	 a. C Level: they need to know key matrix company performance live and updated to conclude a company direction b. Sales team: they need to see the performance of each category and product, and drill it down to get more insight to increase their sales 		
User value	Sales dashboard: Providing information related to sales and operations performance such as order, profit, review and seller information. It will support our C-level to get a quick update and quick actions and support our sales team to increase their sales		
Assumptions	The data collections of this project are valid and no exception on the data (i.e. return, false order etc)		
Not doing	It will not show the impact of sales based on Profit and Loss Financial report		



Acceptance criteria	When our C-level can get a quick information and our sales team can drill down	
	the performance and analysis on the data	

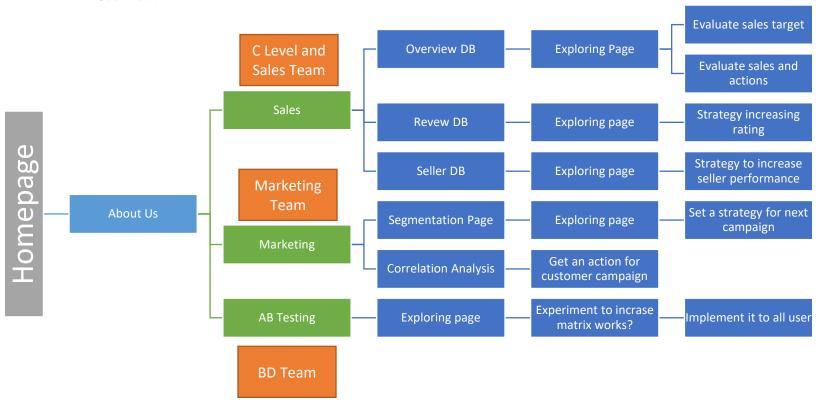
Feature	Marketing Dashboard	
Description	Will show RFM analysis and cohort analysis to see our customer engagement	
Purpose	The user can see customer segmentation and customer retention analysis	
User problem	Marketing team: they need to monitor their performance on current user characteristic and effectiveness of marketing campaigns	
User value	Marketing dashboard: Providing information related to data marketing and customer analysis, so marketing team can easily focus on action based on data instead of analyzing and monitoring manually	
Assumptions	The data collections of this project are valid and no exception on the data (i.e. return, false order etc)	
Not doing	It will not show the impact of marketing based on Profit and Loss Financial report	
Acceptance criteria	When our marketing team drill down the performance and analysis on the data marketing	

Feature	AB Testing Dashboard	
Description	Will show which landing page is better based on data analysis	
Purpose	The user can see the analysis between options A and B and decide the business insight from that	
User problem	Business Development team: they need to see based on data the test the effectiveness of the new landing page	
User value	AB Testing dashboard: Providing information related to experimentation on landing page, so user can see the best options for every decision to make	
Assumptions	The data collections of this project are valid and no exception on the data (i.e. return, false order etc)	
Not doing	It will not show the impact of AB test based on Profit and Loss Financial report	
Acceptance criteria	When our BD team can create a conclusions and business call based on dashboard	



4. User Flow and Design

User flow:

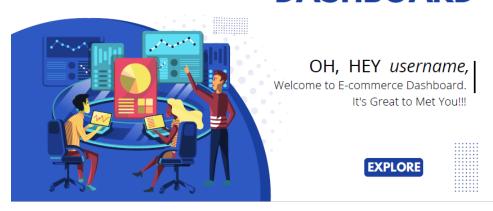


Design Mockup:

1. Homepage



E-COMMERCE DASHBOARD





2. About Us



HOME

ABOUT US

SALES

MARKETING

AB TESTING

Each dashboard consist of information that interesting and actionable.

we provide information related to sales, marketing, and experimantation. To explore dashboard please utilize TOP Navigation bar on every page. Happy Exploring!!

Total Sales

Total Order

AVG. Sold to Customer

AVG. Review Score

3. Sales – Overview



HOME

ABOUT US OVERVIEW

SALES

REVIEW

MARKETING SELLER

AB TESTING

Total Sales

Total Orders

Total Products

Total Customers

Total Seller

AVG. Sold to Customer

Sales by Product Grup

Sales by Product Name

Growth and Size by Territory

Sales by Seller

Sales by Seller

Sales by Customer



4. Sales - Review

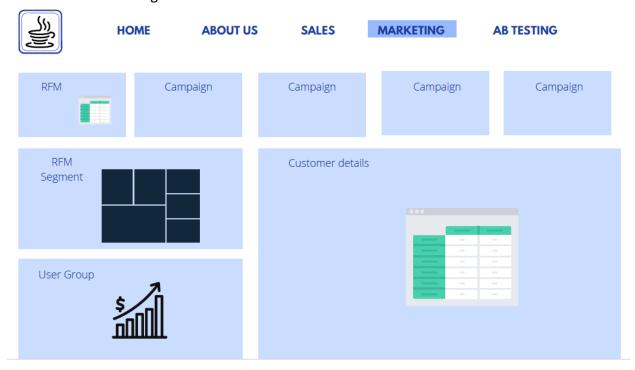


5. Sales – Seller





6. Marketing



7. AB Testing





5. Analytics

Hypothesis: We believe this dashboard features (sales, marketing and AB testing) will increase the sales outcome by 10% due to better strategy based on data analysis on the right matrix

Key performance indicator	Baseline	Target	Timeframe
Dashboard Informative	10 metric	20 metrics	3 months

6. Future Works

Future features	Purpose	Priority	Timeframe
····	Break sales down until margin each product	medium	3 months

