

Case Study

An eCommerce company, Northwind Trading, has been operating successfully for the past four years. Sales have been steady through this time, with some small seasonal fluctuations. However, last month's sales figures showed a downward trend for the first time, and the company also noticed that several customers posted negative comments on social media about the online store.

Ali, the Northwind Trading website administrator, reported that the eCommerce website was redesigned a month ago. The redesign included implementing a new checkout process that now requires the customers to register before completing the sale. The registration was implemented because the marketing team needed to collect customer data for promotional purposes and to track purchase history. Ali has not noticed any technical issues with the website. Pages are loading slower than he would wish, however he expects that the performance will be dramatically improved once he has completed the optimization of all the product images.

According to the report completed by Sua, the sales manager, there aren't any obvious problems with the sales. However, Northwind Trading management believes that "it is better to be safe than to be sorry" and decide to investigate the situation before the sales problem gets any worse.

You are provided with the following information:

- Sales Data and Statistics.xlsx
- Sales Report and Customer Complaints.docx

Complete the excel data and statistics to find the information needed for analysis, then read the sales and complaint report to further understand the situation.

Fill out all the information and the Complete the deliverables.

File- Problem Identification and Stakeholder Management.docx