**Stakeholder Requirements Document: Sabadex**

## **BI Professional:** Adeolu.A. Adeyeye

## **Client/Sponsor:** Sabadex

## **Business problem:**

## The primary problem to be addressed is the optimization of Sabadex's business performance across various domains, including sales, marketing, operational efficiency, and customer engagement. The focus is to leverage BI tools to derive actionable insights from data, guiding strategic decisions that enhance overall business growth and profitability.

**Stakeholders:**

1. Chief Financial Officer (CFO)
2. Chief Marketing Officer (CMO)
3. Sales Director
4. Customer Service Manager
5. IT Manager

## **Stakeholder usage details:**

* CEO and CFO: Will use the BI tool for high-level strategic planning, financial forecasting, and performance tracking.
* CMO: Utilizes the tool for analyzing marketing campaign effectiveness, customer demographics, and market trends.
* Sales Director: Leverages the tool for sales data analysis, sales team performance tracking, and identifying sales opportunities.
* Customer Service Manager: Uses the tool for analyzing customer feedback, support ticket data, and improving service processes.
* IT Manager: Manages the tool's integration, data security, and ensures that the tool is meeting the technical requirements of other stakeholders.

**Primary requirements:**

1. Comprehensive Data Integration: Ability to integrate data from various sources including sales, marketing, customer service, and financial systems.
2. Real-Time Analytics: Providing up-to-date insights for timely decision-making.
3. User-Friendly Interface: Easy-to-use interface for non-technical users.
4. Customizable Dashboards and Reports: Enabling stakeholders to create and view customized reports relevant to their domain.
5. Advanced Analytical Capabilities: Including trend analysis, predictive analytics, and scenario modeling.
6. Data Security and Compliance: Ensuring data is securely stored and processed in compliance with regulations.
7. Scalability and Performance: Capable of handling growing data volumes and user queries without performance lag.
8. Support and Training: Adequate support for users and training materials to maximize the tool’s utility.