RETAIL STORE "GIFT ME & YOU"

1 BUSINESS BACKGROUND

"Gift me & you" is a retail company, located in United Kingdom. The company has its own logo:

The business is based on the sale of small-sized designer goods. The company has the website that allows to attract customers from all over the world. Customers can make purchases online with a delivery order or buy goods directly in shops (there are 7 shops in London). It is a rather big company with huge number of daily sales, so it is important to have a complete vision of the company's sales activities to make further strategic decisions. The data about sales transactions should be constantly analyzed – is will help company to stay competitive and find ways to grow.

The company has simple reporting tools that are used since the very foundation of the company. There are several places, where information about transactions is stored, but sometimes the data is not quite understandable and there can be problems with data consistency. Unfortunately, nowadays "Gift me & you" is not able to fully analyze its business processes, some important facts can be missed due to the absence of a single system to store all data.

2 BUSINESS PROBLEM TO SOLVE

The main problem for the company at the moment is a growing number of competitors in the world market with similar offers. Significant sales growth usually occurs at the end of the 4th quarter during the holidays, in the rest of months sales volume are not so high as it could be. As the main revenue is received from online sales it is important to make "Gift me & you" recognizable all over the world and more preferable for customers than the competitors.

The goal that the company wants to achieve is to increase the amount of sold units by 25% over the next year in order to expand the market share.

3 INTERVIEW QUESTIONS TO IDENTIFY, CLARIFY STAKEHOLDERS/ PROJECT GOALS/ ETC.

1. Who approves the funding? - *Chairman of a company*
2. Who approves changes impacting cost? - *Technical Director, Chief Financial Officer*
3. Who approves changes impacting schedule? - *Technical Director, Chief Financial Officer*
4. Who will approve functional or technical requirements? - *Technical Director*
5. Who will approve designs? - *Company designer*
6. Who approves changes? - *Technical Director*
7. Who will use the end product? - *Company analysts, head of sales managers*
8. Who will manage this project? - *Technical Director*
9. Who will perform the work on this project? - *Developer team*
10. Who will approve contracts for suppliers? - *Chief Financial Officer*
11. What do you currently have? Any reporting tool? - *The business is based on the sale of small-sized designer goods. The company has the website that allows to attract customers from all over the world. Customers can make purchases online with a delivery order or buy goods directly in shops (there are 7 shops in London). It is a rather big company with huge number of daily sales. Measuring business performance and growth can be difficult due to a poorly functioning reporting tool*

12. What aspect of your activity does not suit you according to the results you have? - *Long process of sales analysis and lack of understanding of current changes in the financial condition of the company. There are 2 separate sales analysis systems: for sales in an online store and in a physical one. I would like to be able to see general analytics*
13. How do you want to fix the aspects that you are not happy with? - *Somehow prepare fast-running reporting that will analyze sales of both physical and online stores*
14. How mobile should the solution be? - *It is necessary to make sure that the opening of any new store does not cause difficulties in adding its sales to the system. Also it will be good to have mobile and web version of reports. Data should refresh 1 time per day*
15. What is the project deadline? Are there key milestones, important dates, or time limits? - *The project must be completed within six months. Every month we want to see and understand the stage and progress of the project*
16. What criteria will you use to determine project success - *Speed, accuracy, compliance with the requirements of the designer*

4 FUNCTIONAL REQUIREMENTS

FR-1: The result of project - Power BI report
FR-2: The report must be accessible from a web browser
FR-3: The report must be accessible from a mobile app
FR-4: The report consists of 3 pages:
- Sales Overview
- Detailed Sales Overview
- Geographical Sales

FR-5: Pages must have navigation buttons to switch between them
FR-6: Data is refreshed in PowerBI 1 time per day: UTC time: 12:00 AM
FR-7: Sales Overview consists of:
FR-7.1 Sales over year:

Type:	bar chart
X	axis: Year
Y	axis: Sales

FR-7.2 Sales over quarter:

Type:	bar chart
X	axis: Quarter
Y	axis: Sales

FR-7.3 Sales over month:

Type:	bar chart
X	axis: Month
Y	axis: Sales

FR-7.4 Total Sales:

Type:	card

FR-7.5 Total Costs:

Type:	card

FR-7.6 Total Unit Sold:

Type:	card

FR-7.7 Total profit:

Type:	card

FR-7.8 Date Filter:

Type: slicer
FR-7.9 Product Category Filter:
Type: slicer
FR-7.10 Product Subcategory Filter:
Type: slicer
FR-7.11 Product Type Filter:
Type: slicer
FR-7.12 Country Filter:
Type: slicer
FR-8: Detailed Sales Overview consists of:
FR-8.1 Sales over Product Category:
Type: bar chart
X   axis: Subcategory
Y   axis: Sales
FR-8.2 Sales over Product Subcategory:
Type: bar chart
X   axis: Subcategory
Y   axis: Sales
FR-8.3 Sales over Product Type:
Type: bar chart
X   axis: Product Type
Y   axis: Sales
FR 8.4 Payment Type Filter:
Type: slicer
FR-8.5 Discount Type Filter:
Type: slicer
FR-9: Geographical Sales consists of:
FR-9.1 Sales over Country:
Type: map
 bubble size: total sales
FR 9.2 Payment Type Filter:
Type: slicer
FR-9.3 Discount Type Filter:
Type: slicer
FR 9.4 Date Filter:
Type: slicer
FR-9.5 Product Category Filter:
Type: slicer
FR-9.6 Product Subcategory Filter:
Type: slicer
FR-9.7 Product Type Filter:
Type: slicer

5 NON-FUNCTIONAL REQUIREMENTS

NR-1: The report should be in the customer native language.
NR-2: The name of the report is Sales Analysis.
NR-3: Values should be rounded to 2 values after comma
NR-4: The report should support more than 100 million records
NR-5: The filtering actions should perform quick (no more than 3 seconds)

6 STAKEHOLDERS ANALYSIS

Stakeholders Team:

- Chairman of a company
- Technical Director
- Chief Financial Officer
- Company designer
- Company analysts,
- Head of sales managers
- Developer team:
    - Project manager
    - Tech Lead
    - Functional Lead
    - Team member 1 (ETL)
    - Team member 2 (Report)
    - Team member 3 (Data Quality)

	Chairman of a company	Technical Director	Chief Financial Officer	Head of sales managers	Company designer	Company analysts	Project Manager	Tech Lead	Functional Lead	Team Member 1	Team Member 2	Team Member 3
	Project Leadership				External Resources		Project Team Members					
Initial Phase Activities												
Request Review	C/A	R/A		C			R/A	C/A				
Submit Project Request			I				R/A					
Research Solution	I	I					R/A	C/A	C/A			
Develop business Case	C/A	C/A			C	C	R/A	C	C			
Plan Phase Activities												
Create Schedule	I	I	I				R/A	C	C	C	C	C
Create Additional Plans as Required	I	I	I				R/A	C	C	C	C	C
Execute Phase Activities												
Build Deliverables	C/I	C/I	C/I	C/I	C/A	C/A		R/A	R/A	R/A	R/A	R/A
Create Status Report	I	I	I	I	I	I	R/A	R/A	R/A			
Control Phase Activities												
Perform Change Management		C	C	C			R	A	A			
Close Phase Activities												
Create Project Closure Report	I	I	I	I	I	I	R/A	I	I	I	I	I

7 COMMUNICATION PLAN

Communication	Audience	Shedule
Team meeting	Project Team Members	Every weak
Milestone review	Project Leadership, Project Manager, Tech Lead	Every Mounth

8 RISK MANAGEMENT

	Project risks	Strategy
1	Purpose and Need not well-defined	A business case must be completed if it has not been provided in advance
2	Difficulty in defining and understanding project schedule	It is desirable to conduct scheduled meatings with team members
3	Budget Risks: There may be times when costs exceed revenues, and in such scenarios, this example of project risk arises	It is recommended to analyze the external and internal factors that hinder the work of the project and reserve part of the financing in case of a crisis
4	Disputes within the team	You need to hold regular meetings and involve all team members and personnel associated with the project
5	Team member mistakes	It is important that the project team has enough time to complete the tasks. The duration of the task should never be reduced, as this will increase the likelihood of errors.
6	Increased workload due to changes in policy, leadership or bylaws	Scarcity of resources must be properly managed and, if possible, new staff recruited
7	Risk associated with the unavailability of a team member	Provide an additional developer
8	Risk associated with the lack of a specialist with the necessary skills	Hire a specialist or change the project technology
9	Risk of not taking into account stakeholders	Involve the right people on the project and empower them to make informed decisions. Communicate to stakeholders about the progress of the project using a variety of formats according to their needs.
10	Lack of control over staff priorities	The project manager must take the initiative to inform other managers of the importance of the project