**Project Plan (AIMS GRID)**

**Purpose**

To unlock sales insights that are not visible before for sales team for decision support.

**Stakeholders**

* Sales director
* Marketing team
* Customer service team
* Data and Analytics team
* IT team

**End Result**

A dashboard providing quick and latest sales insights in order to support data driven decision making.

**Success criteria**

1. Dashboard uncovering sales order insights with latest data available.
2. Sales team able to make better decisions and prove 20% increase in total sales quantity