**Change Request 4: Module for promotions and statistics of the least sold products.**

**Change ID:** CR-004

**Description of the change:**

The customer requests the creation of a module to manage product promotions on the web. In addition, the system must be able to obtain statistics of the least sold products to generate promotional campaigns.

**System Impact:**

* Development of a module to manage product promotions on the web.
* Modification of the system to collect sales statistics and filter out less sold products.
* Automation of promotion suggestions based on this data.
* Implement reports and dashboards in the administration interface that displays sales statistics and allows for promotion management.

**Acceptance criteria:**

1. The system must generate correct statistics on the least sold products.
2. Promotions must be easy to create, manage and visualize on the website.
3. The reports of less sold products must be updated in real time or with a defined periodicity.

**CCB Acceptance Criteria:**

* Human Resources: Train the sales and marketing team in the use of the new promotions module and in the interpretation of sales statistics.
* Finance Department: Approve the budget for the development of the module and ensure that the return on investment is maximized through increased sales.
* CEO: Approve the promotions strategy focused on undersold products and ensure that it aligns with business objectives.
* Buyer: Ensure that promotions do not affect inventory availability and coordinate quantities of promoted stock.

**SWOT Matrix:**

- Strengths:

* Improved marketing strategies based on actual sales data.
* Potential increase in sales of products that normally have low turnover.
* Automated tool for decision making in promotions.

- Weaknesses:

* Potential complexity in the implementation of the module if the data is not structured.
* Requires proper integration with the sales and inventory system for accurate and real-time data.

- Opportunities:

* Increased sales of less popular products, which can improve overall profitability.
* Optimization of inventories and reduction of excess stock.
* Early identification of sales patterns that will allow for effective adjustment of promotions.

- Threats:

* Inaccurate or poorly managed data can lead to ineffective promotions or lost revenue.
* Competitors implementing more aggressive promotions or better recommendation algorithms.

**Final decision:**

Approved by configuration committee board