3. Requirements Gathering

Stakeholder Analysis

We have identified three key stakeholder groups for this marketing analysis dashboard:

- **Primary Stakeholder: Marketing Manager**
  - **Needs:** A high-level, aggregate view of all campaign performance.
  - **Goals:** To quickly understand overall ROI, total acquisition cost, and conversion rates. They need to be able to filter performance by campaign, channel, and company to make strategic budget decisions.
- **Secondary Stakeholder: Digital Marketing Analyst**
  - **Needs:** A granular, detailed view of campaign metrics.
  - **Goals:** To investigate *why* certain campaigns are succeeding or failing. They need to compare clicks vs. impressions (CTR) for each channel, analyze engagement scores by audience segment, and track performance trends over time.
- **Tertiary Stakeholder: Director of Marketing (Executive)**
  - **Needs:** A "big picture" summary of marketing's financial impact.
  - **Goals:** To track total spend (Acquisition Cost) against overall ROI and ensure marketing efforts are contributing to business profitability.

User Stories & Use Cases

Based on the stakeholder analysis, the following user stories define how the dashboard will be used:

- **As a Marketing Manager,** I want to see the **overall ROI** of all campaigns at a glance so I can quickly assess our marketing profitability.
- **As a Marketing Manager,** I want to **filter the entire dashboard by 'Company' and 'Campaign Type'** so I can compare the performance of different strategic initiatives.
- **As a Digital Analyst,** I want to compare **Clicks vs. Impressions (CTR)** for each **Channel** (e.con., Google Ads, YouTube) so I can identify which channels are the most effective at driving traffic.

- **As a Digital Analyst,** I want to see which **Target Audience** (e.g., 'Men 18-24') has the highest **Conversion Rate** so I can optimize future ad targeting.
- **As a Director of Marketing,** I want to view the **Acquisition Cost trend over time** (by month) so I can ensure our costs are being managed effectively.

Functional Requirements

These are the specific features the Power BI report must have:

- **Dashboard Slicers (Filters):** The report must include interactive slicers for:
    - Date (as a date range slider)
    - Company
    - Channel_Used
    - Campaign_Type
    - Target_Audience
- **Key Performance Indicator (KPI) Cards:** The main page must display high-level KPI cards for:
    - Total Clicks
    - Total Impressions
    - Total Acquisition Cost
    - Average ROI (%)
    - Average Conversion Rate (%)
- **Visualizations:** The report must include the following charts:
    - A line chart displaying Acquisition Cost and ROI trends over Date.
    - A bar chart showing Total Clicks by Channel_Used to compare channel effectiveness.
    - A matrix or tree map visualizing ROI by Customer_Segment and Company.
    - A scatter plot comparing Acquisition_Cost vs. Conversion_Rate for all campaigns.
- **Interactivity:**

- All visuals on a report page must be cross-filtering. (e.g., Clicking "YouTube" on the channel bar chart must filter the entire page to show only YouTube data).

Non-functional Requirements

These criteria define the quality and performance standards of the report:

- **Performance:**
  - All report visuals and slicers on the main page must load in **under 8 seconds**.
  - Refreshing a slicer or cross-filtering a visual must update the report in **under 3 seconds**.
- **Usability:**
  - The report must be intuitive, with clear titles for all visuals.
  - A consistent color scheme and font family must be used to ensure readability.
  - KPIs must be clearly labeled (e.g., "ROI %", "Cost $").
- **Reliability:**
  - All DAX calculations (e.g., Average ROI) must be validated against the source Excel file for 100% accuracy.
  - If published to Power BI Service, the data model must be configured for scheduled daily refresh.
- **Security:**
  - (If applicable) Access to the published report on the Power BI Service will be restricted via workspace roles, ensuring only authorized marketing personnel can view the data.