**Stakeholder Requirements Document: Maven Market**

## **BI Professional:** Ingyin Khine

## **Client/Sponsor:** Maven

## **Business problem:** Maven team wants to understand how their customers are buying the products, how much revenue are we earning for 2 consecutive years, how’s the returning percentage of each product and how the sales target going. Looking back to 1997 and 1998 sales transactions and planning for coming financial year business plan. What kind of insight can we get from those 2 years to develop sales revenue?

**Stakeholders:** Chris, Business Director

## **Stakeholder usage details:** They will use for each category including customers’ detail to know the nature of customers, product category to make upgraded version, and location category to understand more about how each country handling sales revenue.

**Primary requirements:**

* Trend line visual for understanding revenue growth.
* A visualization focuses on transactions count for each quarter.
* Table visual for top 10 profit products drill through to product details page which will showcase profit and return trending for each month and report summary for the product we choose.
* Gauge visual for target achievement.
* KPI visual for current selected month txn, profit, and returns compare to last month data.
* A visual of card for most ordered product and most returned product name.
* Map visual for profit made by each country.