Role: VP of Sales

Organization: ACME Superstore (your company)

Goals:
- Use sales data to help make more nimble inventory and distribution decisions
- Anticipate next moves in sales based on trends
- Be able to make a case for her sales strategy to her colleagues

"ACME Superstores wants to make the most of sales data for better, more nimble decisions. I want to make sure that process works well."

Sylvia needs to turn the many findings by the retail analysts into a sales strategy she can sell to the executive team.

Challenges and Needs
- Limited face time with executives.
- She's a good sales person but not great with numbers and stats
- She has to chose the most meaningful findings in the sales data to create a strategy but it's sometimes hard to tell what is most meaningful in the data.