Conestoga College

School of Applied Computer Science & Information Technology

PROG8630 – Dashboard Proposal



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Apple Inc.

Technology Industry

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**Abstract**

*The aim of this project is to create easy to understand dashboards that represent key performance indicators (KPIs) for Apple Company. The dashboards will consist of graphs, charts and photos to present a data of apple company along with different departments, such as Marketing, Sales, Retail and HR. The dashboard will be formed based on the data collected from marketing expenses, revenues generated from the Sales department and company HR records. The goal of this project aim is to assess and provide Apple company with information on their performance in the various sectors. The dashboard will help to make important decisions based on the information provided.*

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# Introduction

This report provides an insight into the marketing, sales, retail and Human Resource department within the Apple inc., a prominent player in the technology industry, well known for its strong brand presence. These Departments plays a major role in driving sales growth and establishing brand image for apple. The purpose of this report is to examine the Key performance indicators that will determine the effectiveness of the above listed departments of Apple. The results of performance of various departments will be tracked and displayed using the dashboards. Based on the metrics such as customer Acquisition cost, customer traffic, customer retention rate, conversion rate, Employee turnover rate, profitability, etc, stakeholders and other decision makers can determine the efficiency of working of the apple’s marketing, Sales, Retail, and Human resource department. It also helps in determining the other areas of improvement.

## Marketing Department

The marketing department is composed of marketing specialists responsible for planning, creating, and monitoring marketing activities within a company. Their primary goal is to help the company generate as many sales as possible [1]. It is the Marketing Department's job to reach out to prospects, customers, investors and/or the community, while creating an overarching image that represents your company in a positive light [2].

***What are we trying to solve?***

The dashboard aims to give a picture to the CEO and stakeholders of Apple if the marketing strategy for the current fiscal year is effective and if there are rooms for improvement.

### Marketing Department KPIs

1. *Customer Acquisition Cost (CAC): Calculates the average cost of acquiring a new customer, including marketing and sales expenses. It helps evaluate the efficiency of your marketing campaigns.*
   1. *CAC = Average (marketing expense + sales expense + other expenses)*
2. *Return on Investment (ROI): Determines the profitability of your marketing activities by comparing the revenue generated to the costs incurred.*
   1. *ROI = revenue – marketing expenses*
3. *Website Traffic: Measures the number of visitors to your website, which can indicate the effectiveness of your marketing channels and content.*
   1. *Count of website visitors*
4. *Brand Awareness: Assesses the visibility and recognition of your brand among your target audience. Metrics like social media followers, brand mentions, and reach can indicate brand awareness.*
   1. *Count of Social media followers, mentions, reach etc.*

## Sales Department

The Sales Department is associated with involves Sales Representatives, Territory Managers, National Sales Managers. The team is responsible for selling the products or services through marketing activities provided by the marketing department. A quality salesperson helps identify a customer’s unique needs and makes sure that those needs are met.

Additionally, their responsibility is to maintain healthy relationships with the customers and maintain the customer base. The sales department is responsible for generating revenue for the company by achieving set targets.

***What are we trying to solve?***

The dashboard aims to give a picture to the CEO and stakeholders of Apple if the Sales strategy for the current fiscal year is effective and if there are rooms for improvement.

### Sales Department KPIs

1. Sales Revenue: This is the most fundamental KPI for any sales strategy. It measures the total amount of revenue generated through sales activities.

*Formula:* Sum of all sales revenue within a given period.

1. Sales Growth Rate: Sales Growth Rate indicates the rate at which sales revenue is increasing over a period. It reflects the overall success of the sales strategy in driving growth.

*Formula:* ((Current Sales Revenue - Previous Sales Revenue) / Previous Sales Revenue) \* 100

1. Customer Acquisition Cost (CAC): CAC measures the average cost incurred to acquire a new customer. It helps assess the efficiency and effectiveness of sales and marketing efforts.

*Formula:* Total Sales and Marketing Expenses / Number of New Customers Acquired

1. Customer Satisfaction: Measuring customer satisfaction through surveys or feedback can provide valuable insights into the success of the sales strategy in meeting customer needs and expectations.

*Formula:* Measuring customer satisfaction through surveys or feedback can be subjective and may not have a specific formula. However, you can use scales, ratings, or Net Promoter Score (NPS) to quantify customer satisfaction

## Retail Department

Apple inc. operates number of retail stores worldwide. Retail department of Apple manages the customer experience, customer service, sales and operations within these stores. Apple stores plays a vital role in allowing people to interact with latest products and get questions answered. The job of the retail department is to provide end to end experience to the customer, from showcasing of new products to support, repair and maintainance.There are total 510 apple retail stores across 25 countries and territories.[3]

***What are we trying to solve?***

The dashboard aims to give a picture to the CEO and stakeholders of Apple if the Retail strategy for the current fiscal year is effective and if there are rooms for improvement.

### Retail Department KPIs

1. *Sales Revenue: It calculates the total revenue generated by a retail store including the revenue generated from sales, services or other revenue generating activities.*

*a.Sum of sales of product, services, other revenue generating activities.*

1. *Customer Traffic: It helps in assessing the effectiveness of location staff, services and marketing strategies of that particular store by examining the number of visitors or customers in the store.*
   1. *Count of visitors in the store.*
2. *Sales Growth: It calculates the positive or negative growth in revenue when comparing it with previous years. This indicator helps in determining the performance of the store and the new strategies they used to increase the revenue.*

*c. ((Sales revenue in current year – Sales revenue in previous year) /Sales revenue*

*in previous year)\*100.*

1. *Conversion rate: It calculates the percentage of the total number of visitors in the store, who make a purchase. It tells about the efficiency of the staff, their marketing strategies and campaigns.*

*d. (Total purchases / Total number of visitors)\*100*

## 

## Human Resources Department

The HR (Human Resources) department plays a crucial role in managing the people within a company. Its primary functions revolve around attracting, developing, and retaining a talented workforce while ensuring compliance with employment laws and fostering a positive work environment.

***What are we trying to solve?***

The dashboard aims to give a picture to the CEO and stakeholders of Apple if the Human Resource strategy for the current fiscal year is effective and if there are rooms for improvement.

### HR Department KPIs

1. *Employee Turnover Rate: This KPI measures the percentage of employees who leave the company over a specific period. A lower turnover rate indicates that the HR strategy is successful in retaining employees and creating a positive work environment.*

*a.Formula: (Number of Employees Who Left / Average Total Number of . .... Employees) \* 100*

1. *Time-to-Fill: This metric measures the average time it takes to fill job vacancies from the moment they are opened. A shorter time-to-fill suggests efficient recruitment and selection processes, indicating the HR strategy's effectiveness in attracting and hiring talent.*

*a. Formula: (Total Days to Fill Positions / Number of Positions Filled)*

1. *Performance Improvement: This KPI measures the improvement in employee performance and productivity over time. It assesses the extent to which HR initiatives, such as performance management systems and feedback mechanisms, contribute to enhancing individual and team performance.*

*a. Formula: ((Current Performance - Previous Performance) / Previous Performance)*  *\*100*

1. *Employee Engagement and Satisfaction: These KPIs measure employees' level of engagement, job satisfaction, and commitment to the organization. This can be assessed through surveys, feedback mechanisms, and retention rates. Higher scores in engagement and satisfaction indicate that the HR strategy is fostering a positive work culture.*

*a. Formula for Engagement Score: (Number of Engaged Employees / Total Number*   *of Employees) \* 100*

*b. Formula for Satisfaction Score: (Number of Satisfied Employees / Total Number of*  *Employees) \* 100*

# Data Source and Data Model

Data Sources

1. Customer Acquisition Cost
   1. Marketing Expenses: TBD
   2. Sales Expenses: TBD
   3. New Customers: TBD
2. Return of Investment
   1. Revenue: TBD
   2. Marketing Expenses: TBD
3. Website Traffic
   1. Website hits: TBD
4. Brand Awareness
   1. Instagram Followers: Instagram page
   2. Twitter Mentions: Twitter database

5. Sales Revenue:

a. Sales revenue TBD

6. Sales Growth Rate

a. Current Sales Revenue TBD

b. Previous Sales Revenue TBD

7. Customer Acquisition Cost

a. Total Sales TBD

b. Marketing Expenses TBD

c. Number of New Customers Acquired TBD

8. Customer Satisfaction

a. Surveys and feedbacks

9.Sales Revenue

a. Product Sales: TBD

b. Services Sales: TBD

10. Customer Traffic

a. Customer visits: TBD

11. Sales Growth

a. Sales Revenue in current year: TBD

b. Sales Revenue in previous department: TBD

12.Conversion Rate:

a. Purchases : TBD

b. Customer visits: TBD

13.Employee Turnover Rate

a. Number of Employees Who Left:TBD

b. Average Total Number of Employees:TBD

14. Time-to-Fill

a. Total Days to Fill Positions: TBD

b. Number of Positions Filled: TBD

15. Performance Improvement

a. Current Performance: TBD

b. Previous Performance: TBD

16. Employee Engagement and Satisfaction

a. Number of Engaged Employees: TBD

b. Total Number of Employees: TBD

c. Number of Satisfied Employees: TBD

# Proposed Allocation Project Team Roles

|  |  |  |
| --- | --- | --- |
| Name | Department | Responsibility |
| Kevin Obando | Marketing Department | Identified the KPIs for marketing strategy. Filled the data source and data model.  Reviewed the overall report. |
| Aishwarya Nandagiri | Sales Department | In charge of the Sales department. Identified the KPIs, formulas and the equivalent data sources. Created the abstract for the report. |
| Navjot Kaur | Retail Department | In charge of the Retail Department. Identified the KPIs, formulas and the equivalent data sources. Created the introduction of the report. |
| Khushboo Panchal | Human Resources Department | In charge of the Human Resources Department. Identified the KPIs, formulas and the equivalent data sources. |

|  |  |
| --- | --- |
| Activities | Date |
| Kick off meeting to determine the industry and company. | June 1, 2023 |
| 30-minute meeting to finalize the departments and assigned the roles. | June 2, 2023 |
| Finalize the project proposal. | June 7, 2023 |

# Bibliography

[1]. <https://www.studysmarter.co.uk/explanations/marketing/marketing-management/marketing-department/>

[2].https://www.thehartford.com/business-insurance/strategy/creating-marketing-department/role

[3] https://www.aboveavalon.com/notes/2021/3/10/the-future-of-apple-retail.

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