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| BUSINESS SYSTEM REQUIREMENT (BSR) |

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| **Project name**  **ชื่องาน**: CRM & Loyalty: Data Analytic Report for Internship |

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| **Stakeholder ผู้เกี่ยวข้อง : IT-BA, CRM Team** |

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| **Business Owner  ต้นสังกัด/ผู้ร้องขอ: CRM Team** |

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| **Request Date วันที่ขอ: 13-June-2023** |
| **Summary request สาเหตุ/ปัญหา:** The CRM team lacks comprehensive insights into customer behavior and segmentation, and as a result, the team have difficulty to effectively tailor marketing strategies and optimize customer segment. |
| **Objective วัตถุประสงค์:**   1. Develop a customer segmentation report based on RFM scores that accurately classifies customers into distinct segments 2. Ensure the segmentation is meaningful and actionable to provide insights for developing marketing strategies 3. Create easy-to-understand report with data visualizations of key findings, both for overall analysis and brand-specific analysis |

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| **Business requirement  ความต้องการ:**   1. Data must be stored in secure environment and only the members relevant to the project are allowed to have access to the data 2. Data should not be manipulated to return false information 3. Ensure the accuracy and integrity of imported datasets 4. Any issues or inconsistencies must be notified to the data provider 5. The system should calculate the RFM (Recency, Frequency, Monetary) values for each customer based on their purchase history 6. Should accurately determine the recency of the last purchase, frequency of purchases, and total monetary value spent by each customer 7. The system should segment customers based on their RFM scores 8. Determine optimal K value for K-Means algorithm to assist in accurate and meaningful customer segmentation 9. The system should provide visualizations to show cluster of the segmented customers with labels for each groups of customers 10. The system should support brand segmentation of customers based on their RFM scores for each specific brand within the company 11. The system should segment customers based on their RFM scores for each specific brand within the company 12. The system should provide the capability to compare results of RFM Analysis between different brands within the company 13. The system should provide analysis report of both overall analysis and brand analysis with key findings of the analysis 14. The system should provide clear and easy to understand data visualizations to support insights from the analysis |

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| **Current Business Process (As-Is) ขั้นตอนการดำเนินงาน:**   1. Requestor in BU or Department create PR and Post in PRS 2. Manager Approve or Reject 3. Requestor Print Out Paper to Purchasing Department 4. Purchasing Staff make decision to PR required contract then go to step 5, in case not required contract skip to step 13 5. Requestor send draft contract, PR form hard copy to Legal Department 6. Legal Department create contract and send to Requestor 7. Requestor send to vendor to sign off 8. Vendor sign off and send back to Requestor 9. Requestor send to Management sign off to final version 10. Management sign off send back to requestor 11. Requestor scan and save soft copy 12. Requestor send final version to Legal 13. Purchasing staff is working in PR Process 14. Purchasing staff completed job. Data manually create PO in AP21 system |

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| **Proposed Business Process (To-Be)  ความต้องการที่เสนอ:**   1. Requestor in BU or Department create PR , attached required document, and Post in PRS automate generate reviewer and submit to reviewer 2. Reviewer Approve or Reject then automate generate DOA approver 3. DOA approver Approve or Reject PR 4. Purchasing department will review PR and filled all necessary information and/or document then confirm to process PR to next step. 5. System will consider condition to require contract in case PR required contract then go to step 6, in case not required contract skip to step ~~13~~18 6. Automatically notify to Legal Department 7. Requestor send draft contract, PR form, memorandum, and other required documents hard copy to Legal Department 8. Legal Department create contract and send to Requestor 9. Requestor send to vendor to sign off 10. Vendor sign off and send back to Requestor 11. Requestor send to Legal Department for approval 12. Requestor send to Management sign off final version 13. Management sign off and send back to Requestor 14. Requestor scan and save soft copy attached to PRS 15. Requestor send final version to Legal 16. Legal Department review and complete job 17. Purchasing staff got notification about Legal process completion. 18. Requestor will be notify about PR completion and trigger to send all physical document for PO issue process. 19. Purchasing staff completed job. Data will automatically create PO in AP21   **Remark : Green font is To Be** |

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| **Working flow (As-Is):** | |
| **Working flow (To-Be):** |  |

## **Approval /การพิจารณาอนุมัติภายใน**

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| **Requested by  ร้องขอโดย:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  ( ) | **Checked by  ตรวจสอบโดย:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  ( ) |
| **Approved by  ผู้อนุมัติ:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  ( ) | **Approved by IT ผู้อนุมัติ ฝ่าย IT:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ( ) |