**Business Demand Overview:  
  
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**User Stories:**

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| **No #** | **As a** | **I want** | **So that I** | **Acceptance Criteria** |
| **1** | Marketing Manager | a comprehensive analysis to understand the effectiveness of our current strategies and to find opportunities to optimize our efforts. | Identify factors impacting the conversion rate and provide recommendations to improve it. | A Power BI dashboard which updates data once a day |
| **2** | Customer Experience Manager | -analyzing our customer feedback. Over the past few months.  -decode this feedback and provide actionable insights.  -Determine which types of content drive the highest engagement | -Analyze interaction levels with different types of marketing content to inform better content strategies.  - **:** Identify recurring positive and negative feedback to guide product and service improvements. | A Power BI dashboard which updates data once a day |