

Project Charter:

DATE: 04/11/2023

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| Project Summary |
| The goal of this project is the creation of a dashboard in Power BI that helps decision makers in the understanding of how Red Fox has advanced in different markets. |

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| Project Goals |
| * To analyse the behaviour of Red Fox products in different countries. * To analyse the differences among the countries in terms of income and market features. * Present the breakdown of the products in terms of cost, sale price, and benefit. |

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| Deliverables |
| * Page 1 of a dashboard with the behaviour of Red Fox products in different countries. * Page 1 of a dashboard with the differences among countries in terms of income and market features. * Page 2 of a dashboard with tools to analyse, in different environments, the composition of the price, cost, and benefit for each product. |

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| Scope and Exclusion |
| **In-Scope:**   * Overview by country of the behaviour of the market for a particular product. * Features of the market for each country that is a Red Fox customer and is included in the “Financial” data.   **Out-of-Scope:**   * Forecast tools. * App for specific vendors. * Financial indicators. |

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| Benefits & Costs |
| **Benefits:**   * The main benefit is a tool to analyse how Red Fox products have an impact in different markets. * The evolution and composition of the prices vary inside and among products. It is important to clarify these trends.   **Costs:**   * The estimated initial cost of the project is 30 hours. |

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| Appendix: |
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