**MSBC 5490**

**BUAN Experiential Project**

**Rudi’s Bakery**

**Agile Report**

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## **Introduction**

## **Project Vision Statement**

Rudi’s Bakery is committed to leveraging data-driven insights to revolutionize its Direct Store Delivery (DSD) operations. By analyzing sales trends, identifying anomalies, and optimizing product distribution, the project aims to empower Rudi’s with actionable intelligence. This vision aligns with the company’s mission to provide health-conscious and innovative baked goods while ensuring operational excellence and customer satisfaction. Through collaboration, cutting-edge analytics, and agile methodologies, the project aspires to set a new benchmark for efficiency and insight in the food production and delivery industry.

## **2. Project Management Elements**

### **2.1 Business Understanding**

Since its founding in 1976, Rudi’s Bakery has been a pioneer in the organic and gluten-free food industry. Headquartered in Boulder, CO, Rudi’s has built a reputation for crafting delicious and nutritious baked goods, including breads, rolls, muffins, and more. Recently, Rudi’s expanded into the frozen foods sector with innovative offerings like Texas Toast, Sandos (PB&J snacks), and Sammies (breakfast sandwiches).

A crucial part of Rudi’s operations is its Direct Store Delivery (DSD) business, ensuring fresh products reach major retailers like King Soopers, Target, Walmart, and Natural Grocers. However, with 14 service routes and deliveries happening multiple times a week, the company faces a challenge: managing and analyzing its vast sales data effectively. Understanding how different products perform across stores and timeframes is key to optimizing distribution and minimizing inefficiencies.

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### **2.2 Problem Statement**

Rudi’s Bakery’s DSD business operates across 14 service routes, with representatives delivering products to stores multiple times a week. The company’s challenge lies in extracting actionable insights from this large dataset. While basic performance metrics are understood, Rudi’s seeks a more nuanced analysis to:

* Uncover sales trends for specific SKUs across various routes, retailers, and stores.
* Detect anomalies that could reveal inefficiencies or unique customer behaviors (e.g., unexpected product returns).
* Provide a detailed breakdown of sales trends over multiple timeframes (e.g., last 4, 12, 26, and 52 weeks).

By addressing these challenges, Rudi’s aims to optimize its delivery processes, improve product placement, and better understand customer demand patterns.

### **3. Agile Planning Elements**

### **3.1 Agile Software Choice**

**Tool Selection:** Jira

**Justification:** Jira offers an intuitive and structured platform for agile project management. It enables the team to:

* Organize work into clear sprints and track progress.
* Use Kanban and Scrum boards for efficient workflow visualization.
* Assign tasks, manage dependencies, and collaborate seamlessly.
* Generate reports that provide real-time insights into project progress.

### **3.2 Team Members**

**Product Owner :** Jinal Mehta

**Scrum Master :** Rafael Cintron

**Developers :** 1. Supria Deka

2. Pranathi Manthri

**Quality Analyst :** Murali Prateek Manthri

### **4. Key Performance Indicators (KPIs)**

1. **Anomaly Detection Accuracy:**

Just like a baker knows when a loaf hasn't risen right, Rudi’s needs to detect when sales trends don’t follow expected patterns. This metric ensures our models correctly identify unusual sales fluctuations whether it’s a sudden spike in demand for gluten-free rolls or an unexpected drop in a popular SKU’s sales. By reducing false alarms and capturing true anomalies, Rudi’s can take proactive steps to optimize deliveries and prevent losses.

1. **Trend Forecasting Success:**

Predicting the next best-selling product is as crucial as perfecting a new recipe. This KPI measures how well our predictive models anticipate changes in demand across different stores and seasons. If we can reliably forecast peak sales periods for certain products, Rudi’s can prepare inventory accordingly, reducing waste and improving customer satisfaction.

1. **Operational Efficiency Gains:**

Time is as valuable in business as it is in baking. This KPI tracks how much time is saved in analyzing and reporting sales data. If automation and streamlined reporting reduce manual effort, Rudi’s team can focus more on strategic decisions rather than crunching numbers. The goal is to make insights readily available, just like a fresh loaf straight from the oven.

1. **Business Impact:**

A great insight is only valuable if it leads to action. This metric measures how many business decisions such as adjusting production schedules, modifying delivery routes, or launching promotional offers are directly influenced by our findings. The more decisions shaped by data, the stronger the case for continuing this analytical approach.

1. **Stakeholder Feedback:**

At the end of the day, the proof is in the pudding or, in this case, in the feedback from Rudi’s leadership. This KPI gauges how well our reports and insights meet business needs. Are they clear, actionable, and insightful? Positive feedback means we’re adding value, while constructive suggestions help us fine-tune our approach for the future.

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## **Appendix**

1. Provide a detailed summary of Rudi’s Bakery, including its history, core business operations, expansion into frozen foods, and the role of its Direct Store Delivery (DSD) system.
2. List the advantages of Jira for managing an agile data analytics project.
3. Suggest measurable KPIs for a project analyzing retail sales data trends and anomalies.
4. Generate a structured Agile Report framework, ensuring that all sections are aligned with best practices in project documentation and agile methodologies.