**Business Demand Overview**

**User Identity**

Name/Divison/Job : Rodrigo/Commercial/Global Sales Manager

Output Desired : BI dashboard and brief report

**Business Demand Details**

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| --- | --- | --- |
| **User Request:**   1. Top selling product for the last 2 years 2. Top selling product for the last 2 years by product type 3. Detailed of sales performance by city | | |
| **No** | **User Value** (So I can..) | **Acceptance Criteria** |
| 1 | Find out which products are the most selling, perhaps could be an initial idea to determine what product should be promoted | Appeared on dashboard which can filtered by product |
| 2 | Find out what type of products are the most selling, perhaps could be an initial idea to determine what type of product to get promoted frequently | Appeared on dashboard which can filtered by product type |
| 3 | Find out in which cities have the best sales, perhaps could be an initial idea to determine regional promotion strategy | Appeared on dashboard which can filtered by city |
| **Additions:**   1. Sales vs Profit by product 2. Sales vs Discount by product 3. Average shipping cost per product 4. Returned products | | |
| 1 | Find out the detail of profit and sales of each product, so we can know the condition of each product’s profitability. | Appeared on dashboard |
| 2 | Find out the discount’s effectiveness through it’s sales | Appeared on dashboard |
| 3 | Find out the average shipping cost per product | Appeared on dashboard |
| 4 | Find out the most returned products, and from where it returned. | Appeared on dashboard |

Notes:

none