**Business Demand Overview**

**User Identity**

Name/Divison/Job : Selena/Board of Directors/Commercial Director

Output Desired : BI dashboard and brief report

**Business Demand Details**

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| --- | --- | --- |
| **User Request:**   1. Most selling & profitable product 2. Most selling & profitable product category 3. Most performing store 4. Most performing city 5. Most performing location 6. Sales & Revenue over Month 7. Net Profit Margin per product 8. Inventory relocation | | |
| **No** | **User Value** (So I can..) | **Acceptance Criteria** |
| a | Find out which products are the most selling and most profitable | Appeared on dashboard which can filtered overtime |
| b | Find out which product categories are the most selling and most profitable | Appeared on dashboard which can filtered overtime |
| c | Find out which stores make the highest sales | Appeared on dashboard which can filtered overtime |
| d | Find out which cities make the highest sales | Appeared on dashboard which can filtered overtime |
| e | Find out which store locations make the highest sales | Appeared on dashboard which can filtered overtime |
| f | Find out the period of lowest and highest sales | Appeared on dashboard which can filtered overtime |
| g | Find out which store have an increasing sales trend and decreasing sales trend | Appeared on dashboard which can filtered overtime |
| h | Find out which low sales product in a store that could be relocate to other store with better sales of the product | Brief report |

Notes:

Make it brief without losing any critical points.