**NEW JOB BRIEFING. Client: WFM #**

**Title: Date Due:**

**Question the Client Wants Answered:**

**Scope:**

**What specific data is required?**

* *How many years of data?*
* *In store only? Online only? Both?*
* *Comparison periods? (monthly, quarterly etc)*
* *Storetypes? (ANZICS or customer specified)*
* *Merchant Locations? (by, suburb, TLA, region?)*
* *Competitor groups? (how many groups, how many per group)*
* *Customer origin? (by suburb, TLA, region, rest of NZ, International?*
* *Demographics? (gender & age)*
* *Temporal analysis? (time & date of transaction)*

**Who will use it? Technical or Pretty? Charts, tables?**

**REALLY IMPORTANT STUFF!**