

# AHI Real-Time Marketing Analytics App

## User Story Title: Market insights and executive reporting

#0001	User Story Part I		User Story Part II Solution Criteria	
Role	AHI Executive		Reports must be available on demand	Data updates daily from real-time feeds
Need	Understand evolving customer segments and markets		Export to PDF/Excel is available	
Value	To make data-driven strategic decisions		Include filters by geography and customer behavior	

## User Story Title: Real-time customer interest tracking

#0002	User Story Part I		User Story Part II Solution Criteria	
Role	Marketing Analyst		Dashboard includes real-time product views	Export option to PPT and Excel
Need	Track customer interest and preferences in real time		Filter by product category and region	
Value	To adapt campaigns based on what customers engage with		Visual charts available (bar, line)	

## User Story Title: Secure invoicing and sales forecasting

#0003	User Story Part I		User Story Part II Solution Criteria	
Role	Finance Officer		Invoices are encrypted and time-stamped	Only authorized users can access invoicing data
Need	Secure order invoicing and financial forecasting		Report includes 3-month and 6-month sales forecasts	Alerts trigger for invoicing failures or missing data
Value	To manage revenue and plan inventory		Forecasts are exportable in Excel	

## User Story Title: IT compatibility and infrastructure checks

#0004	User Story Part I		User Story Part II Solution Criteria	
Role	IT Administrator		App passes internal IT compatibility checklist	Meets IT storage requirements for data logs
Need	Ensure the app is compatible with infrastructure		Works with existing firewall and antivirus systems	
Value	To prevent deployment issues and maintain security		Logs integration errors automatically	

## User Story Title: Secure product access and order confirmation

#0005	User Story Part I		User Story Part II Solution Criteria	
Role	Customer		Product catalog loads within 3 seconds	App supports credit card and PayPal
Need	Easy, secure access to products and orders		Checkout uses encryption	Customers can view order history after login
Value	To complete purchases confidently and quickly		Order confirmation email is sent within 2 minutes	