1. **Problem owner(s):** Head of Products, Great Reviews Technologies Inc
2. **The one-sentence proposal**

The Sun Tzu team proposes to boost Great Reviews’ revenue, customer loyalty, conversion rate, and product performance by implementing a database to collect user engagement data to analyze user behavior and track application performance for serving relevant and personalized application content.

1. **Business needs**
   1. Irrelevant content leads to customer dropouts, almost no repeat visits, and very little stickiness.
   2. Finding products that a customer likes is a slow process, which makes the customer lose patience and decide to not visit the app again, leading to churn and loss in potential sales
   3. Maintaining products that are not popular is inefficient
   4. Manually personalizing the user experience and curating trends for campaigns is a time-consuming process and inefficient use of resources.
   5. Not tracking application performance leads to the development of features that customers are not interested in and lose sight of drops in growth
2. **Business Requirements**
   1. Customers browse content on the app
   2. Customers buy products
   3. Customers review products
   4. Marketing team focus on top users with respect to reviews and buys
   5. Product managers track application performance
3. **Business value**
   1. Personalized content and a unique user journey on the app will make customers visit the app often increasing the retention rate and stickiness.
   2. Faster product discovery leads to better customer experience, increased loyalty, and sales.
   3. Maintaining trending products on the application increases user visits and more sales
   4. Automated personalization helps marketing teams effectively target audience
   5. Tracking application performance will help the team to make sure that the application is growing as required
4. **Constraints**
   1. Must be completed and be operational before Thanksgiving sales
   2. Requires an initial investment, both monetarily and in terms of time
   3. Must let the vendor company implement pixels on the app to track user behavior data
   4. Requires customer privacy / permissions agreement to be updated to track behavior data
5. **Analysts:** Team Sun Tsu