

# 1	Empowering Marketing Decisions through Real-Time Analytics		User Story Part II Solution Criteria	
Role	Marketing Team Member (internal User)		1. App shows real-time analytics	4. Scalable system
Need	An app that provides real-time marketing insights, competitive analysis, and customer preference data		2. Accuract market share reports	
Value	I can make informed decision on pricing strategies, product development, and customer engagement		3. Seamlesss data integration	

# 2	Ensuring Scalable and Secure infrastructure for IT Operations		User Story Part II Solution Criteria	
Role	IT Member		1. Secure infrastructure	4. Real-time data feeds work smoothly
Need	A scalable and secure infrastructure that supports real-time data integration and analytics		2. Encryption protocols implemented	
Value	I can ensure the app performs efficiently under high user loads and remains secure against potential data breaches		3. Less that 1% downtime	

# 3	Optimizing Strategic Insights for Executive Leadership		User Story Part II Solution Criteria	
Role	Executive Leader (Project Sponsor)		1. Dashboard shows market trends	4. Accessible on all devices
Need	A Comprehensive dashboard with insights into markt share trends, customer preferences, and ROI metrics		2. Easy-to-read analytics	
Value	I can make informed strategic decisions to boost business growth and enhance competitive positioning		3. Accurate ROI metrics	