**📄 Product Brief – DataNanny**

**Client Name:** TechEase Solutions  
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**Company Background**

TechEase Solutions is a mid-sized business consultancy that helps companies streamline operations through data analytics and process automation. Their team works with small to medium-sized enterprises that lack in-house technical expertise but want to leverage big data tools.

**Product Features and Functions**

**DataNanny** is a lightweight, user-friendly **data monitoring and validation tool** designed for business professionals with limited technical backgrounds. Its core features include:

* **Automated Data Auditing**: Detects anomalies in data sets without the need for coding.
* **Real-Time Alerts**: Notifies users when data falls outside of defined rules or thresholds.
* **User-Defined Rules Engine**: Allows business users to define and apply their own validation rules using a guided interface.
* **Integration Ready**: Compatible with Excel, Google Sheets, and most major BI platforms.

**Budget**

The estimated cost to develop DataNanny is **$85,000**. This includes:

* $45,000 for core development and interface design
* $25,000 for testing, QA, and debugging
* $15,000 for post-launch support and integration documentation

**Timescale**

Total timeframe: **12 weeks (3 months)**

* **Weeks 1–2**: Requirement gathering and rule mapping
* **Weeks 3–7**: Application development
* **Weeks 8–9**: System integration and testing
* **Weeks 10–11**: Beta testing with client data sets
* **Week 12**: Final deployment and team training

**Explanation of Technical Terms**

* **Data Validation**: The process of ensuring data is clean, consistent, and correct before it’s used in reporting or analytics.
* **Anomaly Detection**: Identifying outliers or unexpected values in a dataset.
* **Rules Engine**: A system that applies pre-set logic to analyze or manipulate data automatically.

**Benefits to Client**

DataNanny empowers TechEase Solutions to offer **accurate, real-time insights** to its customers without needing a dedicated data team. It reduces the time spent on manual data checks, prevents costly reporting errors, and supports confident decision-making.

**Competitors and Differentiators**

* **Competitors**: Talend Data Quality, Ataccama, OpenRefine
* **Differentiators**:
  + Designed for non-technical users
  + No-code rule setup
  + Light, fast, and Excel-integrated

**Graphics Suggestions**

1. **Diagram** showing how DataNanny sits between data sources and reports
2. **Screenshot** mock-up of the rule builder interface with toggle options and thresholds

**Language for Intended Audience**

This brief avoids jargon and focuses on how the tool **saves time**, **reduces errors**, and **simplifies data monitoring** for business users. The tone is professional yet accessible.