1. As a business analyst, I want to create interactive dashboards that visually present key business metrics and KPIs. Dashboards should support real-time data refresh to ensure timely decision-making. I require drag-and-drop functionality for ease of customization without coding. Additionally, dashboards should be shareable with stakeholders via secure links or embedded within other applications. Enhanced dashboard functionality will improve business insights and promote data-driven decisions.

2. As an executive manager, I need predictive analytics capabilities to forecast business trends and identify opportunities or risks early. The BI system should leverage machine learning algorithms to analyze historical data effectively. The results should be displayed visually through easy-to-interpret charts and graphs. Scenario modeling features should also be available to simulate various business decisions and outcomes. This will greatly aid strategic planning and risk management.

3. As a data engineer, I want robust data integration features that enable seamless connection with various data sources, including databases, cloud services, and APIs. The system should support automated ETL (extract, transform, load) processes and maintain data quality checks. Monitoring and alerting mechanisms for data integration processes must be available. Detailed logs and reports for troubleshooting and auditing purposes are essential. Reliable data integration will ensure high-quality insights and streamline data management.

4. As a sales manager, I require detailed sales analytics and reporting features to track team performance and sales pipeline health. Reports should include pipeline velocity, conversion rates, and performance comparisons. I need customizable templates and scheduled reporting capabilities to streamline regular updates. The system should allow drilling down into specific regions, products, or individual salesperson performance. Improved visibility will empower my team management and sales strategies.

5. As a marketing director, I want comprehensive campaign analytics to evaluate the effectiveness and ROI of marketing initiatives. The BI system should track metrics such as customer acquisition costs, lifetime value, and channel performance. Visual dashboards highlighting these metrics will enable quick assessments and agile adjustments to campaigns. Integration with marketing automation tools for seamless data exchange is essential. Accurate analytics will drive more effective marketing decisions and budget allocations.

6. As a finance officer, I need advanced financial analytics to monitor company expenditures, profitability, and budget adherence. I require dynamic reporting that enables quick identification of variances against budgeted forecasts. Scenario planning and "what-if" analysis functionalities would help in budget planning and adjustments. Integration with accounting software for real-time financial data synchronization is critical. These capabilities will significantly enhance financial control and forecasting accuracy.

7. As a supply chain manager, I want BI features that provide real-time analytics on inventory levels, supplier performance, and logistics efficiency. Predictive analytics should forecast

inventory needs to optimize stock levels and minimize shortages or overstock. Visual alerts and notifications for anomalies or risks in the supply chain will facilitate proactive management. Integration with supply chain management tools will ensure accuracy and timeliness of insights. Effective supply chain analytics will greatly enhance operational efficiency and cost control.

8. As a customer success manager, I require detailed customer analytics to measure satisfaction, retention, and churn risks. The BI system should analyze customer feedback, interaction history, and product usage data. Predictive models to identify at-risk customers early for targeted interventions are necessary. Clear visualizations of retention trends and churn risks should be easily accessible. Improved customer insights will help in creating better retention strategies and increasing customer satisfaction.

9. As an HR manager, I want workforce analytics capabilities to manage and optimize employee performance, engagement, and turnover. The system should track key metrics like productivity, absenteeism, employee satisfaction, and retention rates. Predictive analytics tools should anticipate potential attrition or performance issues. Customized dashboards and reporting options specifically for HR needs are essential. These insights will inform strategic workforce decisions and improve overall organizational performance.

10. As an IT operations manager, I need real-time monitoring and analytics for infrastructure and application performance. The BI system should highlight metrics such as system uptime, response times, and resource utilization clearly. Predictive analytics to identify potential failures or performance bottlenecks before they happen are important. Integration with existing monitoring and ITSM tools will improve overall effectiveness. Real-time operational insights will ensure system reliability and enhance user experience.