Wide World Importers Requirements Gathering

Introduction:

Wide World Importers (WWI) is a wholesale novelty goods importer and distributor operating from the San Francisco bay area.

As a wholesaler, WWI's customers are mostly companies who resell to individuals. WWI sells to retail customers across the United States including specialty stores, supermarkets, computing stores, tourist attraction shops, and some individuals. WWI also sells to other wholesalers via a network of agents who promote the products on WWI's behalf. While all of WWI's customers are currently based in the United States, the company is intending to push for expansion into other countries.

More information can be found here: <https://docs.microsoft.com/en-us/sql/samples/wide-world-importers-what-is?view=sql-server-ver15#:~:text=Wide%20World%20Importers%20(WWI)%20is,companies%20who%20resell%20to%20individuals>.

Business Objectives:

World Wide Importers would like to improve their bottom line.

Sales Department: In order to meet this company-wide goal, WWI has asked the Sales department to focus efforts on their highest-performing customers to increase the likelihood of return sales and refine product offerings. In order to meet this business objective, the Sales department has requested Blue Margin’s support in identifying metrics and developing a dashboard which will support this effort. The Sales team will use this report to identify which customers they should focus their Sales efforts on and monitor how these efforts increase sales QoQ and YoY, as well as to reduce stock of those items which their customers do not require.

Current Reporting Environment:

Currently, WWI provides reporting in Excel. They would like to start utilizing Power BI to serve up reports to select Sales team members.

Metrics currently reported by the Sales team include:

* Sales Trends (Total Sales, Total Costs, Total Returns, Total Quantity, Gross Profit, Gross Profit Margin)
  + By Customer Category
  + By Product Category
  + By Sales Region
* Product quantity on-hand

Current Data Source:

World Wide Importers Data warehouse.