

Demand Overview: Visual Dashboard for Internet Sales Reports

1. Purpose: To transition from static reports to dynamic visual dashboards for internet sales analysis, focusing on product sales, client distribution, and performance over time.

2. Key Requirements:

a. Dynamic Visualization: The dashboard should present internet sales data in an interactive and visually engaging format, enabling users to comprehend trends and patterns easily.

b. Product and Client Filters: Users should have the ability to filter sales data by products and clients, facilitating customized analysis for individual salespersons.

c. Performance Measurement: Incorporate budget data from 2021 for performance comparison. Historical sales data from the past two years (2019 and 2020) should also be included for comprehensive analysis.

3. Functionalities:

a. Product Sales Analysis: Provide insights into the sales performance of various products over time, allowing comparison against budgeted values and historical trends.

b. Client Distribution Analysis: Visualize the distribution of sales across different clients, enabling users to identify key clients and trends in client behavior.

c. Time-Series Analysis: Display trends and patterns in sales performance over time, including monthly, quarterly, and yearly views.

d. Budget Comparison: Enable users to compare actual sales figures against budgeted values for 2021, facilitating performance evaluation and variance analysis.

4. User Interface:

a. Intuitive Design: The dashboard should have a user-friendly interface with intuitive navigation and clear visualization elements.

b. Customization Options: Allow users to customize views, apply filters, and drill down into specific data points for detailed analysis.

User Stories:

No #	As a (role)	I want (request/demand)	So that I (user value)	Acceptance Criteria
1	Sales Manager	To get a dashboard overview of internet sales	Can better track which customers and products sell the best	A Power BI dashboard that updates data once a day.
2	Sales Representative	A detailed overview of Internet Sales per Customers	Can follow up with customers that make the most purchases and identify potential upselling opportunities	A Power BI dashboard allowing data filtering for each customer.
3	Sales Representative	A detailed overview of Internet Sales per Products	Can track the best-selling products and monitor inventory needs	A Power BI dashboard allowing data filtering for each product.
4	Sales Manager	A dashboard overview of internet sales	Monitor sales performance over time against budget	A Power BI dashboard with graphs and KPIs comparing against budget.