Jason’s request as the sales manager:

* We need to improve our internet sales reports and want to move from static Excel reports to visual dashboards.
* We want to emphasize the distribution of products sold as well as their sales amount in dollars, as well as the clients that are top purchasers. It would also be nice to have a distribution by date.
* We want to be able to filter sales by customers, so that we can identify the top spenders on our products.
* Want to measure our numbers against budget so I added that in a spreadsheet we can compare our values against performance.

The budget is for 2023 and we usually look 2 years back in time when we do analysis of sales.

Let me know if you need anything else!  
  
Signed, Jason