Steven – Sales Manager

Hi All,

I hope you doing well, we need to improve our internet sales reports and want to move from static reports to visual dashboards.

Essentially, we want to focus it on how much we have sold of what products, to which clients and how it has been over a time.

Seeing as each sales person works on different products and customers it would be beneficial to be able to filter them also.

We measure our numbers against budget so I added that in a spreadsheet so we can compare our values against performance.

The budget is for 2022and we usually look for 2 years back in time when we do analysis for sales.

Let me know if you need anything else.

Regards

Steven

Business Demand Overview

* Reporter : Steven - Sales Manager
* Value of change: Visual Dashboard and improved sales reporting for Internet sales.
* Necessary System : Power BI, SQL
* Other relevant Info? : Budget Have been delivered in Excel for 2021

User Stories:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | As a (Role) | I want (request / demand) | So that I (user value) | Acceptance Criteria |
| 1 | Sales Manager | To get the Dashboard over view of the Internet sales | Can follow better which customer and products sells the best | A Power BI dashboard which updates data once a day |
| 2 | Sales Representative | A detailed overview of Internet Sales per customer | Can follow up my customer that buys the most and who we can sell are to | A Power BI Dashboard which allows me to filter data for each customer |
| 3 | Sales Representative | A detailed overview of Internet Sales per Products | Can follow up my products that sells the most | A Power BI Dashboard which allows me to filter data for each products |
| 4 | Sales Manager | A Dashboard overview of internet sales | Follow sales over time against budget | A power BI Dashboard with graphs and KPI’s comparing against budget. |

Identify the Necessary Tables:

Sales - Fact Table

Products - Dimension Table

Customers - Dim Tables

Budget - Excel- Fact

Sales Person - DIM Table