

Business Request

- by Sales Manager

- We need to improve our internet sales reports and want to move from static reports to visual dashboards.
- Essentially, we want to focus on how much we have sold of what products, to which clients and how it has been over 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 the spreadsheet so we can compare our values against performance.
- The budget is for the year 2021 and we usually look 2 years back in time while we analyse sales.

Business Demand Overview

- Reporter - Sales Manager
- Value of Change - visual dashboards and improved sales reporting
- Necessary Systems - Power BI, CRM System
- Other Relevant Information - Budgets have been delivered in Excel for the year 2021

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 follow better which products sell better and which customers are frequent buyers	A Power BI dashboard that updates data once a day.
2	Sales Representative	A detailed overview of Internet Sales per customer	Assess which customers buy the most and to whom we can sell more	A Power BI dashboard that allows me to filter data for each customer
3	Sales Representative	A detailed overview of Internet Sales per product	Can assess which products sell most	A Power BI dashboard that allows me to filter data for each product
4	Sales Manager	A dashboard overview of internet sales	Follow sales over time against budget	A Power BI dashboard with graphs and KPIs comparing against budget