

## **Business Request**

Hi Arvindeep!

I hope you are 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 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 a **spreadsheet** so we can compare our values against performance.

The budget is for 2021, and we usually look **2 years back** in time when we do an analysis of sales.

Let me know if you need anything else!

// **Steven**

## **Business Demand Overview**

- **Reporter:** Steven – Sales Manager
- **Value of Change:** Visual dashboards and improved Sales reporting
- **Necessary Systems:** Power BI, CRM System
- **Other Relevant Info:** Budgets have been delivered in Excel for 2021

## User Stories:

#	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 customers and products sell the best	A Power BI dashboard which updates data once a day
2	Sales Representative	A detailed overview of Internet Sales per Customers	Can follow up my customers that buy the most and who we can sell 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 sell the most	A Power BI dashboard which allows me to filter data for each Product
4	Sales Manager	A dashboard overview of internet sales over time against budget	Follow sales over time against budget	A Power BI dashboard with graphs and KPIs comparing against budget