Subject: Enhancing Internet Sales Reporting with Visual Dashboards

Dear German,

I am writing to discuss the enhancement of our internet sales reporting. Our aim is to transition from static reports to dynamic visual dashboards for a more efficient and insightful analysis of our sales performance.

Primarily, we seek to focus on key metrics such as product sales volumes, client distribution, and sales trends over time. Given the diverse portfolio of products and clientele handled by each salesperson, the ability to filter data based on these parameters would greatly aid in generating tailored insights.

To facilitate this transition, I have compiled our budgetary figures for the year 2024 and structured them into a spreadsheet. This will enable us to compare our actual sales performance against predefined targets. Additionally, our analysis typically extends two years into the past, providing a comprehensive view of our sales trajectory.

Best regards,

Steven - Sales Manager