Daniel,

I hope this message finds you well. As part of our continuous efforts to improve our business performance, we are looking to enhance our ecommerce sales reporting system. We would like to away from static reports and adopt visual dashboards.

Our goal is to have a more comprehensive view of our sales performance, including detailed insights on our product sales, client portfolio, and sales trends over time. In recognition of the diverse range of products and customers our sales team handles, we would like the sales representatives, customers, and products to be filterable in the dashboard.

I have provided a spreadsheet to compare our performance against the budget. The budget is for 2021 and extends back two years to facilitate our sales analysis.

Please let me know if you require any additional information or support and thank you for your continued efforts in driving our business success.  
  
Regards,

Tom

Sales manager

**Business Demand Overview:**

* Reporter: 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 2023

**User Stories:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No #** | **As a (role)** | **I want (request / demand)** | **So that I (user value)** | **Acceptance Criteria** |
| **1** | Sales Manager | A dashboard overview of internet sales | Better track which customers purchase the most and which products sell best. | A Power BI dashboard which updates data once per day |
| **2** | Sales Representative | A detailed overview of ecommerce sales per customer | Can follow up with the customers who purchase the most and identify additional sales opportunities | A Power BI dashboard which allows me to filter data per individual customer |
| **3** | Sales Representative | A detailed overview of ecommerce sales per Product | Can follow which products are the most popular and likely to be sold | A Power BI dashboard which allows me to filter sales data for each Product |
| **4** | Sales Manager | A dashboard overview of our ecommerce sales performance | Track our sales over progress over time and compare it against our budget. | A Power Bi dashboard with graphs and KPIs comparing against budget. |