

**Steven - Sales Manager:**

**Hi Ali!**

**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 it 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 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:

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 customers and products the best sells	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 buys the most and who we can sell ore 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 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.