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 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 sells 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 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.