**User Stories for Sales Analytics and Reporting Project**

**1. As a Sales Manager, I want to view total monthly and yearly sales trends, so that I can identify peak sales periods and plan marketing campaigns accordingly.**

* **Acceptance Criteria**:
  + Sales trends should be visualized by month and year.
  + KPI cards should show Total Sales and Sales Growth.
  + Data should update dynamically based on selected filters.

**2. As a Business Analyst, I want to segment customers based on their total spend, so that the business can personalize outreach to VIP, Regular, and New customers.**

* **Acceptance Criteria**:
  + Customers are grouped using spend thresholds.
  + A filter should allow toggling between customer categories.
  + Dashboards should display segmentation with visual clarity (e.g., pie or bar chart).

**3. As a Product Manager, I want to view product category-wise performance, so that I can prioritize which categories to promote or improve.**

* **Acceptance Criteria**:
  + Dashboards include charts showing sales by category and subcategory.
  + Top 10 products are highlighted based on revenue.
  + Categories with low performance are visually identifiable.

**4. As a Marketing Lead, I want to understand the demographic behavior of customers by age group, so that I can design targeted campaigns.**

* **Acceptance Criteria**:
  + The age group should be displayed in the dashboard.
  + Average Order Value and Total Spend by age group must be visualized.
  + Visual insights should inform which age group contributes the most to revenue.

**5. As an Executive, I want to see key performance indicators at a glance, so that I can assess business health quickly.**

* **Acceptance Criteria**:
  + Dashboard must include KPIs: Total Sales, Total Orders, Avg Order Value, Total Customers.
  + KPIs must update dynamically based on selected filters (e.g., Year, Region).
  + Visual formatting (e.g., color coding, icons) should reflect performance thresholds.