**Business Demand Overview:**

* **Reporter:** James, Sales Manager is the person who is requesting the change. He is the one who will be responsible for using the new dashboards and reporting tools.
* **Value of Change:** The value of the change is to improve the visibility of sales data and to make it easier for the sales force to track their progress and identify opportunities.
* **Necessary Systems:** The two necessary systems are Power BI and a CRM system. Power BI is a business intelligence tool that can be used to create interactive dashboards and reports. A CRM system is a customer relationship management system that can be used to track customer interactions and sales opportunities.
* **Other Relevant Information:** Budgets for 2021 have already been delivered in Excel. This means that the new dashboards and reporting tools will need to be able to import and work with Excel data.

**User Stories:**

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| 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 and shows the top performing customers and products. |
| 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 more to | A Power BI dashboard which allows me to filter data for each customer and see their sales history, products purchased, and other relevant information. |
| 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 and see their sales history, customers who purchased them, and other relevant information. |
| 4 | Sales Manager | A dashboard overview of internet sales | Follow sales over time against budget | A Power Bi dashboard with graphs and KPIs comparing sales against budget. The dashboard should be updated once a day. |