Business Demand Overview

Reporter: Sales Representative

Value of Change: Improved RFM analysis and sales dashboards

Necessary Systems: Power BI, Microsoft SQL Server

Other Relevant Information: N/a

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| --- | --- | --- | --- |
| Number | Role | I want… | So that… (user value) |
| 1 | Sales Representative | A dashboard view of internet sales | Can track Total sales  Sales by region  Sales by product |
| 2 | Marketing Team | A Dashboard of RFM Customer Analysis | Develop cost effective marketing strategy  Track growth in customer segments  Gain on A/B Tests |