**Business Demand Overview:**

* Reporter: Edward – Sales Director
* Value of Change: Visual dashboards and improved Sales reporting or follow up or sales force
* Necessary Systems: Power BI, Sales Management System (Stored in MySQL database)
* Other Relevant Info:

**Purpose:** To unlock Sales insights that are not visible before sales team and automated them to reduced manual time spent in data gathering.

**END RESULT:** An automated dashboard providing quick & up to date sales insights to support data driven decision making.

**SUCCESS CRITERIA:**

* Dashboards showing sales order insight on the go
* Sales team able to take better data driven decisions and prove 10% cost savings of total spend
* To automate data gathering thereby saving 20% of their business time and reinvesting it into value added activity

**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 corresponding Revenue | 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 | 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. |