Demand Overview: Visual Dashboard for Internet Sales Reports

1. Purpose: To transition from static reports to dynamic visual dashboards for internet sales analysis, focusing on product sales, client distribution, and performance over time.
2. Key Requirements:
   1. Dynamic Visualization: The dashboard should present internet sales data in an interactive and visually engaging format, enabling users to comprehend trends and patterns easily.
   2. Product and Client Filters: Users should have the ability to filter sales data by products and clients, facilitating customized analysis for individual salespersons.
   3. Performance Measurement: Incorporate budget data from 2024 for performance comparison.

Historical sales data from the past two years (2022 and 2023) should also be included for comprehensive analysis.

1. Functionalities:
   1. Product Sales Analysis: Provide insights into the sales performance of various products over time, allowing comparison against budgeted values and historical trends.
   2. Client Distribution Analysis: Visualize the distribution of sales across different clients, enabling users to identify key clients and trends in client behavior.
   3. Time-Series Analysis: Display trends and patterns in sales performance over time, including monthly, quarterly, and yearly views.
   4. Budget Comparison: Enable users to compare actual sales figures against budgeted values for 2024, facilitating performance evaluation and variance analysis.
2. User Interface:
   1. Intuitive Design: The dashboard should have a user-friendly interface with intuitive navigation and clear visualization elements.
   2. Customization Options: Allow users to customize views, apply filters, and drill down into specific data points for detailed analysis.

User Stories:

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| **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 better track which customers and products sell the best | A Power BI dashboard that updates data once a day. |
| 2 | Sales Representative | A detailed overview of Internet Sales per Customers | Can follow up with customers that make the most purchases and identify potential upselling opportunities | A Power BI dashboard allowing data filtering for each customer. |
| 3 | Sales Representative | A detailed overview of Internet Sales per Products | Can track the best- selling products and monitor inventory needs | A Power BI dashboard allowing data filtering for each product. |
| 4 | Sales Manager | A dashboard overview of internet sales | Monitor sales performance over time against budget | A Power BI dashboard with graphs and KPIs comparing against budget. |