**Business Demand Overview:**

* **Reporter:** Steven – Sales Manager
* **Value of Change:** Visual dashboards and improved Sales reporting or forecasting
* **Necessary Systems:** Power BI, CRM System
* **Other Relevant Info:** Budgets have been delivered in Excel for 2014

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 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 products sell the best | 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 buy the most and who we can sell more to | 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 sell 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 |