Project Work 1

Subject: Request for Internet Sales Report Analysis

Dear Team,

I hope this message finds you well. As part of our ongoing efforts to optimize our online sales strategy, I would like to request an in-depth analysis of our internet sales performance by product category. I want you to move from the static reports to visual dashboards.

Objective: The primary objective of this analysis is to gain insights into our online sales performance across different product categories. By understanding which categories perform well online, we can tailor our marketing and inventory strategies to maximize revenue and customer satisfaction.

Scope: The analysis will focus on extracting data from the Adventure Works 2022 database and generating a comprehensive report detailing total internet sales by product category. This report will provide valuable insights into our online sales performance and help inform strategic decisions moving forward. At the time each sales person works on different products ad customers, therefore it would be beneficial to be able to filter them also.

The budget is for 2024 and we usually look 2 years back in time when we do analysis of sales.

Deadline: Please aim to complete this analysis within the next two weeks to ensure timely delivery of insights for our strategic planning discussions.

Collaboration: Should you have any questions or require assistance at any stage of the process, please don't hesitate to reach out. This analysis is a collaborative effort, and your expertise and insights are invaluable to its success.

Best regards,

Sales Manager

## **Business Demand Overview:**

- Reporter: Sales Manager

- Value of Change: Visual dashboards and improved Sales reporting

- Necessary Systems: Power BI, CRM Systems

- Other Relevant Info: Budget have been delivered in Excel for 2024

## **User Stories:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No # | As (a role) | I want (request/demand) | So that I (uservalue) | Acceptance Criteria |
| 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 |
| 2 | Sales Representative | A detailed overview of Internet Sales per Customer | Can follow up my customers that buys the most and who we can sell more too | 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 KPI’s |