**Business Demand Overview:**

* Reporter: Kevin – Sales Manager
* Value of Change: Visual dashboards and improved sales reports
* Necessary Systems: PowerBI and CRM system
* Other Relevant Info? Budget has been provided to us as an excel document

**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 sales | Can better follow which customers purchase the most and which products sell best | A PowerBi dashboard that automatically updates daily (once per day) |
| 2 | Sales Representative | A detailed overview of sales per customer | Can follow-up with customers that purchase the most | A PowerBi dashboard that allows filtering by customer |
| 3 | Sales Representative | A detailed overview of sales per product | Can focus on selling the best-selling products | A PowerBi dashboard that allows filtering by products |
| 4 | Sales Manager | A dashboard overview of sales | Follow sales over time against budget | A PowerBi dashboard with graphs and KPIs comparing against budget |