**Business Demand Overview:**

* Reporter: Steven – Sale Managers
* Value of Change: Visual dashboard and improved Sales reporting for Internet product
* Necessary Systems: Power BI, CRM System
* Other Relevant Info: Budgets have been delivered in Excel for 2021

**User Stories:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No #** | **As a (Role)** | **I want (request/demand)** | **So that I (user value)** | **Acceptance Criteria** |
| 1 | Sale 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 | An detailed overview of Internet sale per customer | Can follow up my customers that buys 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 | An detailed overview of Internet sale per product | Can follow up my products that sell the most | A Power BI dashboard which allows me to filter data for each product |
| 4 | Sale manager | A dashboard overview of Internet Sales | Follow Sale over the time against budget | A Power BI dashboard with graphs and KPIs comparing against budget |

The example Mail from managers:

Steven – Sale managers:

Hi!

I hope you are doing well. WE need to improve our internet sales reports and want to move from static reports to visual dashboards.

Essentially, we want to focus on how much we have sold of what products to which clients and how it has been over time.

Seeing as each salesperson works on different products and customers, it would be beneficial to be able to filter them also.

We measure our numbers against budget so I added that in a spreadsheet we can compare our values against performance.

Ther budget is for 2021 and we usually look 2 years back in time when we do analysis of sales. Let me know if you need anything else.