**Study Case**: Report from Richard (Sales Manager)

* We need to improve the online sales reports and want to move from static reports to visual dashboards.
* We want to focus it on how much we have sold of what products, to which clients and how it has been overtime.
* 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 spreadsheet so we can compare our values against performance.
* The budget is for 2021 and we usually look 2 year back in time when we do analysis of sales.

**Business Demand Overview and User Stories.**

**Business Demand Overview:**

* Reporter: Richard – Sales Manager
* Value of Change: Visual dashboards and improved sales reporting or follow-up for sales
* Necessary system: Power BI, CRM System
* Other relevant info: Budgets have been delivered in Excel for 2021

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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 online sales** | **Can follow better which customers and products sells the best** | **A Power BI that updates data once a day** |
| **2.** | **Sales Representative** | **A detailed overview of online sales per customers** | **Can follow up my customers that buys the most and who we can sell more to** | **A Power NI dashboard which allows me to filter data for each customer** |
| **3.** | **Sales Representative** | **A detailed overview of online 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 online sales vs budget** | **Follow sales over time against the budget** | **A Power BI dashboard with graphs and KPISs comparing against budgets.** |