**Business Demand Overview:**

* Reporter: Sarah – Sales Manager
* Value of Change: Visual dashboards and improved Sales reporting or follow up or sales force
* Necessary Systems: Power BI, CRM System
* Other Relevant Info: Budgets have been delivered in Excel for 2025

**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 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 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 | 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. |