John - Sales Manager:

Hi Gloria!

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

Essentially, we want to focus it 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 sales numbers against cost so I added that in a spreadsheet so we can compare our values against cost for each month and product.

Let me know if you need anything else!  
  
// John