**Business Request:**

Steven - Sales Manager:

We need to improve our internet sales reports and transition from static reports to visual dashboards. By having a dashboard, which helps us to monitor the performance key metrics, business can make better decisions. As a result, we would want to create the visual dashboard with following requirements.

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

Seeing as each salesperson works on different products and customers, it would be beneficial to have the ability to filter them as well.

We measure our numbers against the budget, so I added that to a spreadsheet to allow us to compare our values against performance. The budget is for 2023, and we usually look back two years in time when we analyze sales.

**User stories:**

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| **#** | **As a (role)** | **I want (request/demand)** | **So that I (user value)** | **Acceptance Criteria** |
| **1** | Sales Manager | A visual dashboard that monitors key metrics of sales | Can make informed business decisions | A Power BI dashboard that displays performance metrics like sales, customers, products and evolution |
| **2** | Sales Representative | A detailed overview of Internet Sales per Customers | Can manage top customers and identify potential upselling opportunities | A Power BI dashboard that allows data filtering for each customer and displays top customers |
| **3** | Sales Representative | A detailed overview of Internet Sales per Products | Can monitor and improve product strategies | A Power BI dashboard that allows data filtering for each product and display top-selling products |
| **4** | Sales Manager | A dashboard comparing sales to budget | Can track sales performance against budget | A Power BI dashboard with graphs and KPIs comparing sales to the budget |