Jonathan – VP Sales

Hi Monir,

How are you doing? I hope you are working on the budget requirement project. Meanwhile, I will highly appreciate if you can carry out the following project as well:

Last month in our sales & marketing meeting, it was decided to improve our online sales reports and want visual reports on dashboards.

We want to see product and customer specific sales details over a period of time.

We want our sales team to sales reports on their specific product category

We also want to compare budget vs sales to compare the value against performance. The budget data is added with this email as excel.

The budget is for 2021 and we usually look 3 years back in time when we analyze sales.

Please revert if you need any further details.

Thank you,

Jonathan

**Business Demand Overview:**

Reporter: Jonathan / VP Sales

Value of Change:: Visual Dashboard and improved sales monitoring

Necessary Systems: Power BI, CRM System

Other Relevant Info: Budget have been delivered in excel for 2021

**User Stories:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | As a (role) | I want (request / demand) | So that I (use value) | Acceptance Criteria |
| 1 | VP Sales | To get a dashboard overview of online sales | Can follow better which customer and products sells best | A Power BI dashboard which 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 BI dashboard which allows me to filte 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 data for each products |
| 4 | VP Sales | A dashboard overview of online sales | Follow sales over time against budget | A Power BI Dashboard with graphs and KPIs comparison against budget |
| 5 | VP Sales | To get a dashboard overview of online promotion sales | Can follow better which customer and products sells best during promotion | A Power BI dashboard which updates data once a day |

|  |  |
| --- | --- |
| Fact Table |  |
| Dimension Table |  |