**Business Demand Overview**:

* Reporter: Sales Manager
* Value of Change: Visual dashboards and improved sales reporting
* Necessary Systems: Power BI, CRM System
* Relevant information: Budgets have been delivered in Excel for 2021

**User Stories:**

|  |  |  |  |
| --- | --- | --- | --- |
| Role | Request/Demand | User Value | Acceptance Criteria |
| Sales Manager | Dashboard overview of internet sales | Which customers are buying more/products sell the best | Power BI dashboard which updates data once a day |
| Sales Representative | Dashboard overview of internet sales per customers | Determine which customer is buying more/who we can sell more to | Power BI dashboard that allows to filter data for each customer |
| Sales Representative | Dashboard overview of internet sales per products | Which product is selling more | Power BI dashboard that allows to filter data for each product |
| Sales Manager | Dashboard overview of internet sales | Visualizing sales against budget over time | Power BI dashboard with graphs and KPIs comparing against budget |