# **Sales Management Analysis**

**Business Request.**

A request has come in from Steven who is a Sales Manager.

Hi Prithviraj,

I hope you are doing well. We need to improve out internet 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 sales person works on different products and customers it would be beneficial to be able to filter them also.

We measure our numbers against budget so I added that in a spreadsheet so we can compare our values against performance.

The budget is for 2021 and we usually look 2 year back in time when we do analysis of sales.

Let me know if you need anything else.

// Steven.

**Business Demand Overview and User Stories**

* Reporter: Steven (Sales Manager)
* Value of Change: Visual Dashboards and improved internet sales report (Salesforce)
* Necessary Systems: Power BI, SQL Server, Excel
* Other Relevant info ?: Budgets have been delivered in Excel for 2021

**User Stories:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No # | As a (Role) | I want (Request / Demand) | So that I (User value) | Acceptance Criteria |
|  | Sales Manager | To get a dashboard overview of internet sales. | Can follow better which customers and products sells the best. | A Power BI dashboard which updates once a day. |
|  | Sales Representative | A detailed overview of internet sales per customers. | Can follow up my customers that buys the most and whom we can sell more to. | A Power BI Dashboard which allows me to filter data for each customer. |
|  | Sales Representative | A detailed overview of internet sales per customers. | Can follow up my products that sells the most | A Power BI Dashboard which allows me to filter data for each Product. |
|  | 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. |

**Identifying Necessary Tables:**

1. DimCustomers
2. DimProduct
3. DimProductCategory
4. DimProductSubCategory
5. FactInternetSales
6. DimDate