

Business Demand Overview and User Stories

Business Demand Overview

Reporter: Sandesh, Sales Manager

Value of Change: Visual dashboards and improved sales reporting or follow up for sales.

Necessary System: Power BI, SSMS, CRM System

Other Relevant Info: Budgets have been delivered in excel for 2024 and 2025

User Stories

No.	As a (Role)	I want (request/demand)	So that I (user value)	Acceptance Criteria
1	Sales Manager	To get a dashboard overview of internet sales	Can follow better which customers and products sells the best	A Power BI dashboard updates data once a day
2	Sales Representative	A detailed overview of customer internet sales per customer	Can follow up my customers that buys the most and we can sell more to	A Power BI dashboard which allows me to filter data for each customer
3	Sales Representative	A detailed overview of customer internet sales per product	Can follow up my products that sells the most	A Power BI dashboard which allows me to filter data for each product
4	Sales Manager	A dashboard overview of internet sales	Can follow sales over time against budget	A Power BI dashboard with graphs and KIPs comparing against budget.