**Problem Statement: Enhancing Internet Sales Reporting with Visual Dashboards**

**Context:**

As a data analyst tasked by Steven, the Sales Manager, I have been assigned the project of revamping our internet sales reporting system. The objective is to transition from static reports to dynamic visual dashboards. This shift aims to provide a comprehensive view of our sales performance, focusing on key metrics such as product sales, client engagement, and sales trends over time.

**Objectives:**

1. Develop interactive visual dashboards that display detailed information on product sales, client engagement, and sales trends.
2. Enable sales personnel to filter data based on their respective products and clients for a personalized view of their performance.
3. Integrate budgetary data for the year 2021 to facilitate performance comparisons against targets.

**Specific Requirements:**

* Utilize Power BI for dashboard creation, ensuring that it supports data filtering and dynamic updates.
* Integrate data seamlessly from our CRM system to provide real-time insights.
* Include the budget data for 2021 in the analysis, enabling comparisons against actual performance.

**User Stories:**

1. **As a sales Manager**

I need access to an intuitive Power BI dashboard for an overview of internet sales. This will empower me to identify top-performing products and clients.

1. **As a Sales Representative**

I require a Power BI dashboard that provides a detailed overview of internet sales per customer. This will enable me to identify high-value clients and opportunities for upselling.

1. **As a Sales Representative**

I need a Power BI dashboard offering a detailed overview of internet sales per product. This will allow me to focus on product lines with the highest demand.

1. **As a sales Manager**

I want a Power BI dashboard with graphical representations and key performance indicators comparing sales against the 2021 budget. This will assist in tracking our performance against targets.

**Acceptance Criteria:**

* The Power BI dashboards should be intuitive and user-friendly, facilitating easy navigation and data interpretation.
* Data in the dashboards should update daily to maintain relevance.
* Sales Representatives should be able to filter data by product and client for personalized insights.