Business Requirements Overview:

* Reporter: Sales Manager
* Value of Change: Visual dashboards and improved sales reporting
* Necessary Systems: Power BI (for dashboarding), CRM System (raw data)
* Other Relevant Info: Budgets have been delivered in Excel for 2021

User Stores:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 sell the best | A Power Bi dashboard which updates data once per day |
| 2 | Sales Representative | A detailed overview of internet sales per customer | Can follow up on my customers that buy the most and who 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 internet sales per product | Can follow up on my products with the most sales | A Power BI dashboard which allows me to filter data for each product |
| 4 | 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 |