**Case**

We need to improve our internet sales reports and want to move from static reports to visual dashboards.

Essentially, we want to focus in 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 also able to filter them.

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 2022 and we usually look 2 years back in time when we do analysis of sales.

**Business Demand Overview:**

* Reporter: Mark – Sales Manager
* Value of Change – Visual dashboards and improved sales reporting or follow-up for salesforce
* Necessary Systems: PowerBI, CRM System
* 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 |
| 1 | Sales Manager | To get a dashboard overview of internet sales | Can follow better which customers and products sells the best | A PowerBI dashboard which updates data once a day |
| 2 | Sales Representative | A detailed overview of Internet Sales per Customers | Can follow up my customers that buys the most and who we can sell more to | A PowerBI dashboard which allows me to filter data for each customer |
| 3 | Sales Representative | A detailed overview of Internet Sales per product | Can follow up my customers that sells the most | A PowerBI dashboard which allows me to filter data for each product |
| 4 | Sales Manger | A dashboard overview of internet sales | Follow sales over time against budget | A PowerBI dashboard with graphs and KPIs comparing against budget |