

Business Demand Overview & User Stories

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The business requires a centralized dashboard to analyze **online sales performance**, compare **Actual Sales vs Budget**, and identify **top customers** and **top products** to support strategic decisions.

❖ Key Objectives

- Track total sales trends over time
- Compare Actual vs Budget and variance
- Identify best-performing products
- Understand customer purchasing behavior
- Analyze revenue by city

❖ User Stories

Role	Requirement	Business Value
Sales Manager	View overall sales performance	Monitor performance and growth
Sales Representative	Analyze customer performance	Target high-value customers & cities
Product Manager	Track product/category sales	Improve product strategy
Management	Compare performance vs targets	Understand goal achievement

❖ Scope

- Revenue insights
- Top customers & product performance
- Budget vs Actual variance
- Year/City drill-downs
- Interactive analysis with filters

❖ Systems Used

- Power BI Desktop
- SQL Server Management Studio
- Excel (Budget data)

❖ Conclusion

The Sales Analysis Dashboard fulfills essential business needs by providing insights into **revenue drivers, customer segmentation, and goal tracking** — allowing leadership to make confident strategic decisions.