Business Request

-Internet sales reports need to be improved. Need to move from static reports to visual dashboards.

-How much we have sold of what products, to which clients and how it has been over time.

-Each sales person works on different products and customers. Add a Filter to them. So that they can focus on their products or their customers.

-We need to compare our numbers with budget. Our values vs Performance

-Budget is for 2021 and we usually look 2 years back in time when we perform the analysis.

Business Demand Overview

Reporter: Sales Manager

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

Required systems: Microsoft SQL Server and Power Bi

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 sales the best. | A Power Bi dashboard that updates data once per 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 products to. | A Power Bi dashboard which allows me to filter data for each customer. |
| 3 | Sales Representative | A detailed overview of Internet sales per products | Can follow up products that sells the most | A Power Bi dashboard which allows me to filter data for each product. |
| 4 | Sales Manager | To get a dashboard overview of internet sales | Follow sales over time against budget | A Power Bi dashboard with visuals and KPIs comparing against budget. |