



Data Analysis

Sales & Customer Dashboard

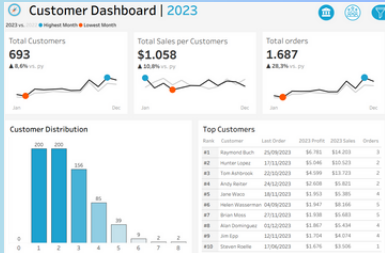
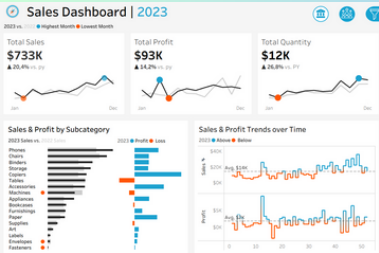


Table of Content

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Sales Dashboard | Requirements

Dashboard Purpose

The purpose of sales dashboard is to present an overview of the sales metrics and trends in order to analyze year-over-year sales performance and understand sales trends

Key Requirements

KPI Overview

- Display a summary of total sales, profits, and quantity for the current year and the previous year

Sales Trends

- Present the data for each KPI on a monthly basis for both the current year and the previous year
- Identify months with highest and lowest sales and make them easy to recognize

Product Subcategory Comparison

- compare sales performance by different product subcategories for the current year and the previous year
- Include a comparison of sale with profit

Weekly Trends for Sales & Profit

- Present weekly sales and profit data for the current year
- Display the average weekly values
- Highlight weeks that are above and below the average to draw attention to sales & profit performance



Customer Dashboard | Requirements

Dashboard Purpose

The customer dashboard aims to provide an overview of customer data, trends, and behaviors. It will help marketing teams and management to understand customer segments and improve customer satisfaction.

Key Requirements

KPI Overview

- Display a summary of total number of customers, total sales per customer and total number of orders for the current year and the previous year

Customer Trends

- Present the data for each KIP on a monthly basis for both the current year and the previous year
- Identify months with highest and lowest sales and make them easy to recognize



Customer Distribution by Number of Orders

- Represent the distribution of customer based on the number of orders they have placed to provide insights into customer and engagement



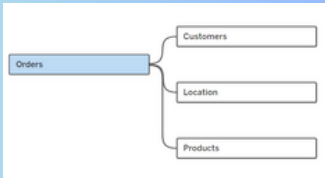
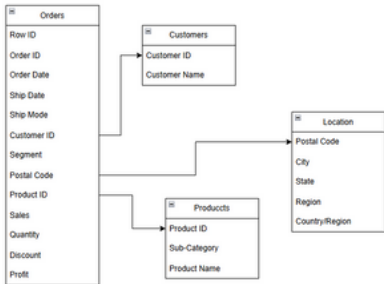
Top 10 Customers By Profit

- Present the top 10 customers who have generated the highest profits for the company
- Show additional information like rank, number of orders, current sales, current profit and the last order date

TABLE

Rank	Customer Name	Number of Orders	Current Sales	Current Profit	Last Order Date
1	John Doe	150	\$12,000	\$3,000	2023-10-27
2	Jane Smith	120	\$10,000	\$2,500	2023-10-26
3	Bob Johnson	100	\$8,000	\$2,000	2023-10-25
4	Alice Brown	90	\$7,500	\$1,800	2023-10-24
5	Charlie White	85	\$7,000	\$1,750	2023-10-23
6	Diana Green	80	\$6,500	\$1,625	2023-10-22
7	Eve Black	75	\$6,000	\$1,500	2023-10-21
8	Frank Gray	70	\$5,500	\$1,375	2023-10-20
9	Grace Blue	65	\$5,000	\$1,250	2023-10-19
10	Henry Red	60	\$4,500	\$1,125	2023-10-18

Data Preparation



Sales Dashboard

Total Sales
\$321K

▲10,3% vs. py



Total Profit
\$321K

▲10,3% vs. py



Total Quantity
321k

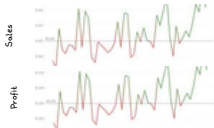
▲10,3% vs. py



Sales and Profit by Subcategory



Sales & Profits Over Time



Mockup
Sales Dashboard

Mockup Customer Dashboard

Customer Dashboard

Total Customers
999

▲10,3% vs. py



Total Sales per Customers
\$321K

▲10,3% vs. py

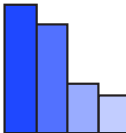


Total Orders
321k

▲10,3% vs. py



Customer Distribution



Top Customers

Customer	Revenue	Customer Order	Revenue	Revenue	Order
Acme, Inc.	\$100M	100,000,000	\$100,000,000	January	2013
Wagner Corp.	\$20M	20,000,000	\$20,000,000	February	2013
100 Main St.	\$10M	10,000,000	\$10,000,000	March	2013
Green Company	\$10M	10,000,000	\$10,000,000	April	2013
Smith and Co.	\$10M	10,000,000	\$10,000,000	May	2013
Joe, Mary	\$10M	10,000,000	\$10,000,000	June	2013
ABC, Telecom	\$10M	10,000,000	\$10,000,000	July	2013
Public Brothers	\$10M	10,000,000	\$10,000,000	August	2013
Acme, Inc.	\$10M	10,000,000	\$10,000,000	September	2013
Wagner Corp.	\$10M	10,000,000	\$10,000,000	October	2013
100 Main St.	\$10M	10,000,000	\$10,000,000	November	2013
Green Company	\$10M	10,000,000	\$10,000,000	December	2013
Smith and Co.	\$10M	10,000,000	\$10,000,000	January	2014
Joe, Mary	\$10M	10,000,000	\$10,000,000	February	2014
ABC, Telecom	\$10M	10,000,000	\$10,000,000	March	2014
Public Brothers	\$10M	10,000,000	\$10,000,000	April	2014
Acme, Inc.	\$10M	10,000,000	\$10,000,000	May	2014
Wagner Corp.	\$10M	10,000,000	\$10,000,000	June	2014



Sales Dashboard | 2023



2023 vs. 2022 ● Highest Month ● Lowest Month

Total Sales

\$733K

▲ 20,4% vs. py



Total Profit

\$93K

▲ 14,2% vs. py



Total Quantity

\$12K

▲ 26,8% vs. PY



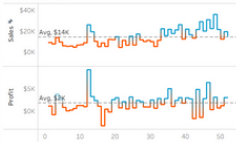
Sales & Profit by Subcategory

2023 Sales vs. 2022 Sales



Sales & Profit Trends over Time

2023 ● Above ● Below



Final Result
Sales Dashboard

Final Result

Customer Dashboard

