

# E-Commerce Data Challenge Dashboard

Feedback for your submissions

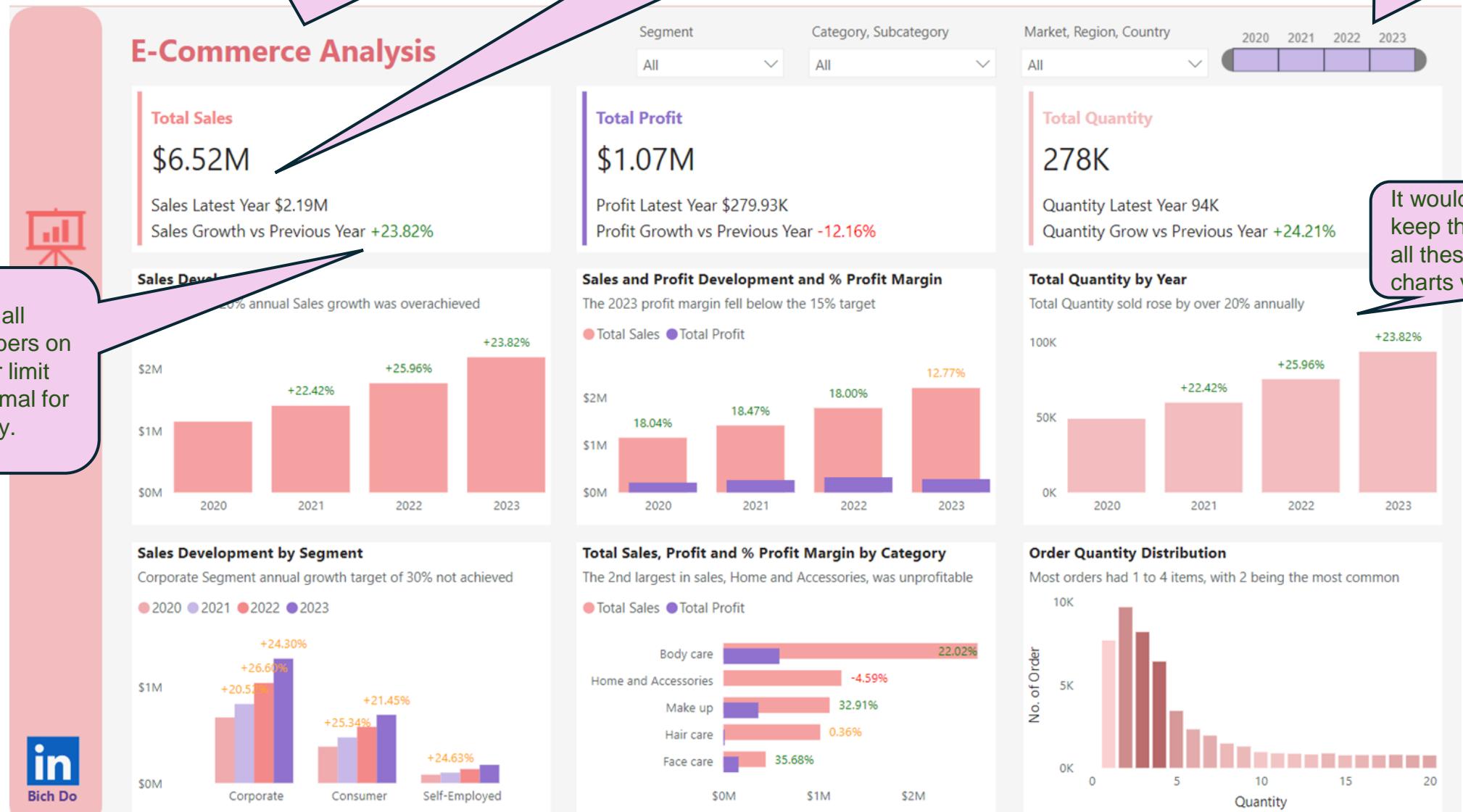
Trainer: Anh Leimer

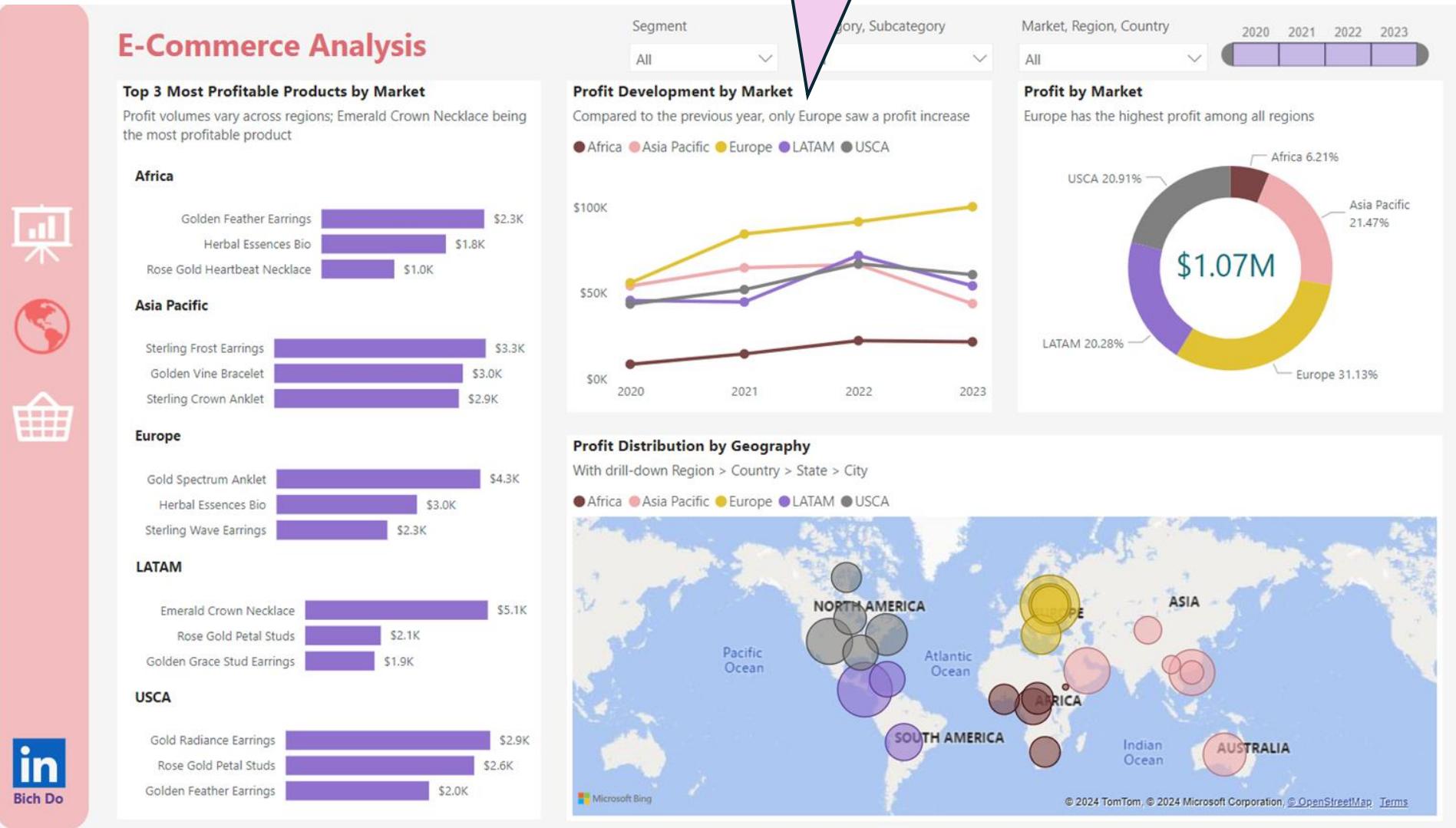
Training Assistants: Hanna Nguyen & Trang Tran

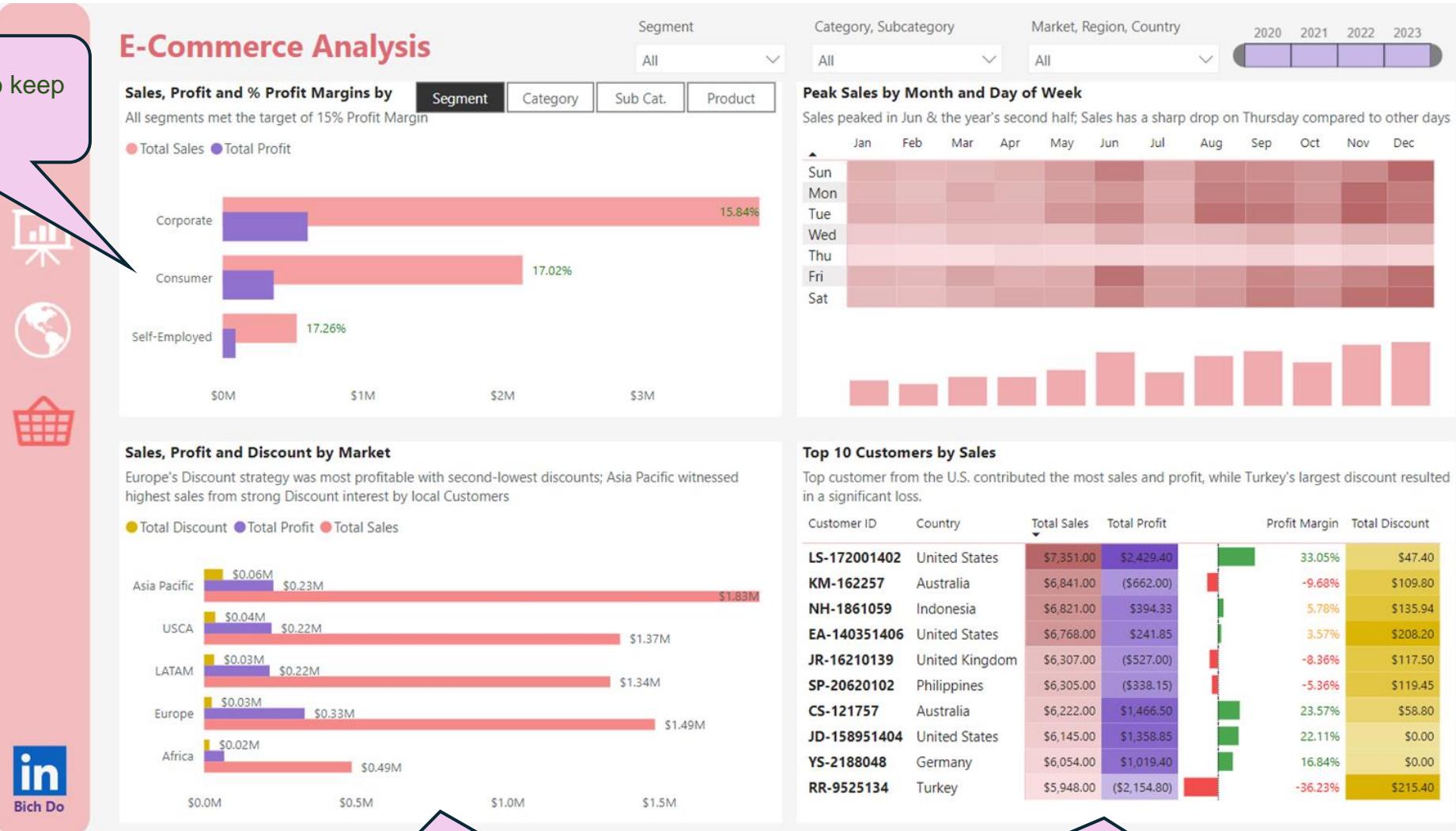
I would suggest adding a subtitle for each page, such us: "E-Commerce Analysis | Overview" to provide better context for users.

You could shorten the reference label "Latest Year", "Growth vs Previous Year". Since the KPI is already about Sales, there's no need to repeat it, which help reduce redundant.

You might consider using grey or the peach color you've already used for a more harmonious look.







- Could you please double-check your discount calculation? It seems that the total discount is showing an incorrect number.
- Comparing Sales, Profit, and Discount in this bar chart might not be the most effective approach. I suggest analyzing how discounts affect profit instead.

The three contrasting colors currently used are quite bold. You might consider switching to a more neutral color palette by selecting 1-2 primary colors, then adding different shades of grey. Additionally, using various shades of the primary colors, ranging from lightest to darkest, can help create a more harmonious and professional look.

It would be clearer to keep the grid line visible.



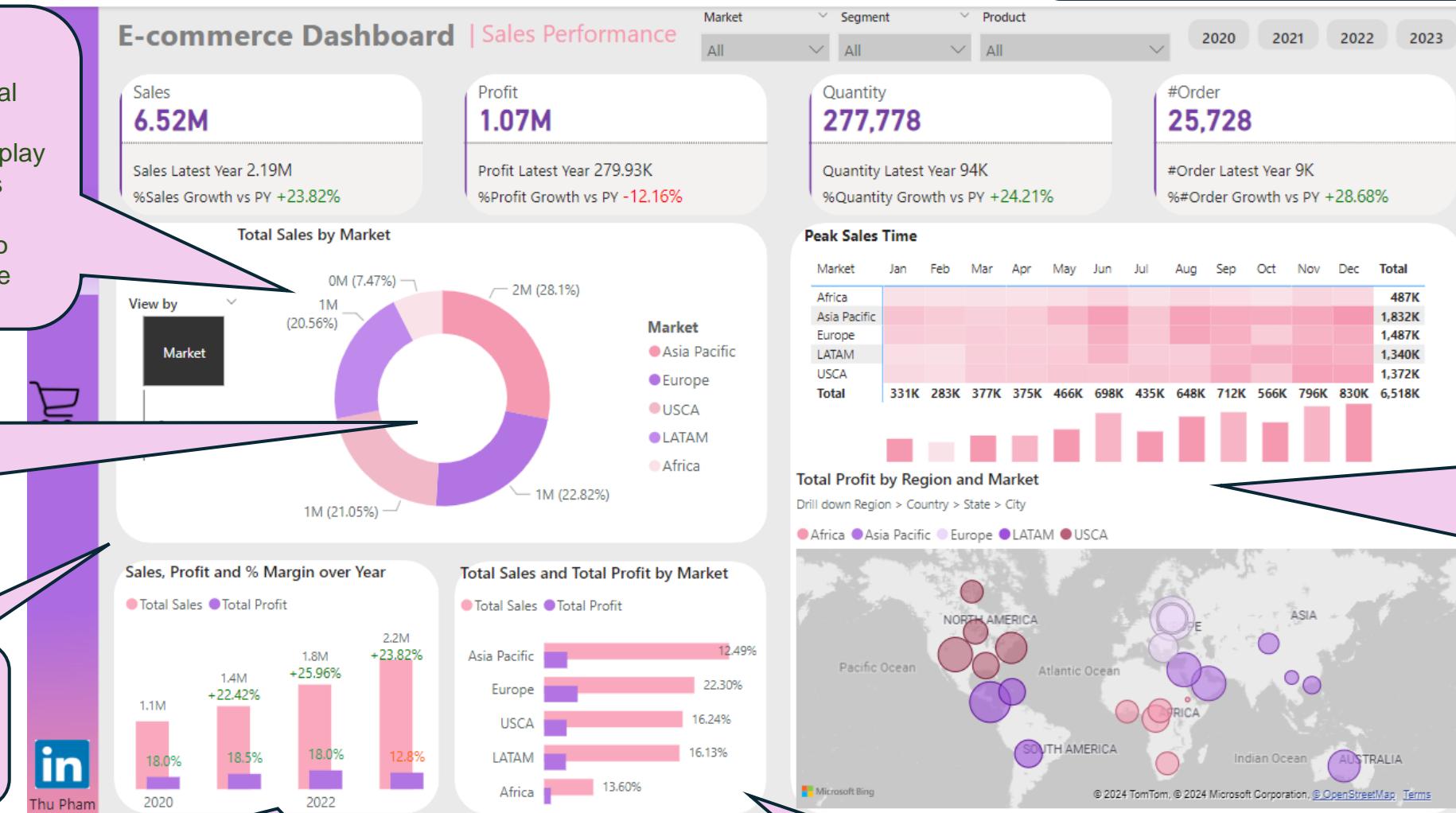
Bich Do

You could reduce the size of the filters and ensure that all three are the same size for better consistency.

You could round all percentage numbers or limit them to one decimal for clearer readability. It would be better to display only % values, as users can use tooltip to view more details. There's no need to show both value and %.

You might consider placing the total sales in the center of donut chart. This could provide a clearer overview.

It might be better to reduce the curve of all the shapes for a more balanced look between the charts.



I would suggest displaying all years on x-axis to avoid confusing users. Additionally, showing % Total Sales Growth in this case might cause distraction, you can consider removing it.

You could add +/- signs and color formatting to indicate positive and negative growth for better insight.

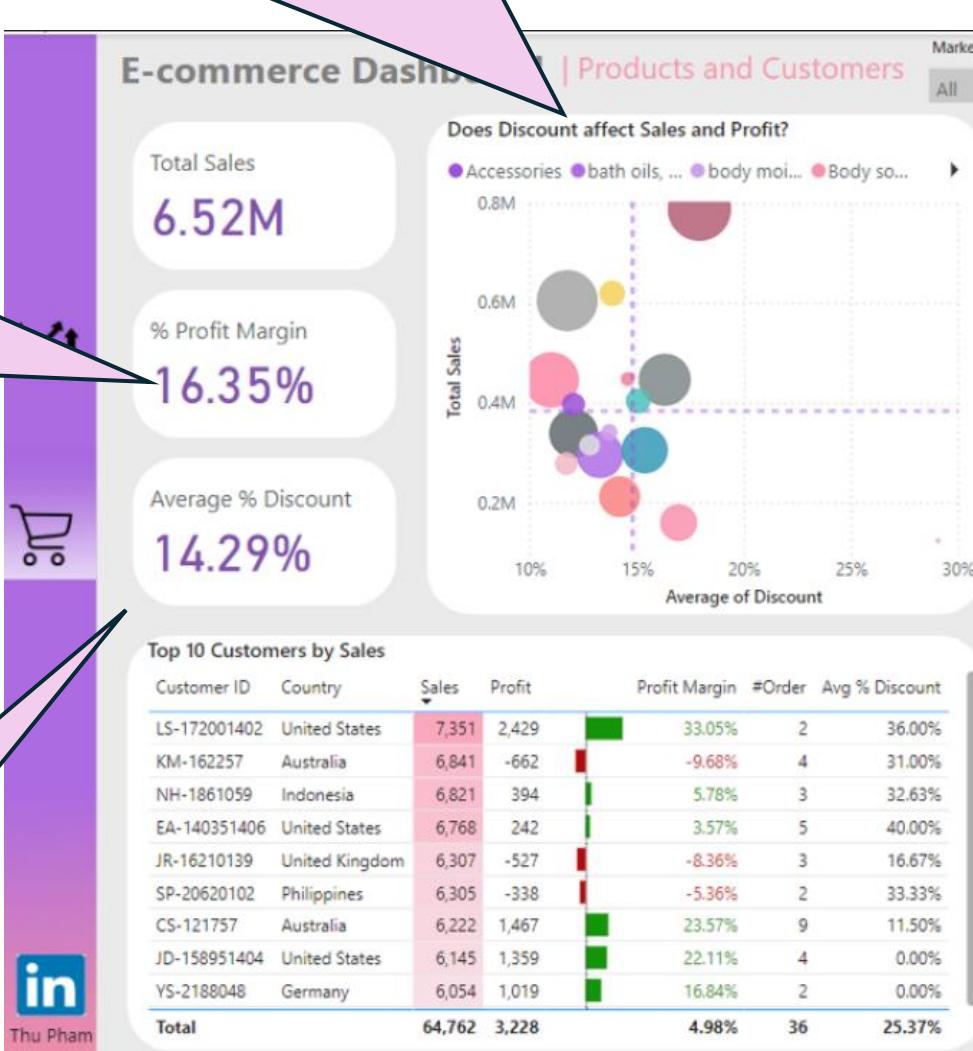
You could slightly increase the distance between the two charts for better clarity. There's no need to group them, as they are not related.

It would be better to turn off x-axis and y-axis titles to reduce distraction.

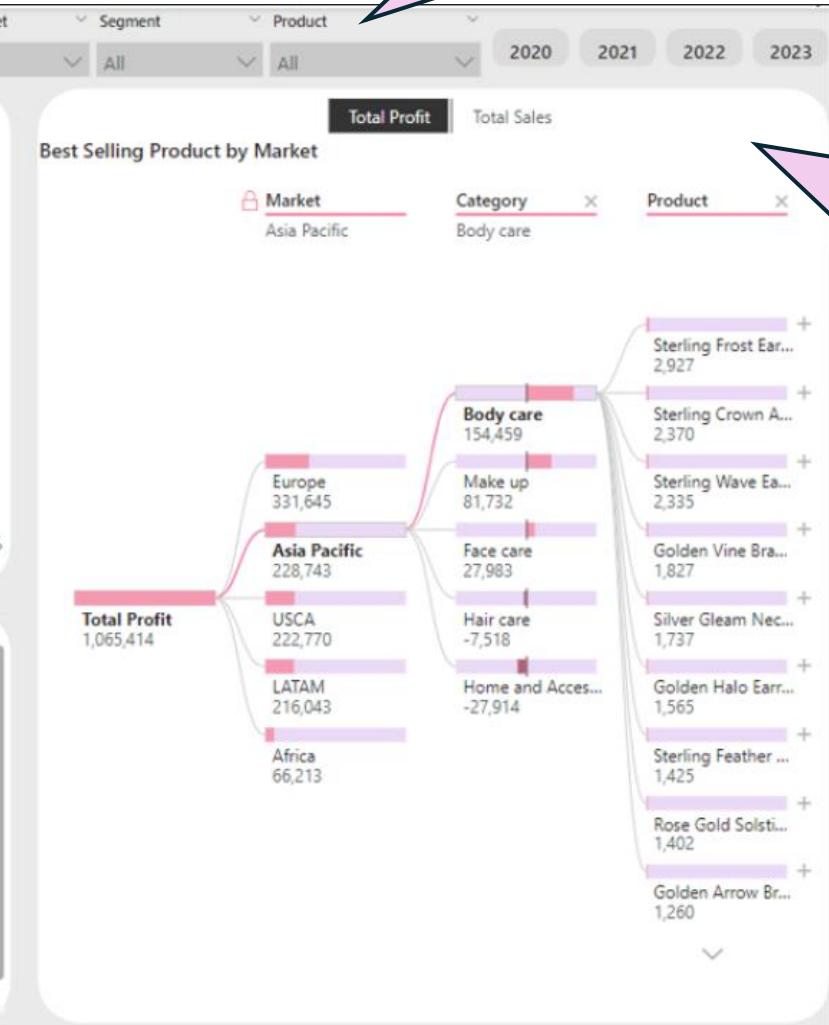
I would suggest calculating the Profit Margin (Profit/Sales) and using a line chart instead to identify at which threshold the profit margin drops below 0, indicating a loss. This could provide clearer insight and make the analysis more straightforward.

You could reduce the size of the filters and ensure that all three are the same size for better consistency.

You could round all percentage numbers or limit them to one decimal for clearer readability



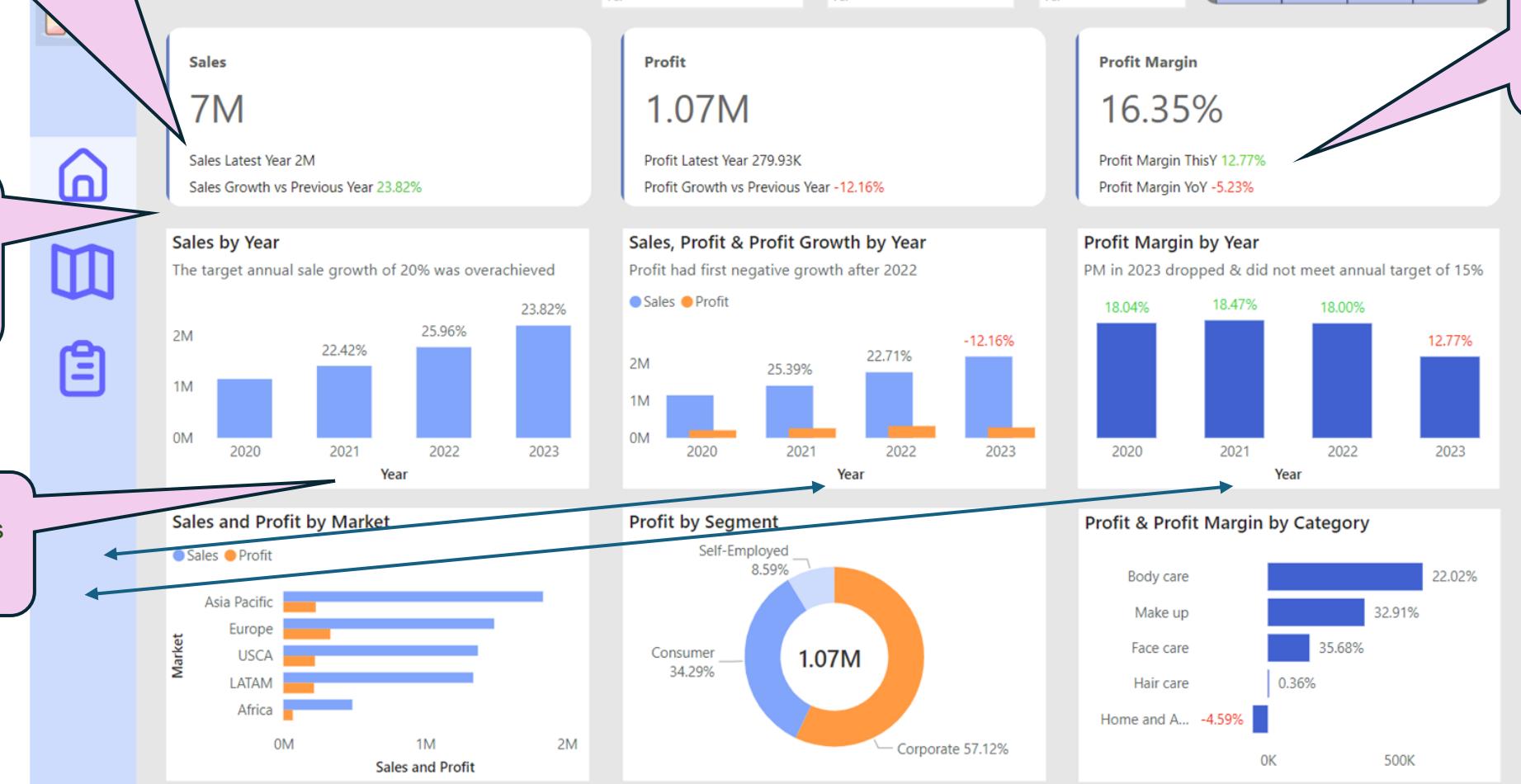
It might be better to reduce the curve of all the shapes for a more balanced look between the charts.



You could move the filter pane to this location - on the same line as the chart title and aligned to the right - for a better appearance.

You could shorten the reference label "Latest Year", "% Growth vs Previous Year". Since the KPI is already about Sales, there's no need to repeat it, which help reduce redundant.

## SKIN CARE & BEAUTY E-COMMERCE



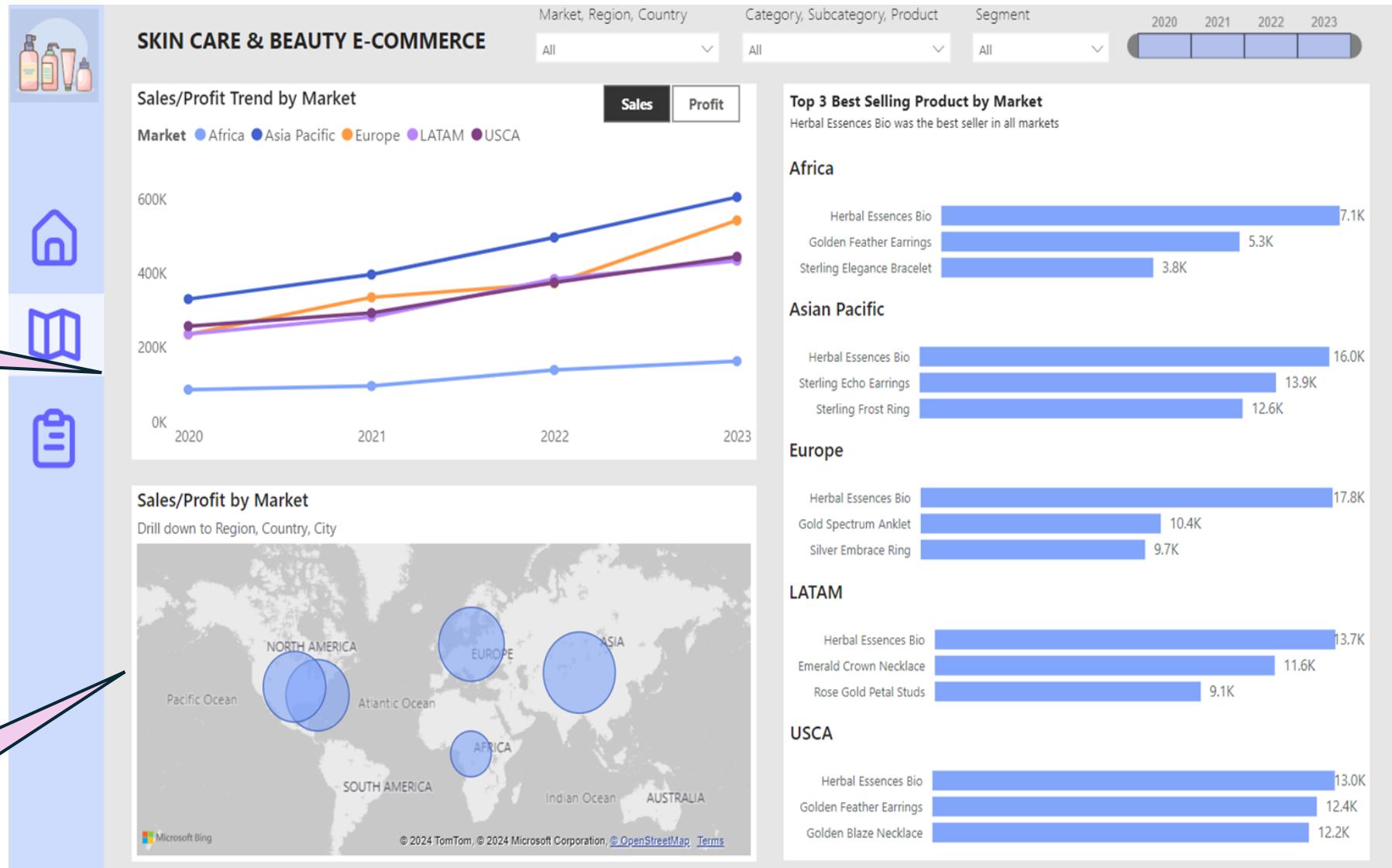
The other visuals in the dashboard are not curved, so it might be better to avoid using a curved shape here for consistency.

You could round all % values across the dashboard or limit them to one decimal for consistency.

Please turn off the x-axis title "Year", turn on y-axis value, and the gridline for better clarity.

Please turn off the x-axis and y-axis titles as they're unnecessary in this context.

You could turn on the grid line for better clarity.



You could turn on the grid line for better clarity.

You could consider adding the market as a legend to clearly distinguish between them.

**SKIN CARE & BEAUTY E-COMMERCE**

Market, Region, Country: All

Category, Subcategory, Product: Segment: All

2020 2021 2022 2023

**Sales & Sale Growth by Segment**  
Consumer & Self-Employed met the annual sale growth target while Corporate did not

Segment: Consumer (Blue), Corporate (Dark Blue), Self-Employed (Orange)

Year	Consumer	Corporate	Self-Employed
2020	0.4M	0.7M	0.1M
2021	0.5M	0.8M	0.2M
2022	0.6M	0.9M	0.3M
2023	0.7M	1.0M	0.4M

**Peak Sale by Month and Week Day**  
Peak Sale in Summer and Christmas season. Thursday is the most quiet day of the week

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Day	Fri	Mon	Sat	Sun	Thu	Tue	Wed	Total				
Fri	331K	283K	377K	375K	466K	698K	435K	648K	712K	566K	796K	830K

**Sales, Profit & Profit Margin by Category**

Category: Body care, Home and Accessories, Make up, Hair care, Face care

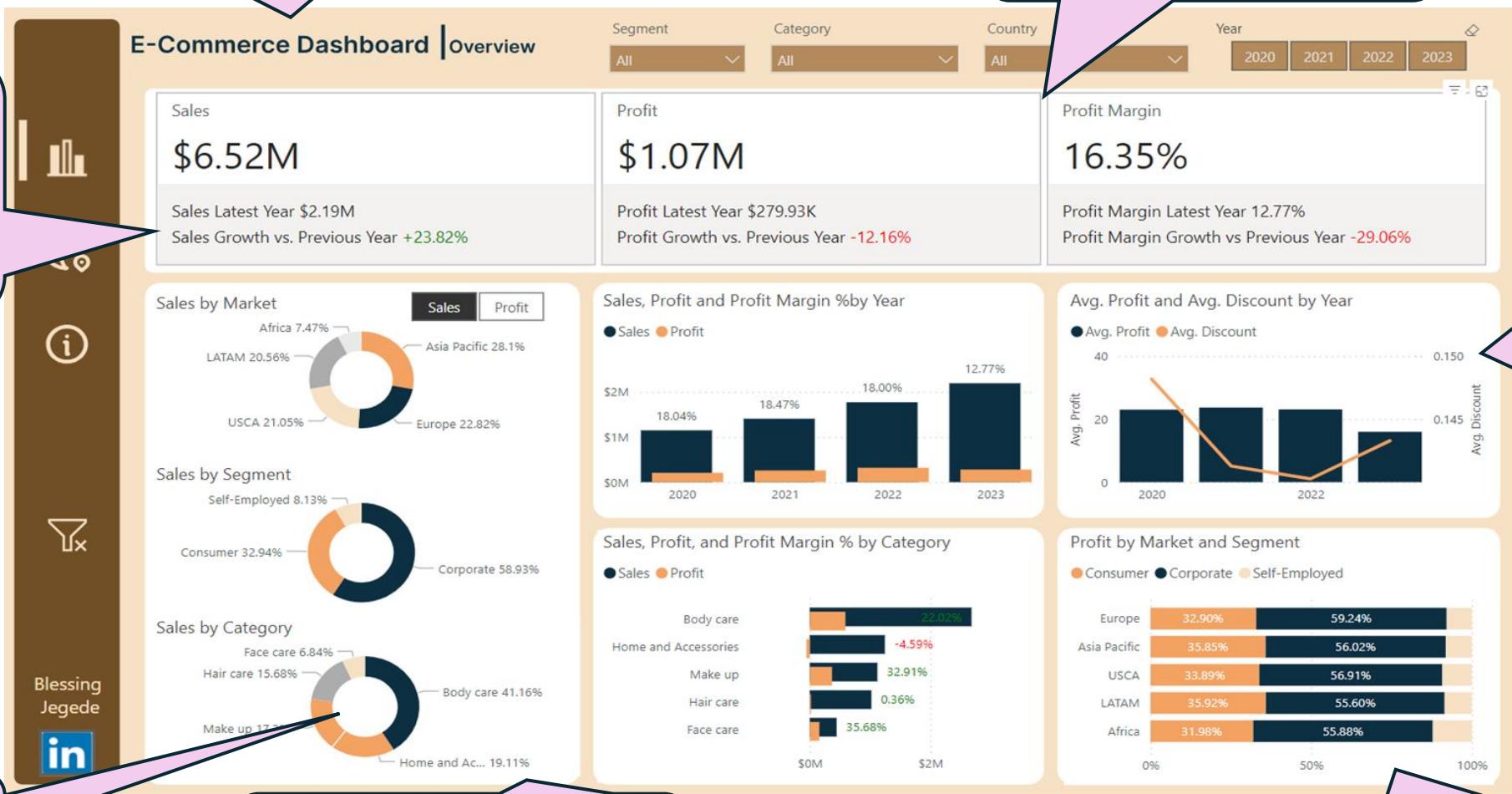
Sales (Blue), Profit (Orange)

Category	Sales	Profit Margin
Body care	1.5M	22.02%
Home and Accessories	0.8M	-4.59%
Make up	1.2M	32.91%
Hair care	0.5M	0.36%
Face care	0.2M	35.68%

**Top 10 Customers by Sale**

Customer ID	Country	Sales	Profit	Profit Margin	Sales Latest Year
LS-172001402	United States	7,351	2429.40	33.05%	7351
KM-162257	Australia	6,841	-662.00	-9.68%	2351
NH-1861059	Indonesia	6,821	394.33	5.78%	4311
EA-140351406	United States	6,768	241.85	3.57%	147
JR-16210139	United Kingdom	6,307	-527.00	-8.36%	
SP-20620102	Philippines	6,305	-338.15	-5.36%	70
CS-121757	Australia	6,222	1466.50	23.57%	228
JD-158951404	United States	6,145	1358.85	22.11%	
YS-2188048	Germany	6,054	1019.40	16.84%	
RR-9525134	Turkey	5,948	-2154.80	-36.23%	5900

The heatmap still displays the numbers slightly. It would be better to adjust it so that only the colors are visible.



You could shorten the reference label "Latest Year", "Growth vs Previous Year". Since the KPI is already about Sales, there's no need to repeat it, which help reduce redundant.

I really like the background color, but you might consider using a grey background or reducing the shade of this color a bit so that users can focus more on the visuals.

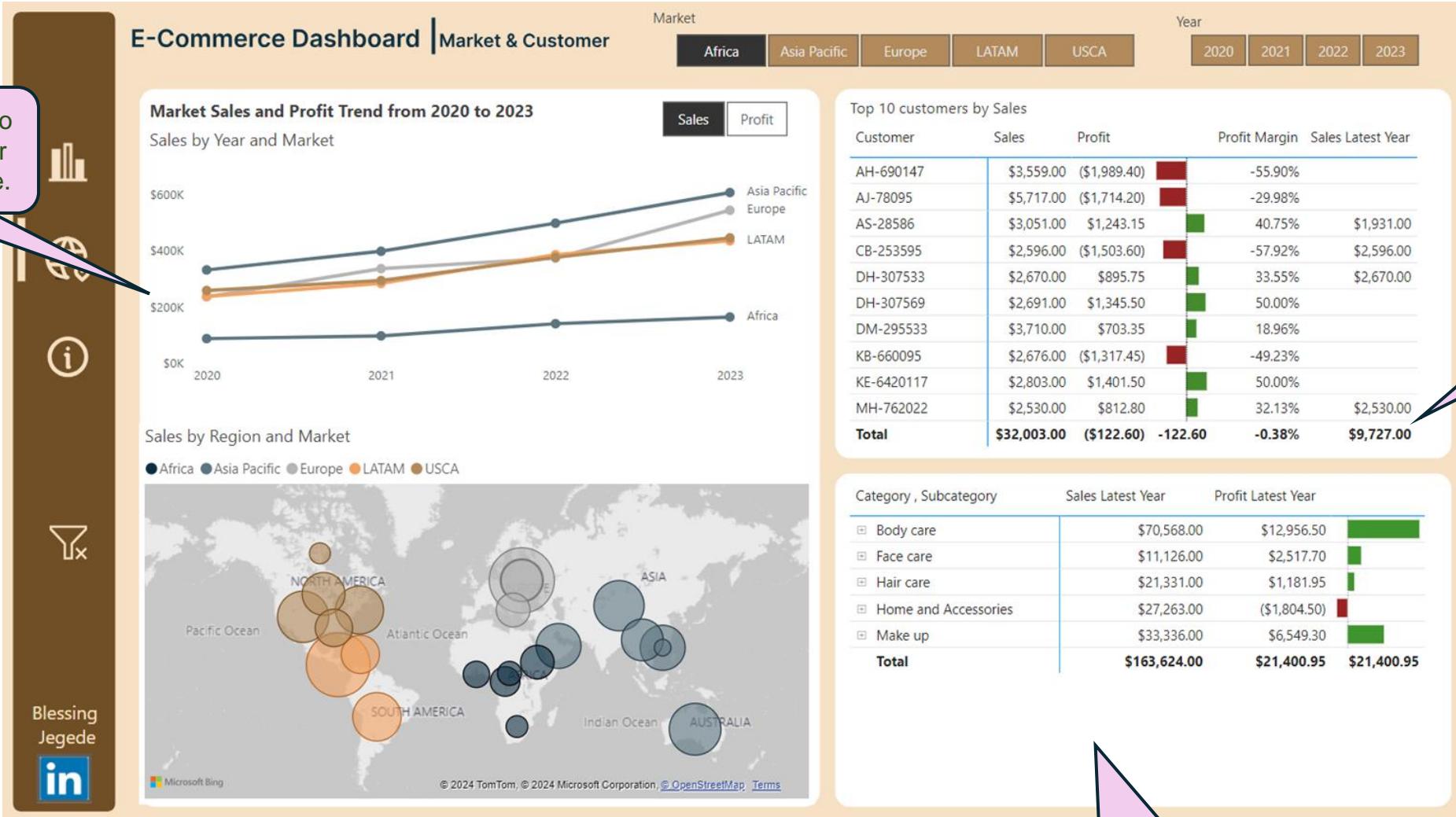
I would suggest adjusting the distance between these 3 KPIs to align with visuals underneath for better balance.

It would be better to display all the years on x-axis.

Consider placing the total sales in the center of donut chart for clearer overview.

You could round all % values on the dashboard or limit them to one decimal for clearer readability.

I would suggest using Stacked Bar Chart instead of this 100% Stacked Bar Chart, since the profits across these markets are different. A 100% Stacked Bar Chart can imply that all profits are equal, which may not accurately represent the data.



It would be clearer to keep the grid line for this line chart visible.

You could consider removing this Total line to focus on highlighting the top performing customers.

Blessing Jegede



Please add a descriptive title for this table.

It might be better to turn off  
the border of these 2 charts.

## E-Commerce Dashboard | Insights

### Did we have a discount strategy last a few years?

Sales and Avg. Discount by Category

● Sales ● Avg. Discount

Category	Sales (\$M)	Avg. Discount
Body care	\$2.1M	0.155
Home and Acc...	\$0.8M	0.148
Make up	\$0.7M	0.145
Hair care	\$0.6M	0.152
Face care	\$0.4M	0.142

Profit and Avg. Discount by Year

● Profit ● Avg. Discount

Year	Profit (\$M)	Avg. Discount
2020	\$0.2M	0.150
2021	\$0.25M	0.148
2022	\$0.3M	0.145
2023	\$0.28M	0.148

Data reveals that the **average discount** offered for **Home & Accessories** and **Hair Care** product categories is higher compared to avg. discounts offered for other categories actual.

As a result, the increased discounts reduced profit margins, leading to a reduction in overall **profit** for these categories.

The **discount** strategy did last for a few years but did not work in the year 2023 considering that increased **discount** ultimately reduced **profit** in 2023.

### Summary

We aim to achieve:

- An average annual profit margin of 15% across all product groups. **Here, we achieved 16.35%**
- 20% annual overall sales growth with a higher target of 30% for the corporate segment. **We achieved an increase of 23.82% on sales in 2023 with corporate segment contributing 59% to sales.**
- At least \$400K in annual sales for each market. **Only Africa (\$163,634) did not meet this target. Other markets; Asia Pacific (\$606,179), Europe (\$543,188), USCA (445,070), and LATAM (\$434,586) met this annual target.**

### Recommendations

- Conduct a detailed analysis to find the optimal discount rate that can drive sales without significantly impacting profit margins.
- Introduce volume-based discounts where higher discounts are applied only for bulk purchases to encourage larger purchases, increasing the overall sales volume without deeply cutting into profits.
- Home & Accessories products showed little to no profit in all Markets. Products categories like Body Care and Make up should be leveraged on, since they contributed the most to profit in 2023.

Blessing Jegede

in

Could you please check the navigation, since it doesn't work when I click on it?

You could shorten the reference label "Latest Year", "% Growth vs Previous Year". Since the KPI is already about Sales, there's no need to repeat it, which help reduce redundant.

You could round all % values across the dashboard or limit them to one decimal for consistency.

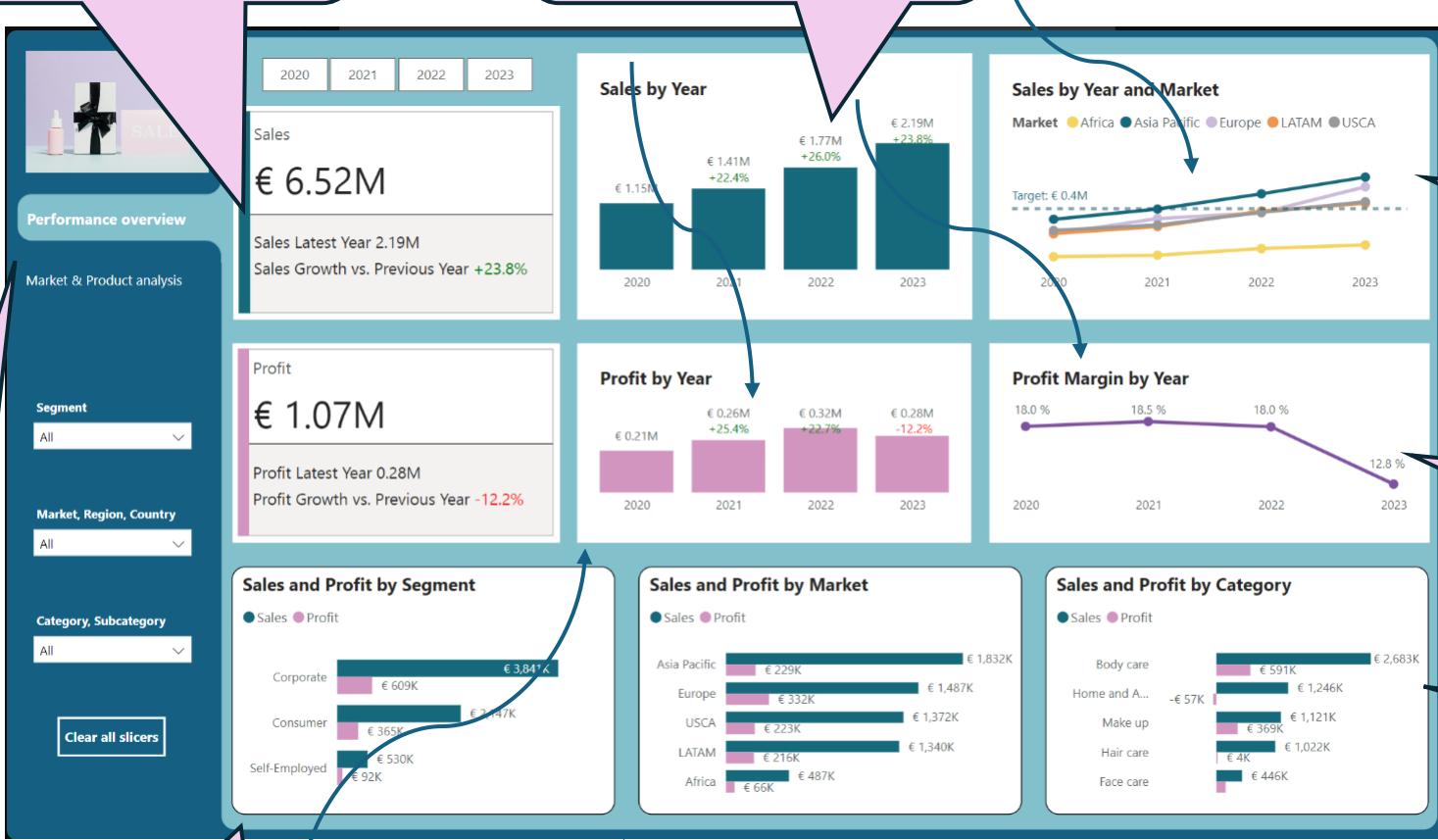


You could shorten the reference label such as: Latest Year, Growth vs. Previous Year. Since the KPI is already about Sales, there's no need to repeat it, which help reduce redundant.

It would be clearer to keep the grid line visible and turn on the y-axis value for all below column and line charts.

I recommended grouping related data together for a more organized presentation.

I would suggest adding brief comments for insights regarding brief challenge (e.g., store aims to achieve an average annual profit margin of 15% across all product groups, 20% annual overall sales growth with a higher target of 30% for the corporate segment, and at least \$400K in annual sales for each market), and add some more KPIs for deeper analysis.



Please ensure that all visuals have consistent curves.

For better visual balance, consider making the meta white space larger or at least equal to the spacing between the charts. This will give your dashboard a more organized feel.

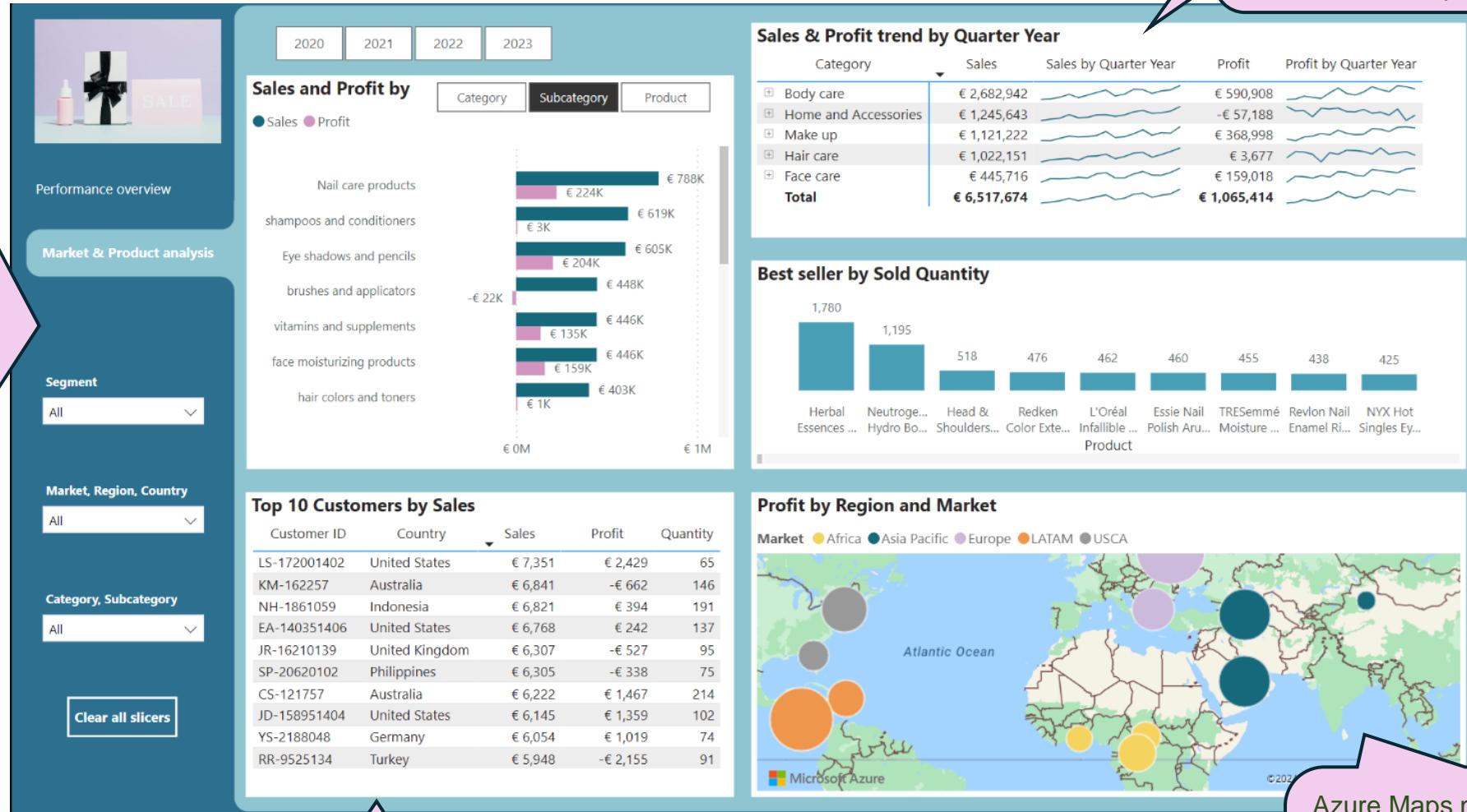
Group these 2 charts together, as they both focus on Sales.

Group these 2 charts together, as they both focus on Profit.

Group these 3 charts together, as they all focus on Sales and Profit.

- You could consider renaming the title such as "Category Sales & Profit Trends by Quarter" for better clarity.
- Consider adding some more key metrics for deeper analysis.

I would suggest adding brief comments for insights regarding brief challenge (e.g., store aims to achieve an average annual profit margin of 15% across all product groups, 20% annual overall sales growth with a higher target of 30% for the corporate segment, and at least \$400K in annual sales for each market), and add some more KPIs for deeper analysis.



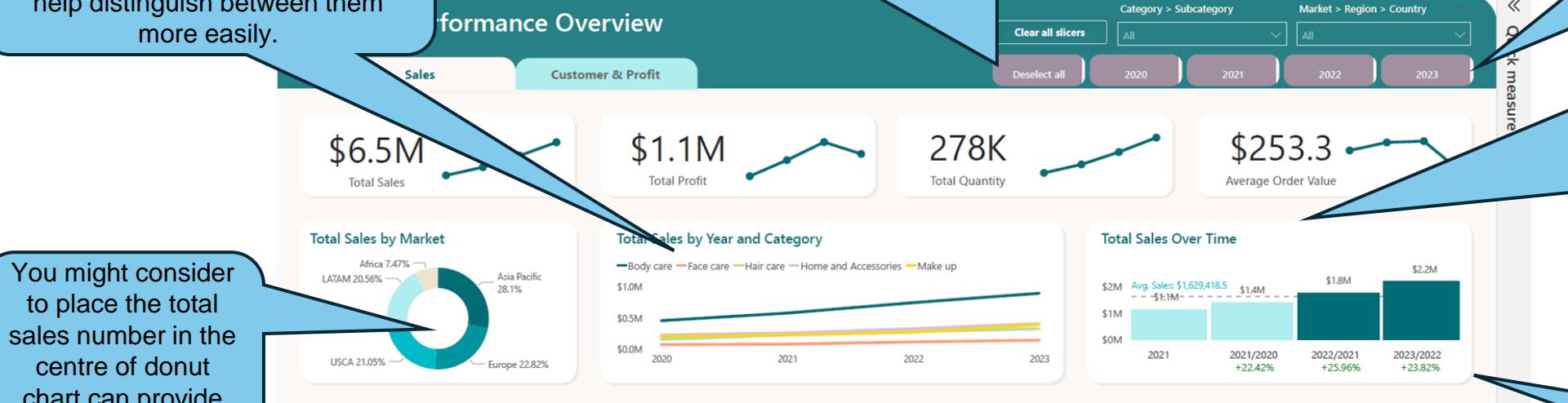
It would be helpful to apply some conditional formatting to highlight key information.

Azure Maps may not be supported in the "Publish to Web" feature. In this case, you can consider using alternative map visuals which allow sharing publicly.

Add markers to the line chart to enhance clarity, as the lines are quite similar and the markers will help distinguish between them more easily.

"Clear all slicers" and "Deselect all" is a bit redundant. Keeping only "Clear all slicers" would make a cleaner layout.

It would be better if the text is vertically centred for a more balanced look ^^.



You might consider to place the total sales number in the centre of donut chart can provide more overview.



White space between charts is larger than the meta white space (the white space all around charts). To improve visual balance, consider adjusting the meta white space to be either larger or at least equal to the space between the charts.

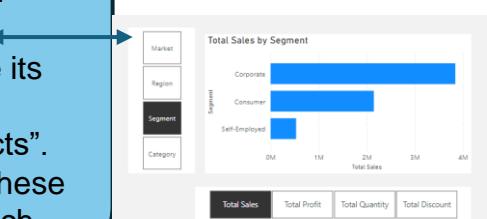
I would suggest rearranging these 3 charts for better flow.

- Start with the bar chart that uses the two parameter fields (currently placed last) to give a broader overview.

The title of this chart can be "Select Metrics and Attributes" for clarity.

Place the Attributes slicer field near the y-axis would improve its usability, rather than having it on top.

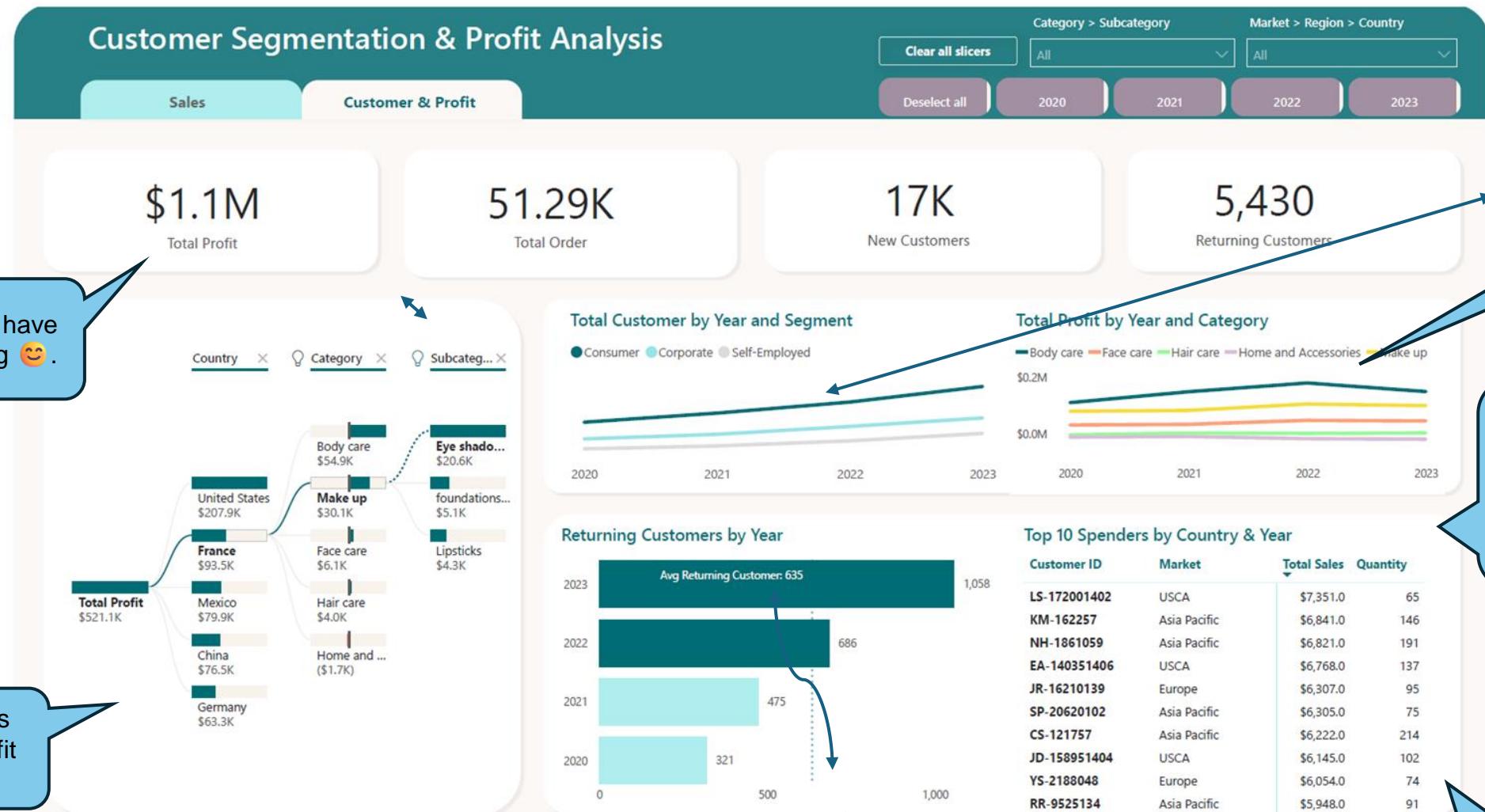
- Then, follow with the bar chart for "Top 10 Best-Selling Products".
- Finally, display a matrix with more detailed information about these top products (e.g., their subcategory, category, and metrics such as sales, profit, quantity, and a sales-over-time sparkline).



- Titles "Total Sales by Year and Category" and "Total Sales Over Time" are inconsistent - one specifies "by Year", while the other is "Over Time".
- "Total Sales Over Time" provides a broader overview, so it should be placed first.
- The Avg. Sales line is unnecessary in this context.

- Labels: "2021/2020", "2022/2021", and "2023/2022" might be confusing. It seems like you were inspired by chi Anh's Xmas Dashboard but may have misunderstood its application.
- Consider use labels to just 2021, 2022, 2023.
- Add % changes as reference labels for clarity.

- Turn off x-axis since the values are already displayed on each bar.
- Add title for bar chart.

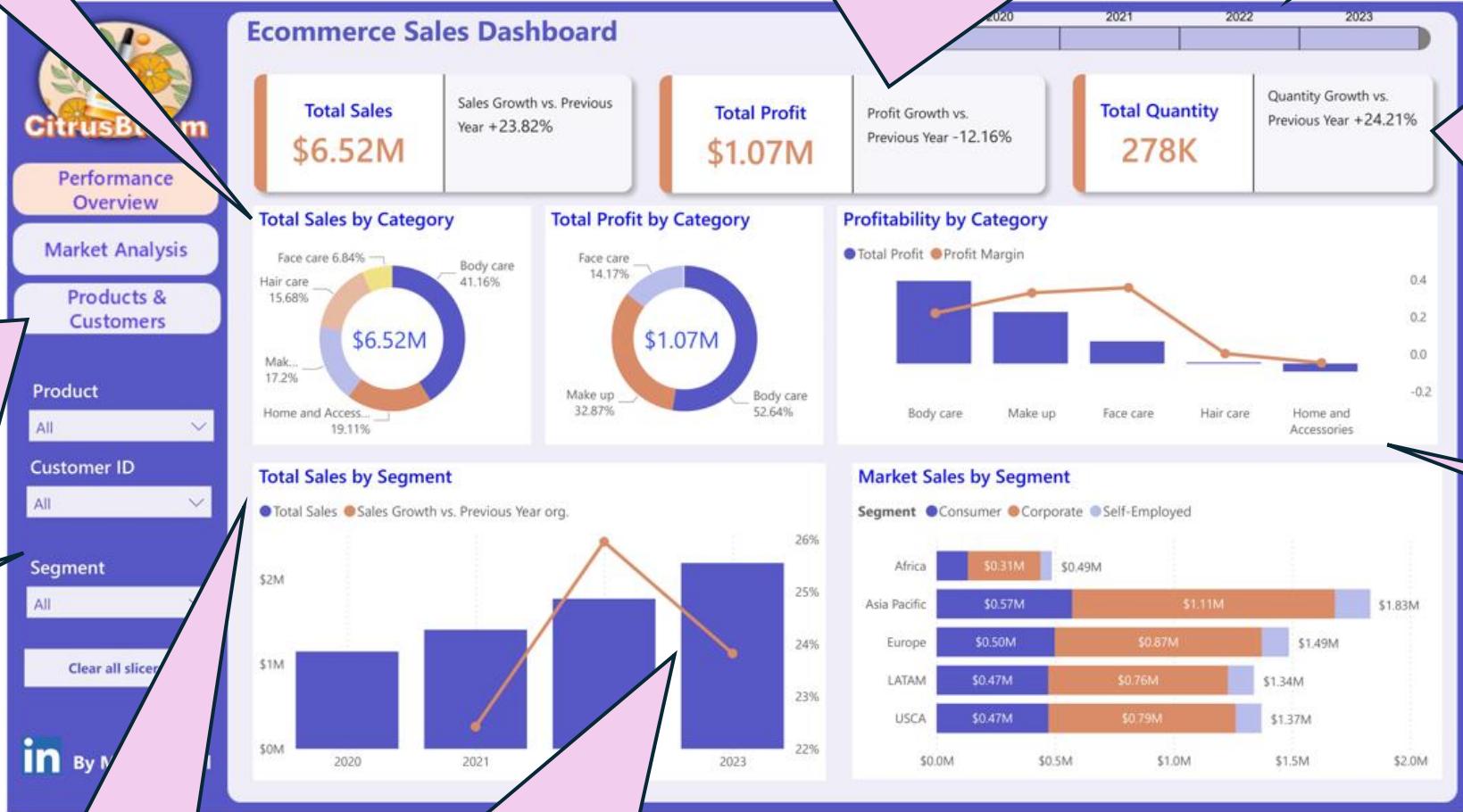


- Format “Avg Returning Customers” label to the right of the line for better readability.
- Turn off x-axis since the values are already displayed on each bar.
- Consider to use line chart or column chart with years on x-axis and customer numbers on y-axis to show trends and change over time.
- Could you recheck the calculation for Returning Customers? as I think these numbers aren't correct.

Add markers to the line chart to enhance clarity, as the lines are quite similar and the markers will help distinguish between them more easily.

Currently, the charts for customer data and profit are placed randomly on the page. Group related charts together to create a more cohesive and organized layout.

- Title: Top 10 Spenders by Market (not Country).
- Use conditional formatting to highlight different levels of performance.



You could round all percentage numbers or limit them to one decimal for clearer readability.

- You could reduce the text size or shorten the text. I would suggest using: Overview, Market Analysis, Product/Customers
- Reducing the curve of the navigation shape could help create a more balanced overall design.

You could adjust the spacing between these filters for more balance look.

I would suggest using black for all charts titles to reduce the distractions for users and help them focus more on key metrics.

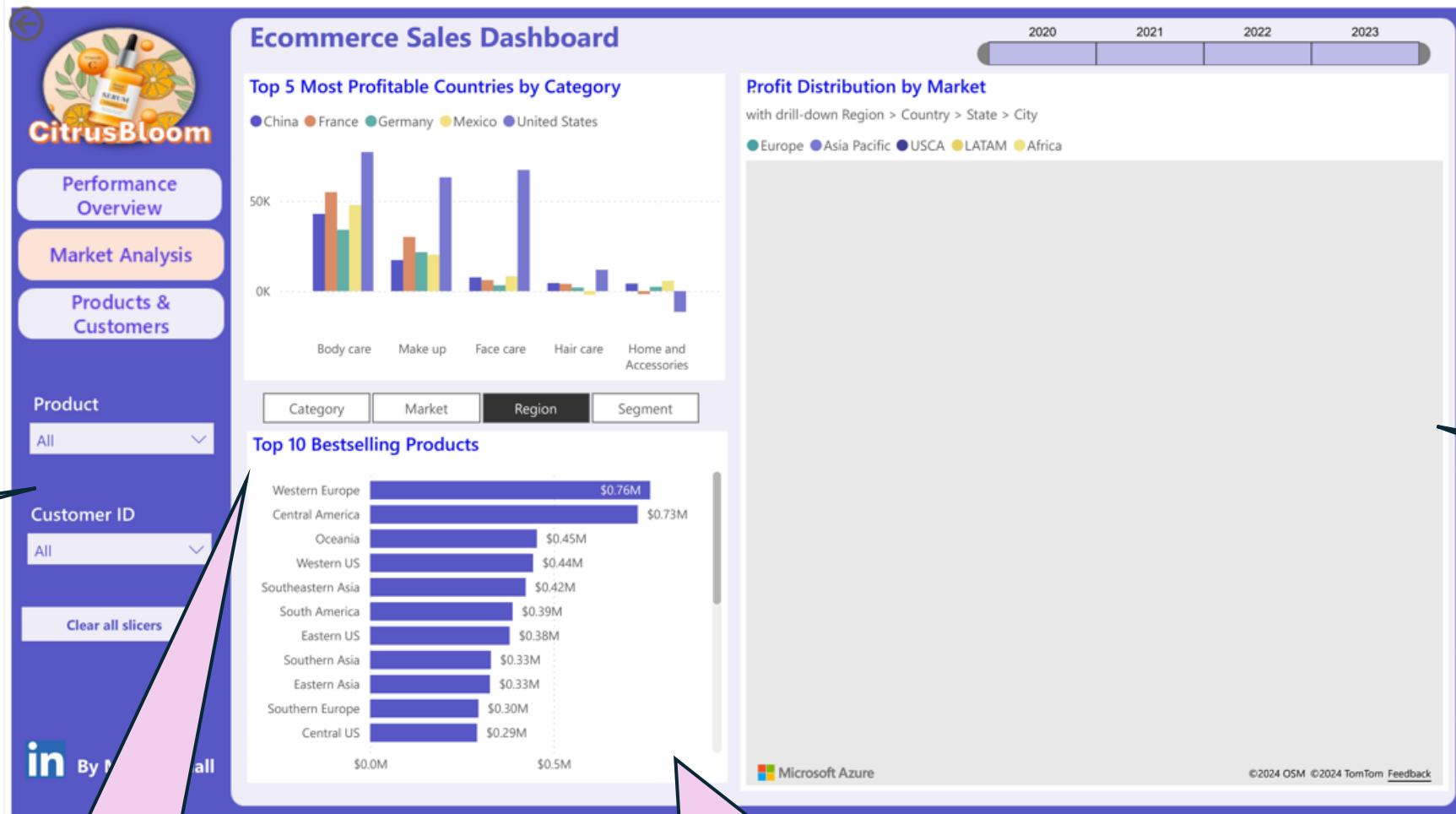
- I would suggest positioning the reference label beneath the callout value instead of beside it. It help reduce the space taken up by the KPI card.
- Consider adding labels: "Latest Year -> Growth vs. PY". Since the big KPI value represents the total for all years, displaying only this value along with %growth may cause confusing.
- Keep the reference label to a single line and avoid repeating "**Sales** Growth vs Previous Year". In stead, use "Growth vs. PY" for clarity.

It would be better to move this filter down slightly, as the year numbers blend in with the theme's color scheme.

- You could consider adding color coding for positive and negative values to highlight key differences.
- I would suggest keeping the callout values and labels in the cards black for a consistent look. This approach helps minimize distractions.

I would suggest turning on the grid lines and displaying both the y-axis values for combo chart to help clarify the data for users. For example, negative value for "Home and Accessories" isn't clearly visible in this chart.

I would suggest adding %Growth to the reference label for more clarity and to simplify the chart. Including a line for %Growth might create confusion for users.

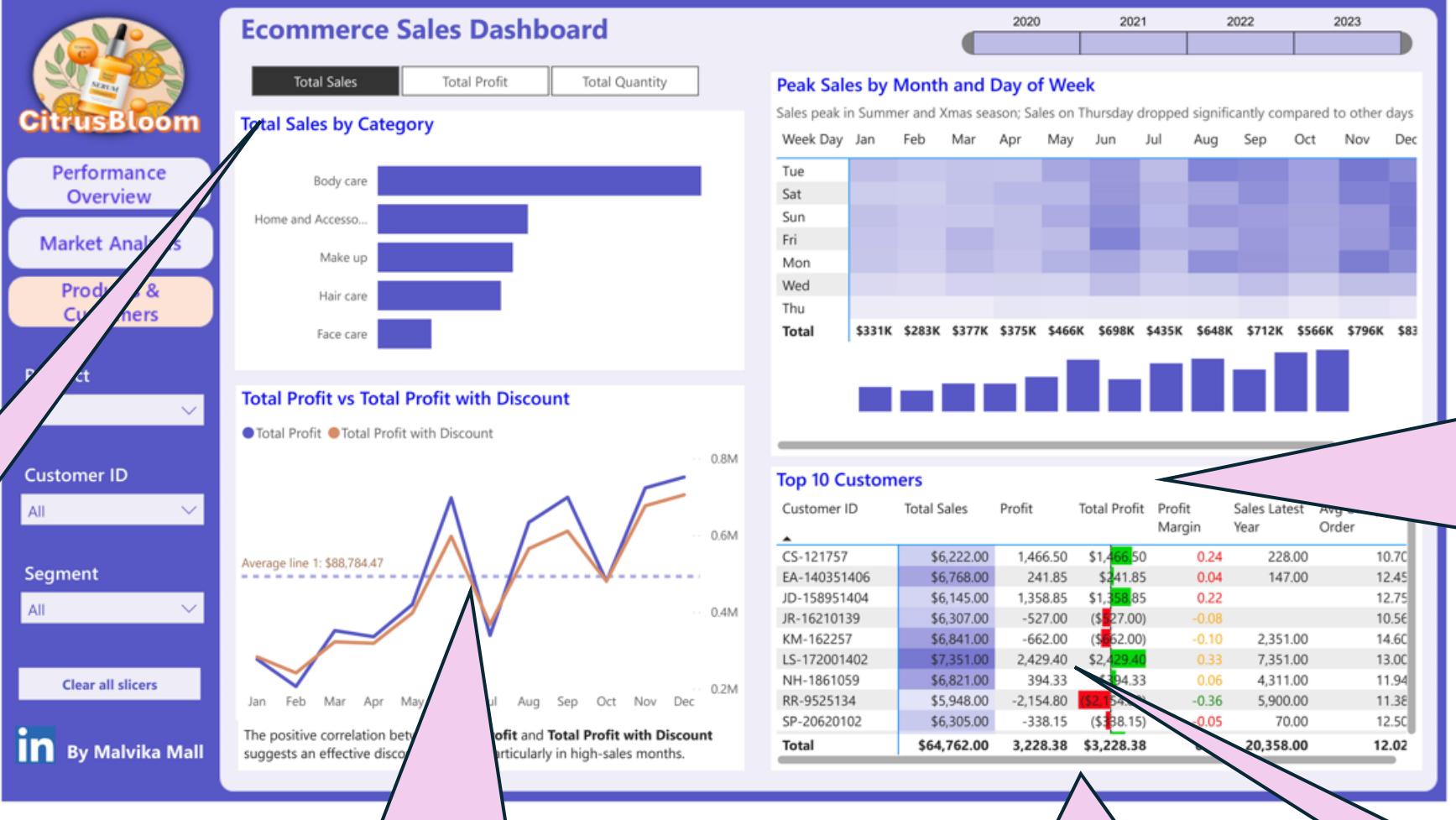


You could adjust the spacing between these filters for more balance look.

I would suggest grouping this slicer within the bar chart to reduce user confusion. You could place it on the right side of title "Top 10 Best Selling Products" for better clarity.

- "Top 10 Best Selling Product" but the chart currently displays all product.
- Please verify whether the slicers are functioning correctly, as the slicer shows "Region" while the chart title suggests it's highlighting the top 10 products. This inconsistency could confuse users.

Azure Maps may not be supported in the "Publish to Web" feature. In this case, you can consider using alternative map visuals which allow sharing publicly.



I would suggest grouping this slicer within the bar chart to reduce user confusion. You could place it on the right side of title "Total Sales by Category" for better clarity.

Average line appears unnecessary in this context, and it doesn't clearly indicate the average of Total Profit or Sale Profit with Discount.

I would suggest adjusting the width of columns so that the table can display all information without requiring a horizontal scroll bar to enhance readability.

In conditional formatting, you could select "Show bar only" to keep focus on the visual representation. Since this column is just for conditional formatting and not a key metric, it might be better to remove the header title to avoid confusion. Turning off the "Total" can help create a cleaner look.

For consistency, since Total Sales is displayed with a \$ symbol, use \$ for Profit as well.

The trend line may not be very useful in this case, as it covers only a 4-year period. Instead, consider focusing on key metrics to provide more insightful analysis.

I would recommend adding more information to the KPI cards to help track progress, showing whether latest year increase or decrease compared to the previous year. You can do this by navigating to Card (New) -> Format -> Reference labels -> Add label.

You could use icons in a single color to avoid distracting users, and ensure the icons reflect the meaning of the key metrics.



Consider renaming the line (e.g., Avg. Sales) for clearer understanding

The line chart appears to be floating, which makes it harder to interpret. I would suggest turning on the gridlines and displaying both the x-axis and y-axis values for a more structured. Another option to consider is using an overlapping column chart, which could offer clearer insights when comparing Total Sales after Discount and Total Profit by month.

Displaying all the numbers from 1 to 12 on the x-axis could help users easily associate each number with its corresponding month

Consider using "Market" for the legend. Since the dataset includes many regions, using "Region" as the legend makes the map look a bit cluttered. Meanwhile, "Market" has only 5 categories, making the map cleaner.

Displaying the number 5 here is a bit confusing.  
Instead, consider placing the total sales at the center

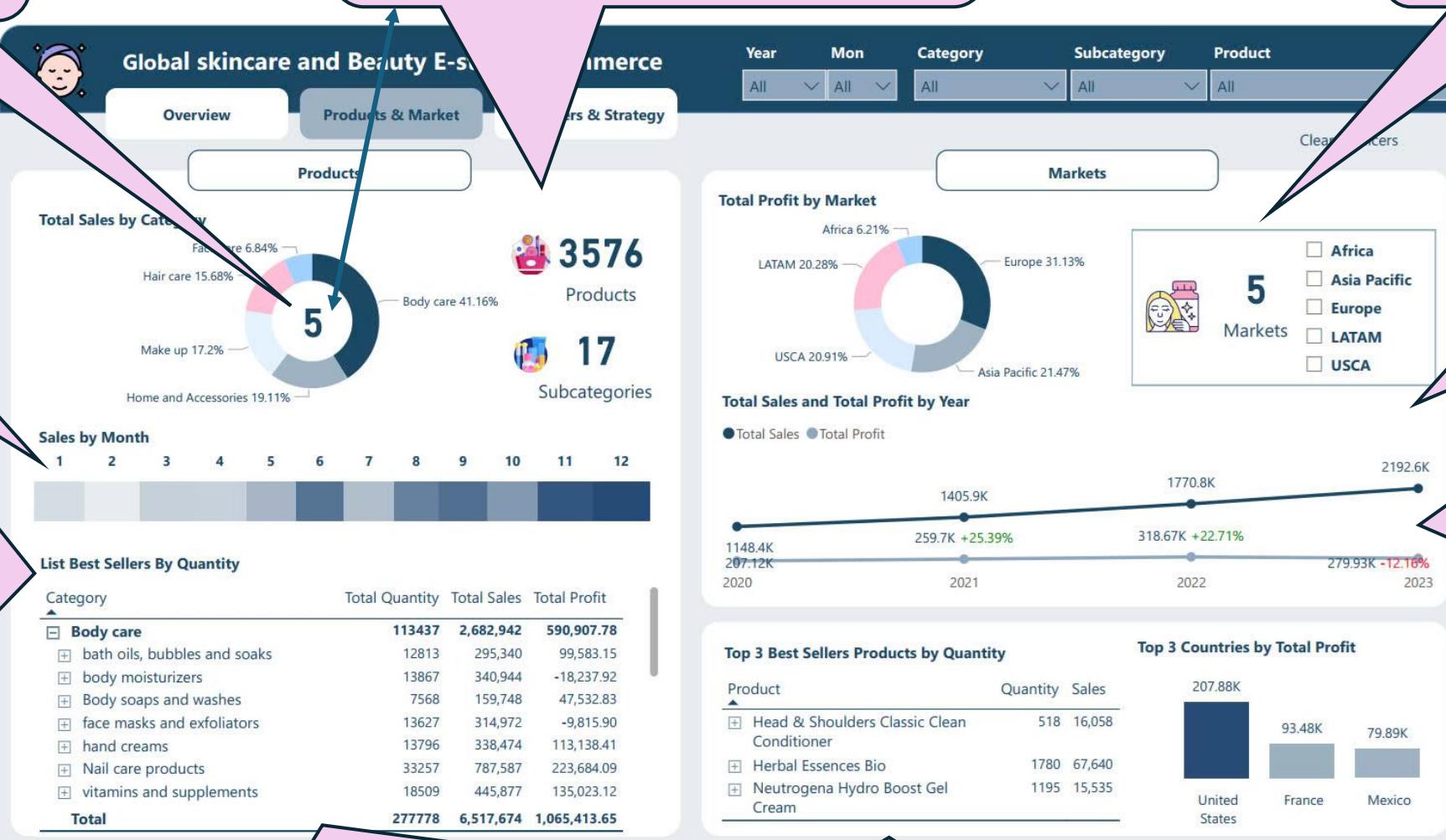
If you want to indicate that the number 5 represents 5 categories, consider placing it here and following the order:  
5 Categories -> 17 Subcategories -> 3576 Products.

The “5 Markets” label may distract from the slicer’s main purpose. It’s not necessary to include this text.

Consider removing this chart, as it is redundant. Page 1 already displays Total Sales by Month.

In this case, sales and quantity are closely related, which is common in the retail industry. You could consider focusing on metrics as sales, profit, profit margin (instead of sales, quantity, profit) for deeper insights.

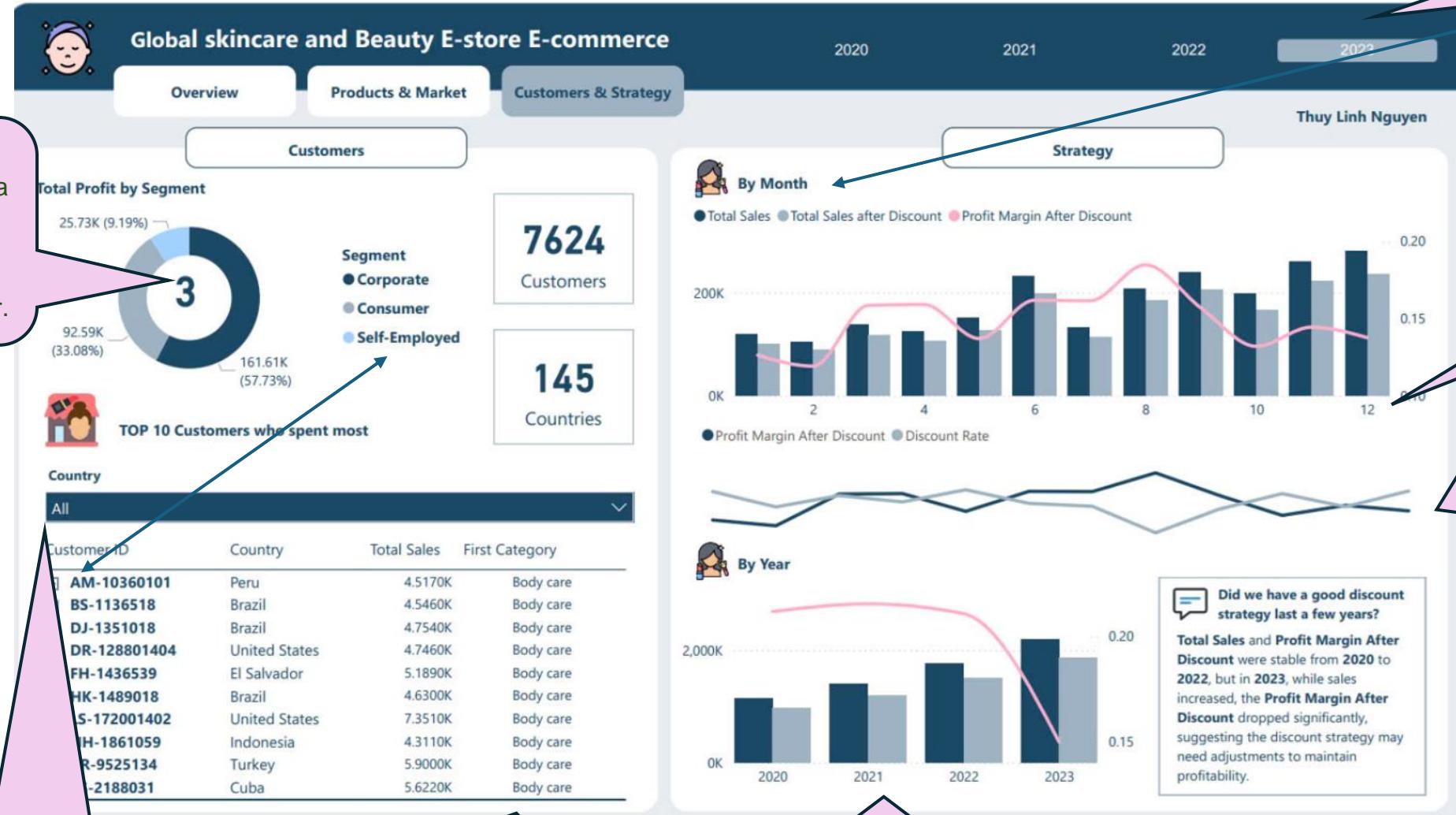
These two tables appear redundant as they have the same purpose. Consider selecting one table and focusing on a deeper analysis. You might also use conditional formatting to highlight key metrics, which will enhance the table’s clarity and usefulness.



Top 3 Best Sellers product should be ranked from highest to lowest. Currently, the ranking appears random.

The space between donut chart and line chart is too narrow, making it difficult to view.

Consider using an overlapping column chart, which could offer clearer insights when comparing Sales and Profit by year.



The title isn't clear and descriptive.

Displaying all the numbers from 1 to 12 on the x-axis could help users easily associate each number with its corresponding month

There is no title and the chart is quite confusing without x-axis and y-axis labels or any data values. Currently, it only shows two line trends, making it difficult to interpret.

Displaying the number 3 here is a bit confusing. Instead, consider placing the total profit at the center.

Display all slicers in a consistent location rather than placing them in middle of the page like this. This will help users find and use the slicers more easily.

You could consider adding more key metrics as sales, profit, profit margin for deeper insights.

The chart title is unclear and not descriptive. Additionally, there is no legend to explain the lines or data represented.



I would suggest not using border for all visual backgrounds for clearer and more balanced layout.

You might consider using Card (new) feature for KPI instead of creating 3 separate single cards for more efficient in managing and updating metrics.

- It would be better to display all the years on x-axis.
- There's no need to use different color for columns since they are all about sales

It would be better to use title for top 3 subcategories and products instead of this icon for better understanding.

You could round all percentage numbers in the dashboard or limit to one decimal place to improve clarity.

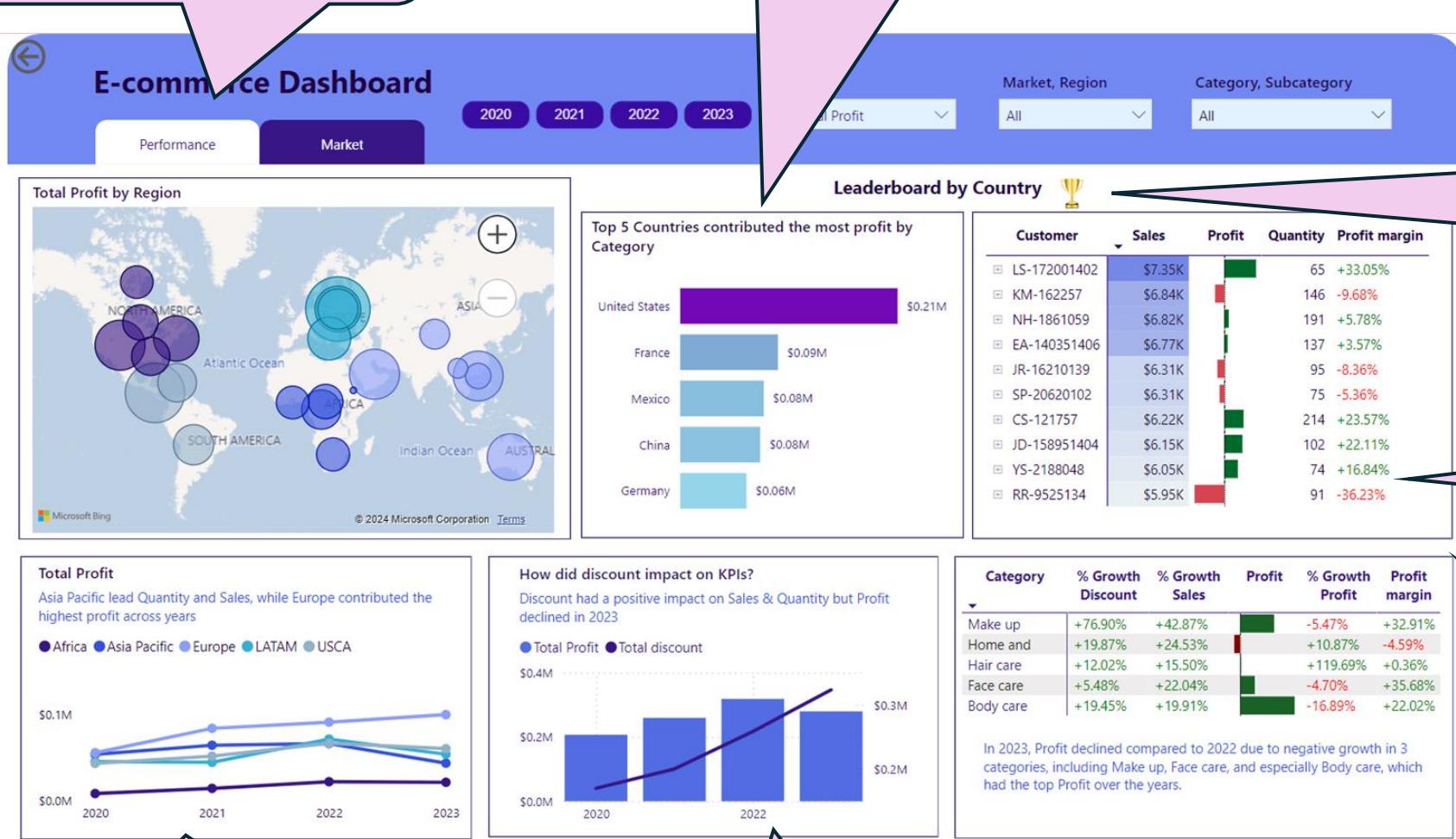
- I would suggest maintaining the consistent size for all reference labels in KPI cards. Currently, size of "Total Quantity" is smaller than "Quant Latest Year" and "%Growth".
- Increase size of callout values to highlight the overall.

Please ensure that all visuals are aligned consistently on both the top and bottom sides.

It would be clearer to keep the grid line visible and turn on the y-axis value.

The top 3 charts focus on Sales, while the bottom three are about Profit. I recommended grouping related data together for a more organized presentation.

For the navigation, the current page should have a white color, while selected page should be in a darker color. You can revisit this HR dashboard for reference: [Link](#)



- The title mentions “Category”, but chart doesn’t show it.
- Use the same color for all columns unless a specific country is different from the others.

- I would suggest removing the “Leaderboard by Country” and Icon to help users focus on essential data.
- Add title for table such as “Top 10 Customers by Sales”.

Please recheck all the %values in the dashboard and align them to the right side.

- It would be clearer to keep the grid line visible.
- The title could be updated to “Total Profit by Year” for better clarity.

It would be better to display all the years on x-axis.

I recommended grouping related data together for a more organized presentation.  
Top 3 charts are in the same group. And bottom 3 charts from another group.

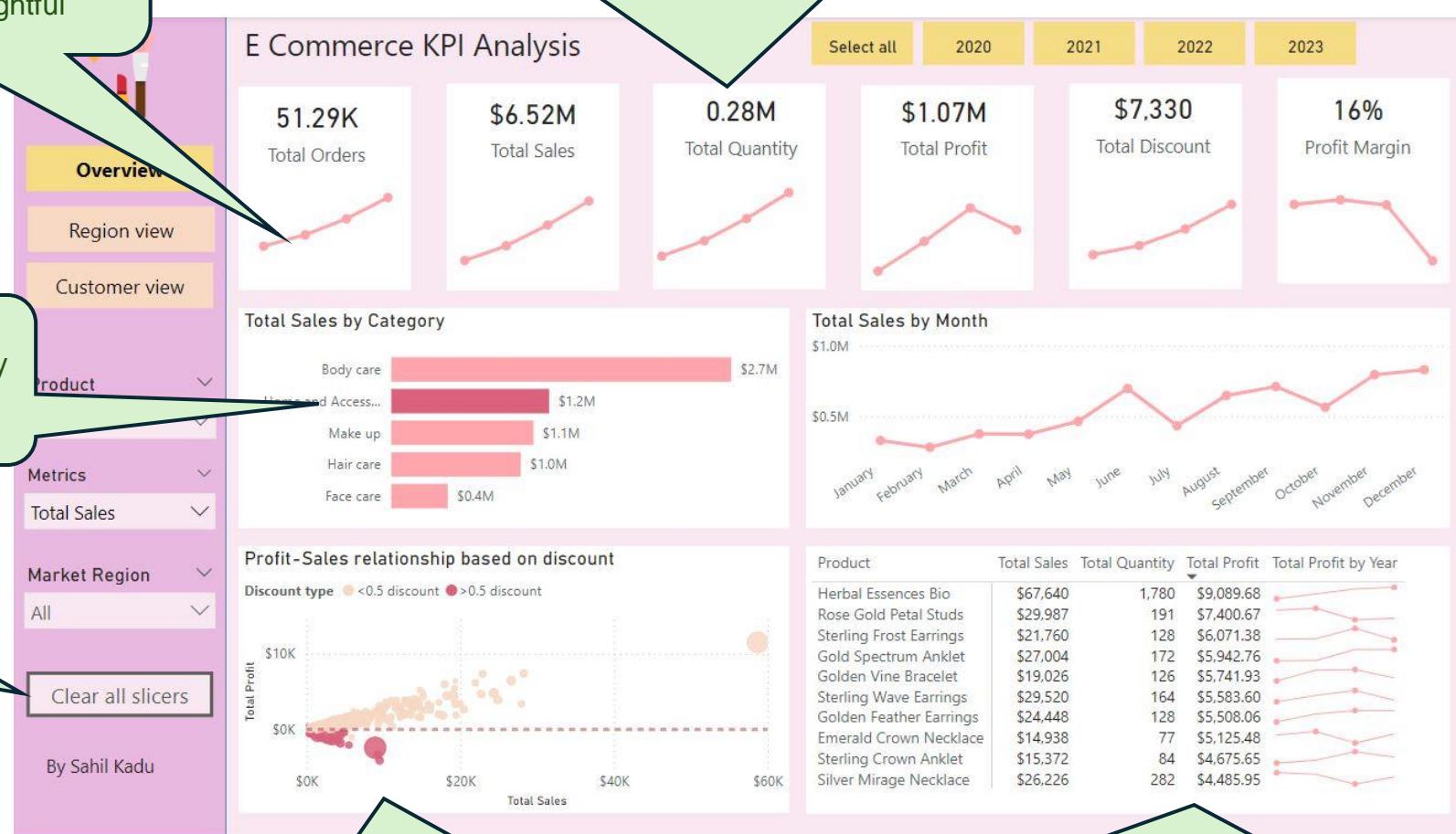
The trend line may not be very useful in this case, as it covers only a 4-year period. Instead, consider focusing on key metrics to provide more insightful analysis.

I would recommend adding more information to the KPI cards to help track progress, showing whether latest year increase or decrease compared to the previous year. You can do this by navigating to Card (New) -> Format -> Reference labels -> Add label.

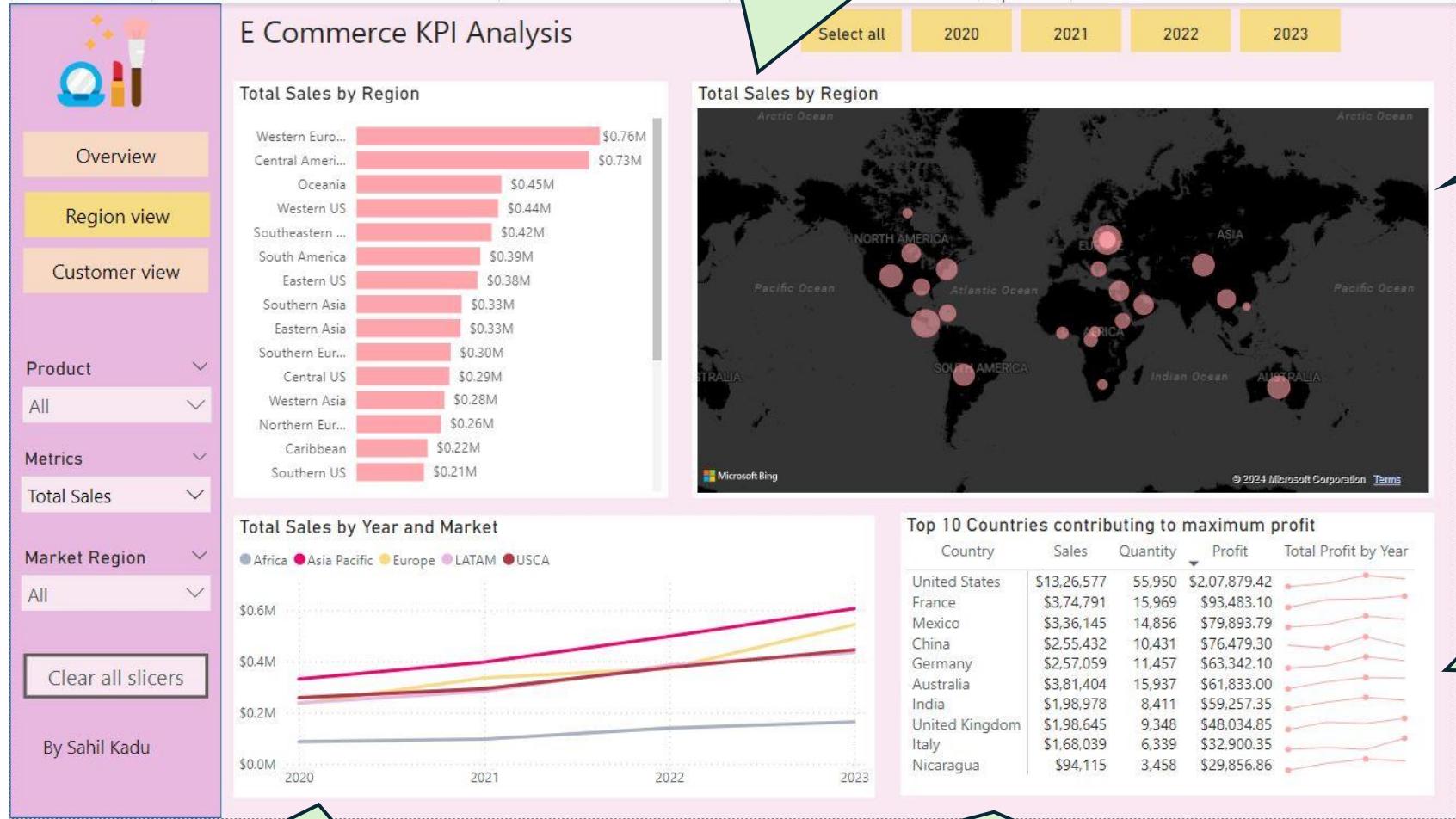
Use different color for only "Home & Accessories" category could be a bit of confusing without more context.

For a cleaner look, you might consider removing the borders from the slicers.

It's quite unclear why a threshold of 0.5 was chosen for the discount. I would suggest calculating the Profit Margin (Profit/Sales) and using a line chart instead to identify at which threshold the profit margin drops below 0. This could provide clearer insight and make the analysis more straightforward."



It might be effective if you use conditional formatting to highlight key metrics in table. This could help draw attention to important values and trends (e.g., use color coding differentiate between high and low sales or profit values, or apply data bars to visually represent quantities).



Both Bar chart and Map have the same title. You might consider changing the map's title to something like: "Sales distribution by Region" to differentiate the two visualizations more clearly.

The map uses black & pink colours, which don't align well with the overall theme. You could adjust the map to a light style to better match the background.

Add markers to the line chart to enhance clarity, as the lines are quite similar and the markers will help distinguish between them more easily.

It might be effective if you use conditional formatting to highlight key metrics in table. This could help draw attention to important values and trends (e.g., use color coding to differentiate between high and low sales or profit values, or apply data bars to visually represent quantities).

In this case, sales and quantity are closely related, which is common in the retail industry. You could consider focusing on metrics as sales, profit, profit margin (instead of sales, quantity, profit) for deeper insights.

**E Commerce KPI Analysis**

Overview

Region view

**Customer view**

Product

All

Metrics

Total Sales

Market Region

All

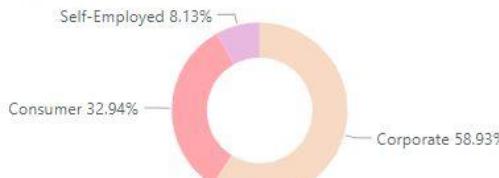
**Clear all slicers**

By Sahil Kadu

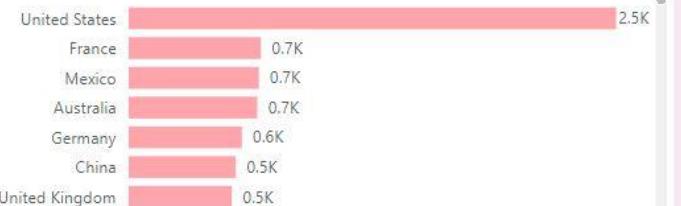
## Total Customers by Segment



## Total Sales by Segment



## Total Customers by Country



You might consider placing the total number of customers in the center of donut chart. This could provide a clearer overview.

Select all

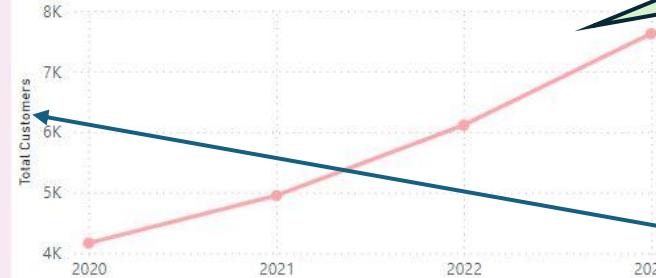
2020

2021

2022

2023

## Total Customers by Year



## Top Customers

Customer ID	City	Country	Sales	Quantity
SP-20620102	Pasig	Philippines	\$6,235	73
RR-9525134	Sivas	Turkey	\$5,900	83
YS-2188048	Neunkirchen	Germany	\$5,894	64
LS-172001402	Milwaukee	United States	\$5,153	35
JR-16210139	Birmingham	United Kingdom	\$4,321	44
NH-1861059	Jakarta	Indonesia	\$4,155	129
EA-140351406	Columbus	United States	\$4,136	54
KM-162257	Geelong	Australia	\$3,570	34
JD-158951404	Los Angeles	United States	\$3,513	29
NH-1861059	Bogor	Indonesia	\$2,510	56
KM-162257	Mandurah	Australia	\$2,351	74

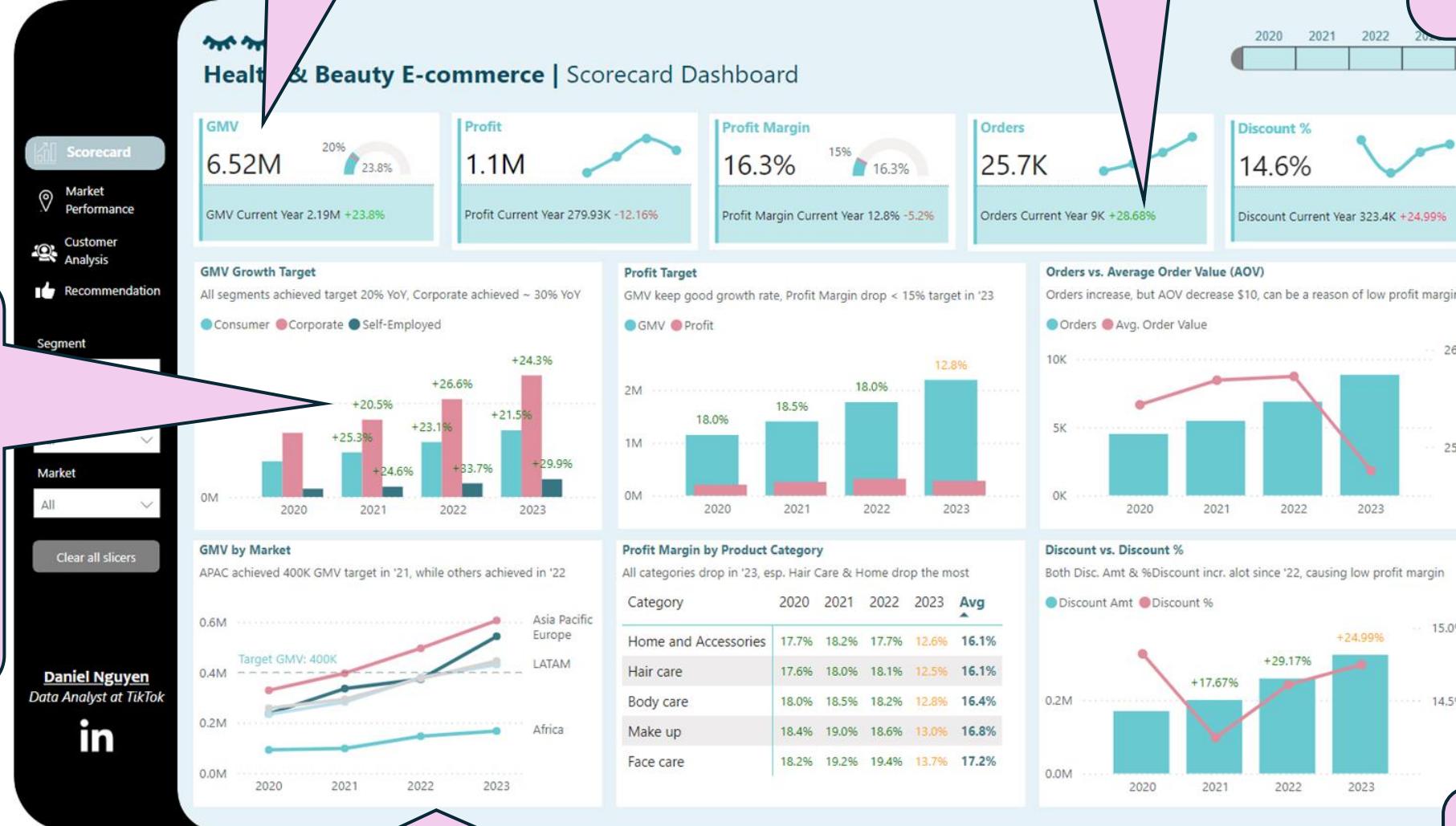
The line chart only shows gradual increase trend, which is quite simple. To provide more detailed insights, you could consider using column chart instead. Additionally, add % growth labels for each year using reference labels to highlight the annual growth rates.

It is essential to turn off x-axis and y-axis titles to reduce distraction. The x-axis already shows the years, and the chart title makes it clear that the y-axis represents the number of customers.

The tile “Top Customers” is not very clear. You might consider changing it to “Top Customers by Sales”.

In this case, sales and quantity are closely related, which is common in the retail industry. You could consider focusing on metrics as sales, profit, profit margin (instead of sales, quantity, profit) for deeper insights.

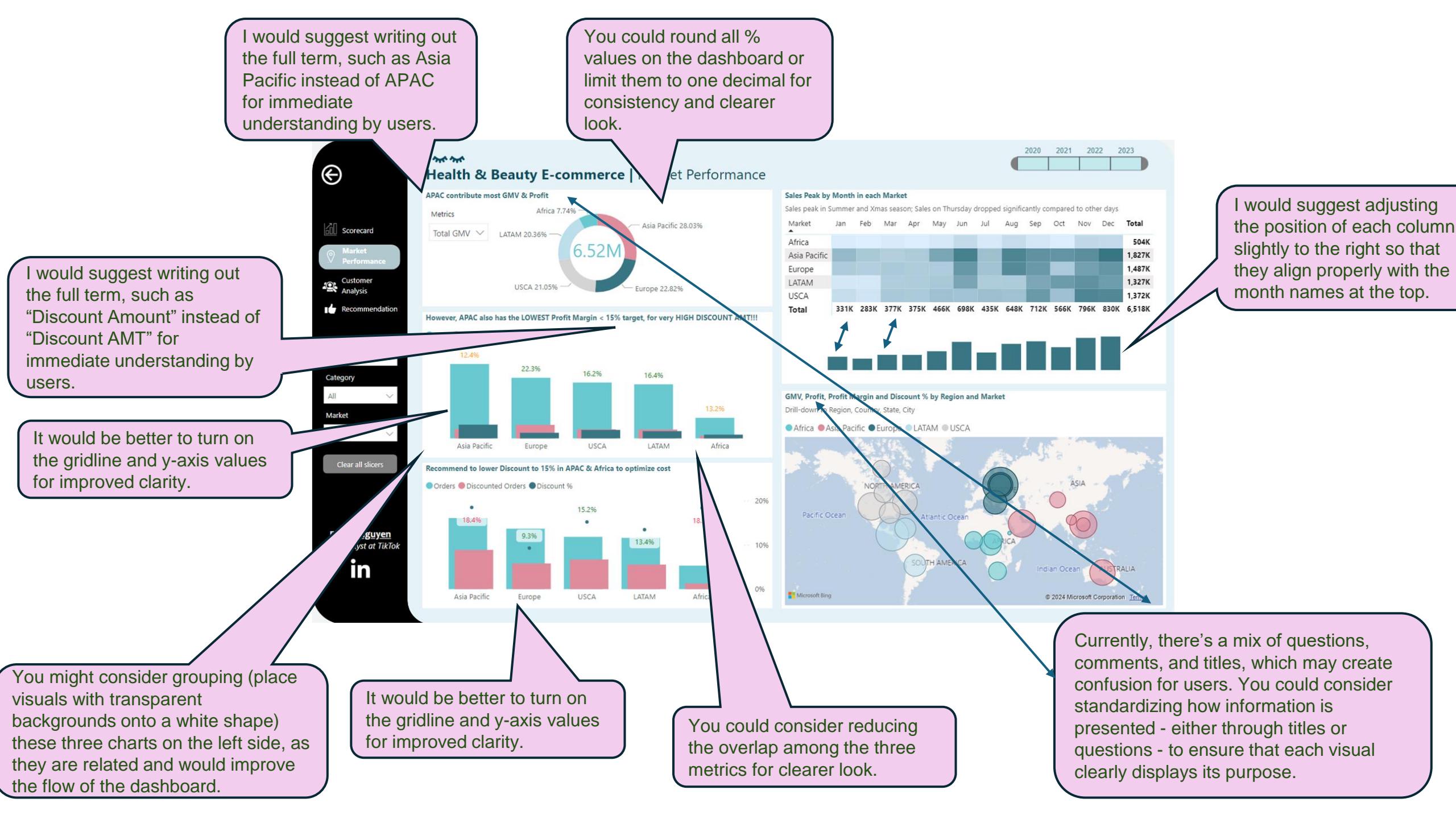
I would suggest using "Sales" instead of "GMV" so that users can immediately understand the metric.



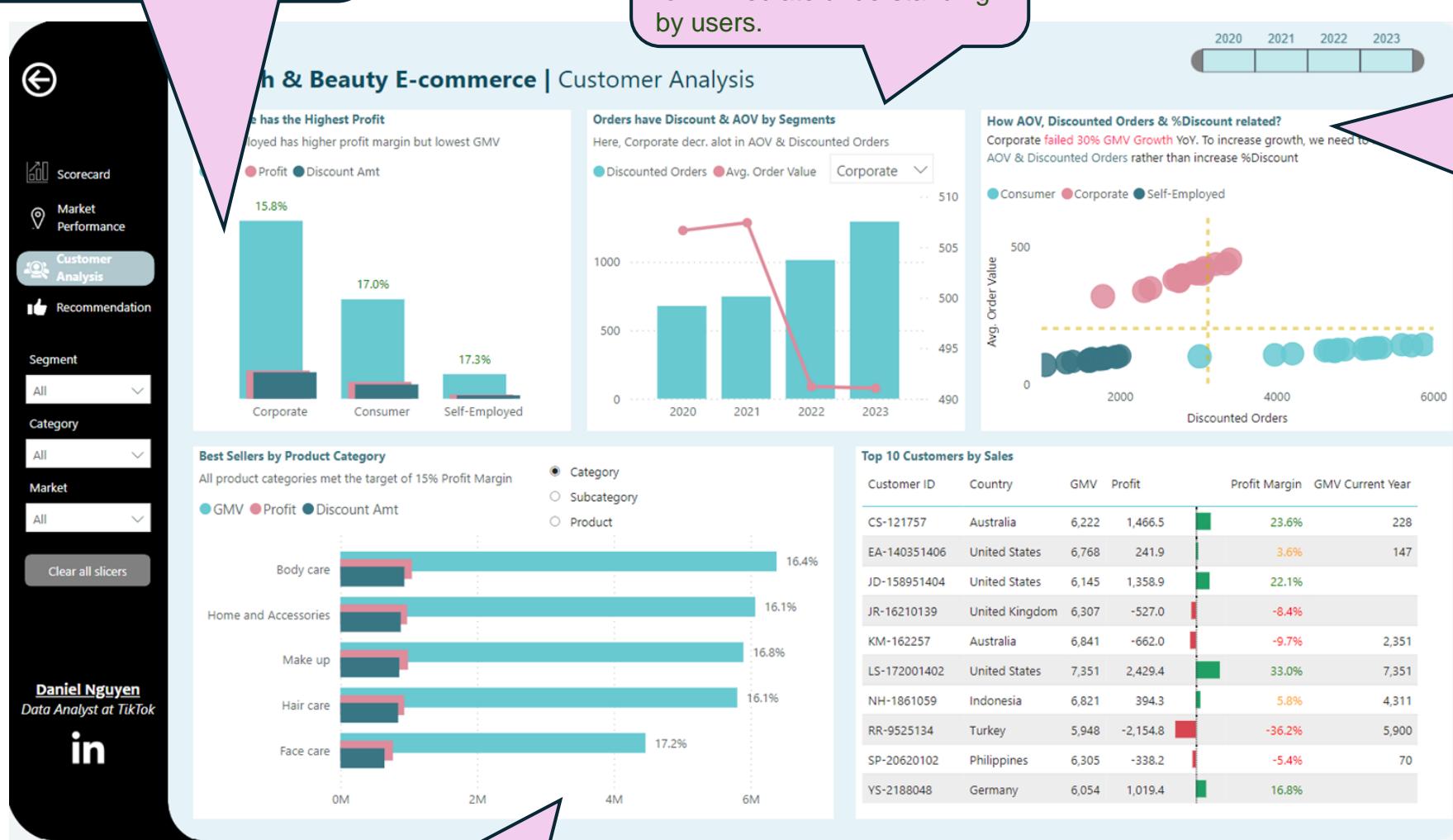
You could round all % values on the dashboard or limit them to one decimal for consistency.

- You might consider turning on the titles of two y-axis for better clarity.
- In comment, you mentioned "\$10", it would be helpful to include \$ sign in all related value for consistency.

I would suggest writing out the full words instead of "Disc. Amt" & "%Discount incr." to avoid any potential confusion for users.



- It would be better to turn on the gridline and y-axis values for improved clarity.
- You could consider reducing the overlap among the three metrics for clearer look.



You could consider reducing the overlap among the three metrics for clearer look.

I would suggest writing out the full term, such as “decrease” instead of “decr.” for immediate understanding by users.

Currently, there's a mix of questions, comments, and titles, which may create confusion for users. You could consider standardizing how information is presented - either through titles or questions – to ensure that each visual clearly communicates its purpose.

- It might be useful to remove these icons to avoid distracting users.
- I would suggest renaming the dashboard to “E-Commerce Sales” and adding a subtitle for each page, such us: “E-Commerce Sales | Overview”.

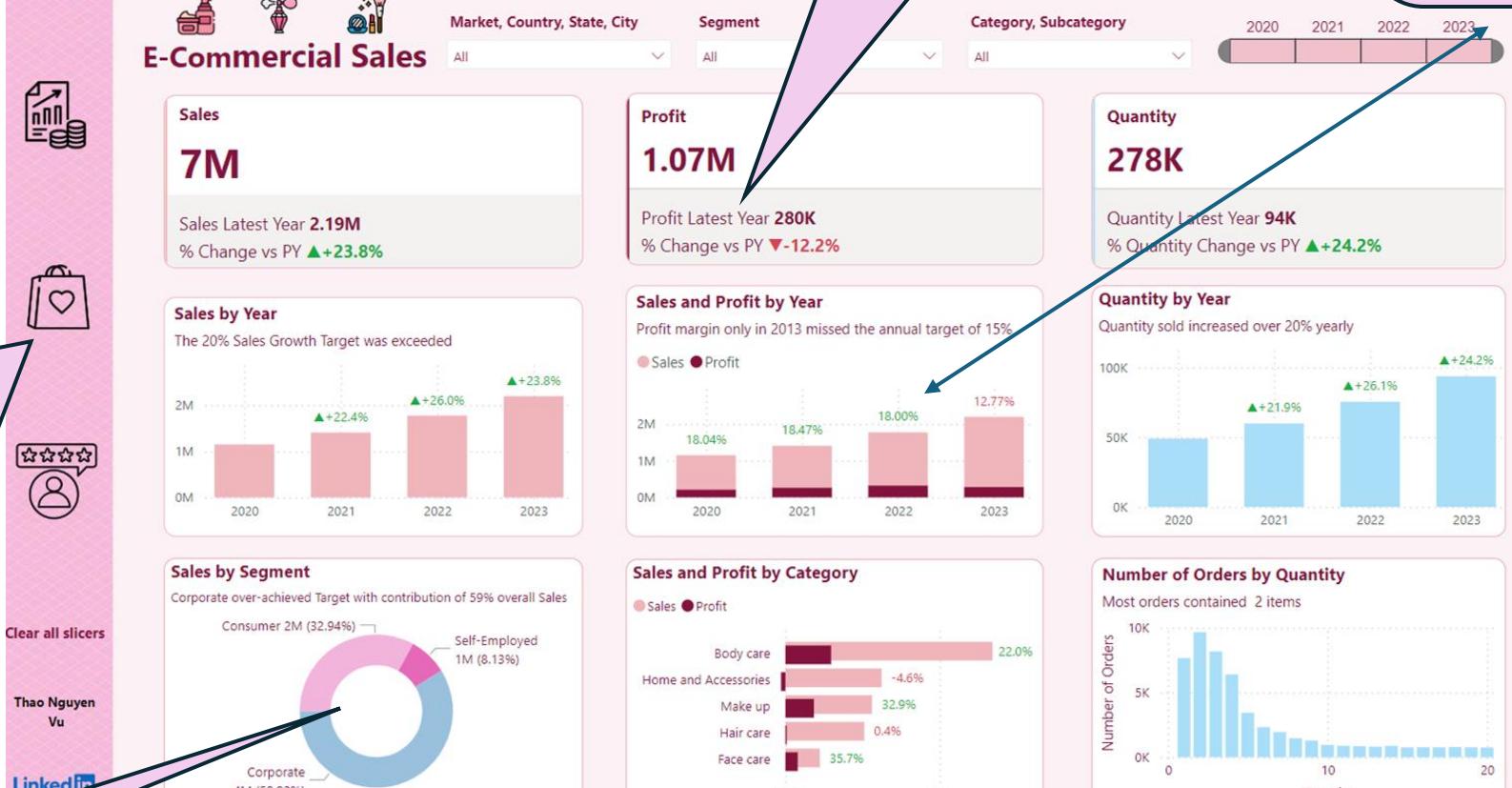
You could shorten the reference label “Latest Year”. Since the KPI is already about Profit, there’s no need to repeat it, which help reduce redundant.

I would suggest using clustered column chart instead of stacked column chart. Stacked column charts are typically used to highlight the contribution of each individual category to a whole, while clustered column charts provide a straightforward comparison of Sales and Profit side by side.



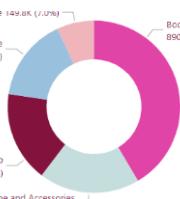
- I suggest adding a line next to the icon to clearly show which page is currently active for navigation.
- You could place these icon closer together for a more cohesive appearance.

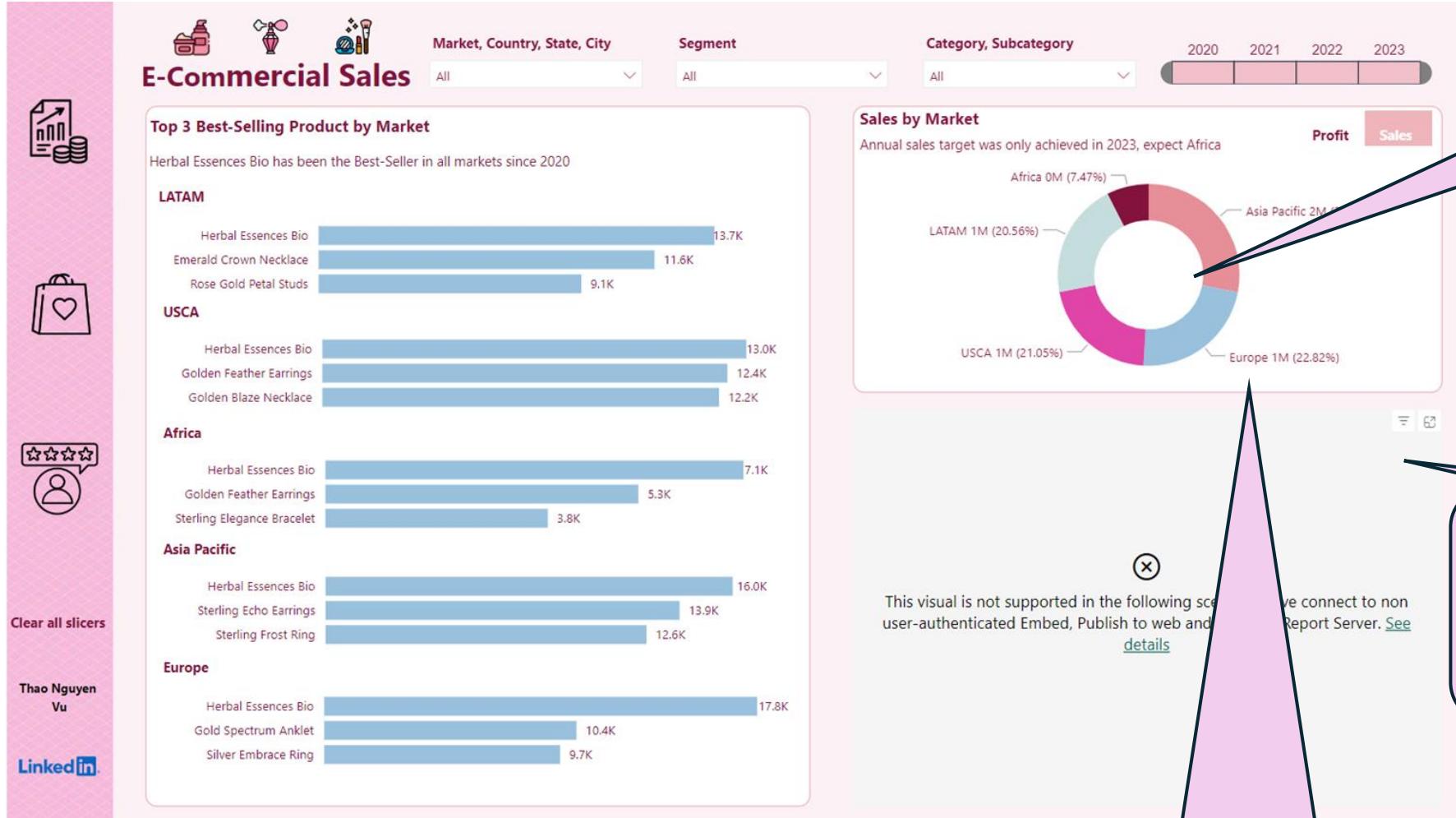
**Clear all slicers**  
Thao Nguyen Vu  
LinkedIn



Consider placing the total sales in the center of donut chart for clearer overview.

It's easier for users to follow when the first part of the donut chart should start at the top center, and the other parts should go around it in a clockwise direction.

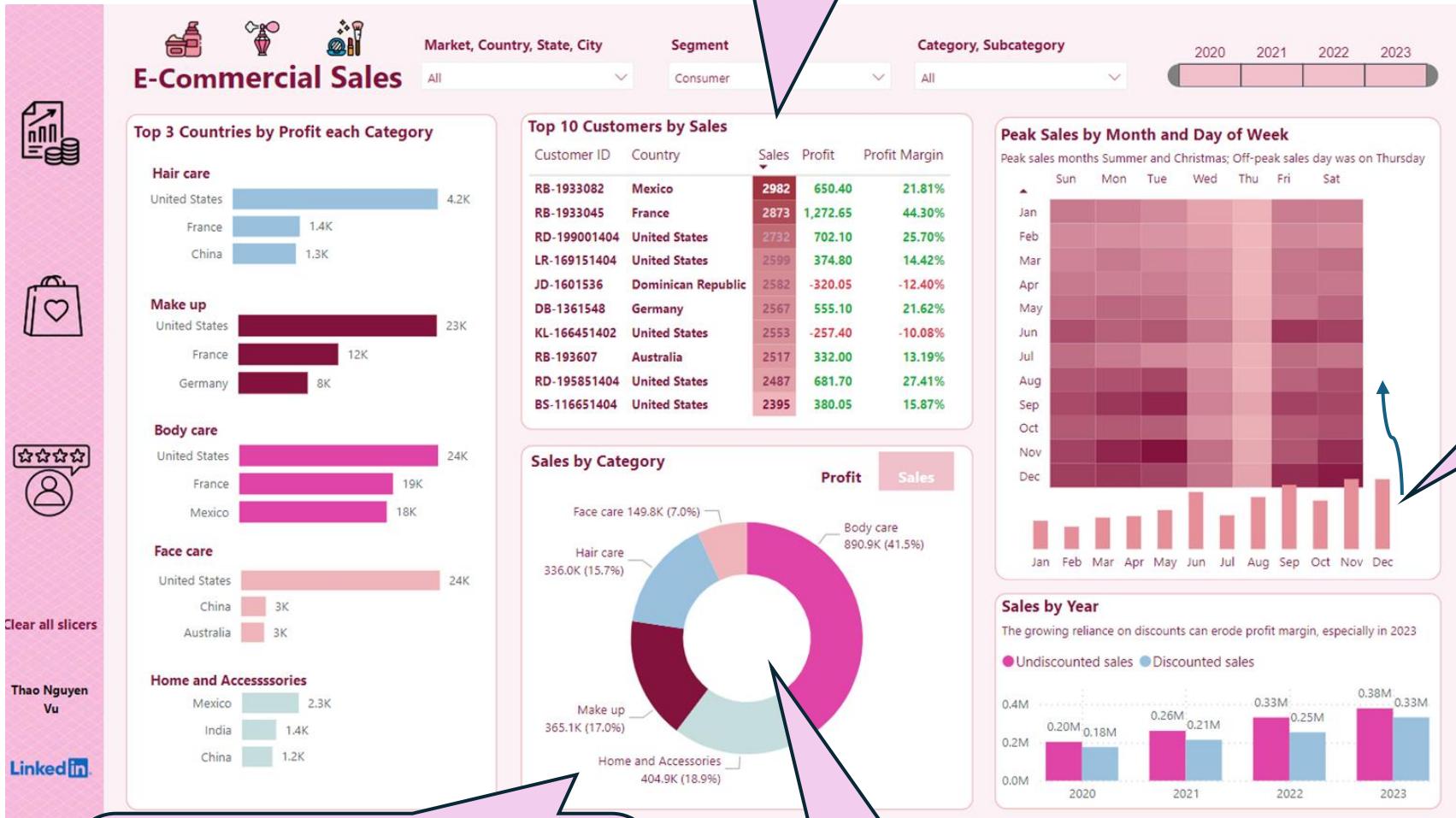




Consider placing the total sales in the center of donut chart for clearer overview.

Azure Maps may not be supported in the "Publish to Web" feature. In this case, you can consider using alternative map visuals which allow sharing publicly.

- It would be better to display only % values, as users can use tooltip to view more details. There's no need to show both value and %.
- You could round all percentage numbers or limit them to one decimal for clearer readability.



- It would be better to display only % values, as users can use tooltip to view more details. There's no need to show both value and %.
- You could round all percentage numbers or limit them to one decimal for clearer readability.

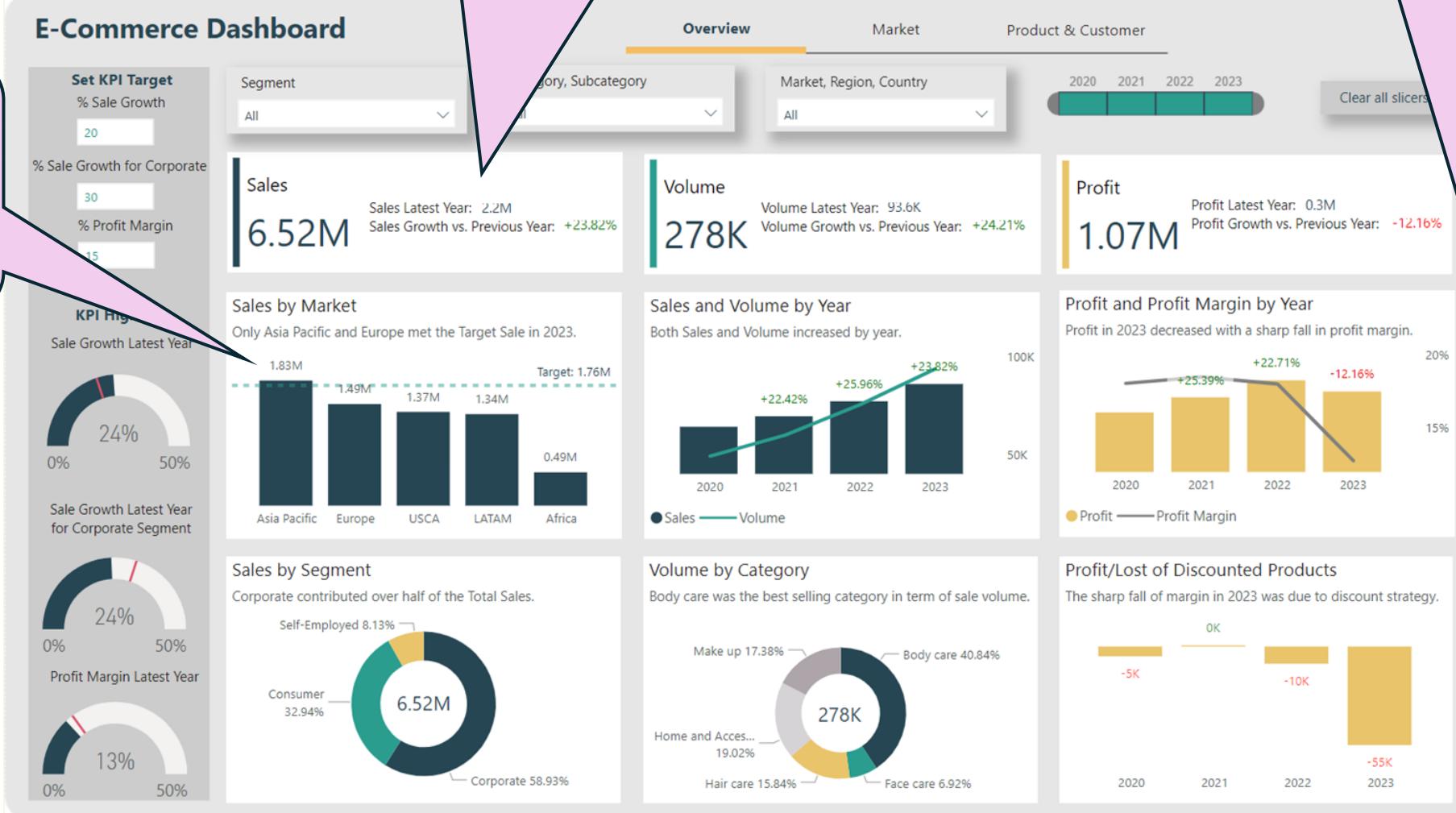
Consider placing the total sales in the center of donut chart for clearer overview.

You might consider to move this column to the right side of the heat map as a bar to better display peak sales by month.

- I would suggest positioning the reference label beneath the callout value instead of beside it. It help reduce the space taken up by the KPI card.
- You could shorten the reference label such as: Latest Year, Growth vs. Previous Year. Since the KPI is already about Sales, there's no need to repeat it, which help reduce redundant.

You could round all percentage numbers or limit them to one decimal for clearer readability.

You could consider using different color shades to highlight which columns meet the target (similar with Coffee Shop Dashboard)



# E-Commerce Dashboard

Overview

Market

Product & Customer

Segment

All

Category, Subcategory

All

Market, Region, Country

All

2020 2021 2022 2023

Clear all slicers

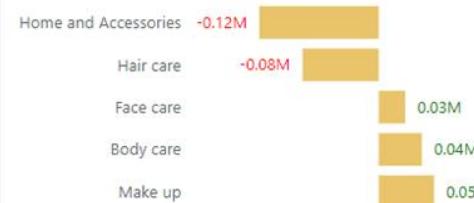
## Profit by Category

Sales Profit



## Profit/Lost of Discounted Product

Lost due to discount of Hair care, Home and Accessories scaled down the Total Profit.

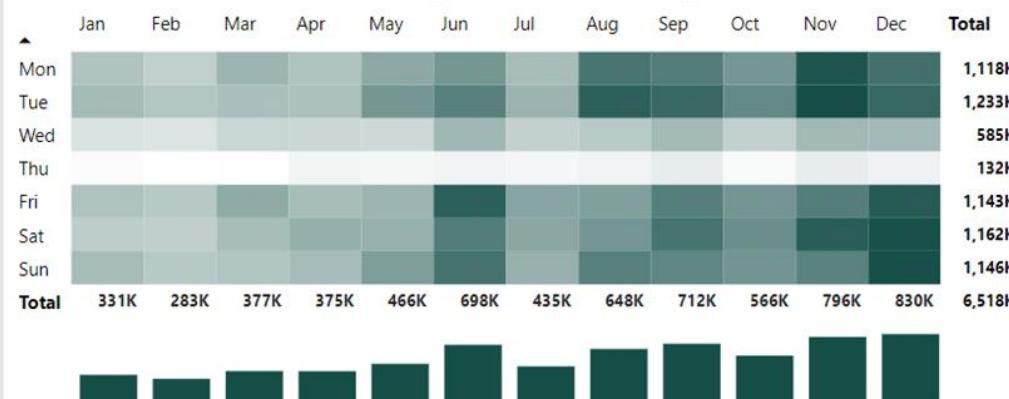


## Sales by Product

Category	Sales	Volume	Profit	Profit Margin
Body care	2,682,942	113,437	590,908	22%
Home and Accessories	1,245,643	52,847	-57,188	-5%
Make up	1,121,222	48,284	368,998	33%
Hair care	1,022,151	43,994	3,677	0%
Face care	445,716	19,216	159,018	36%
<b>Total</b>	<b>6,517,674</b>	<b>277,778</b>	<b>1,065,414</b>	<b>16%</b>

## Peak Sales by Month and Day of Week

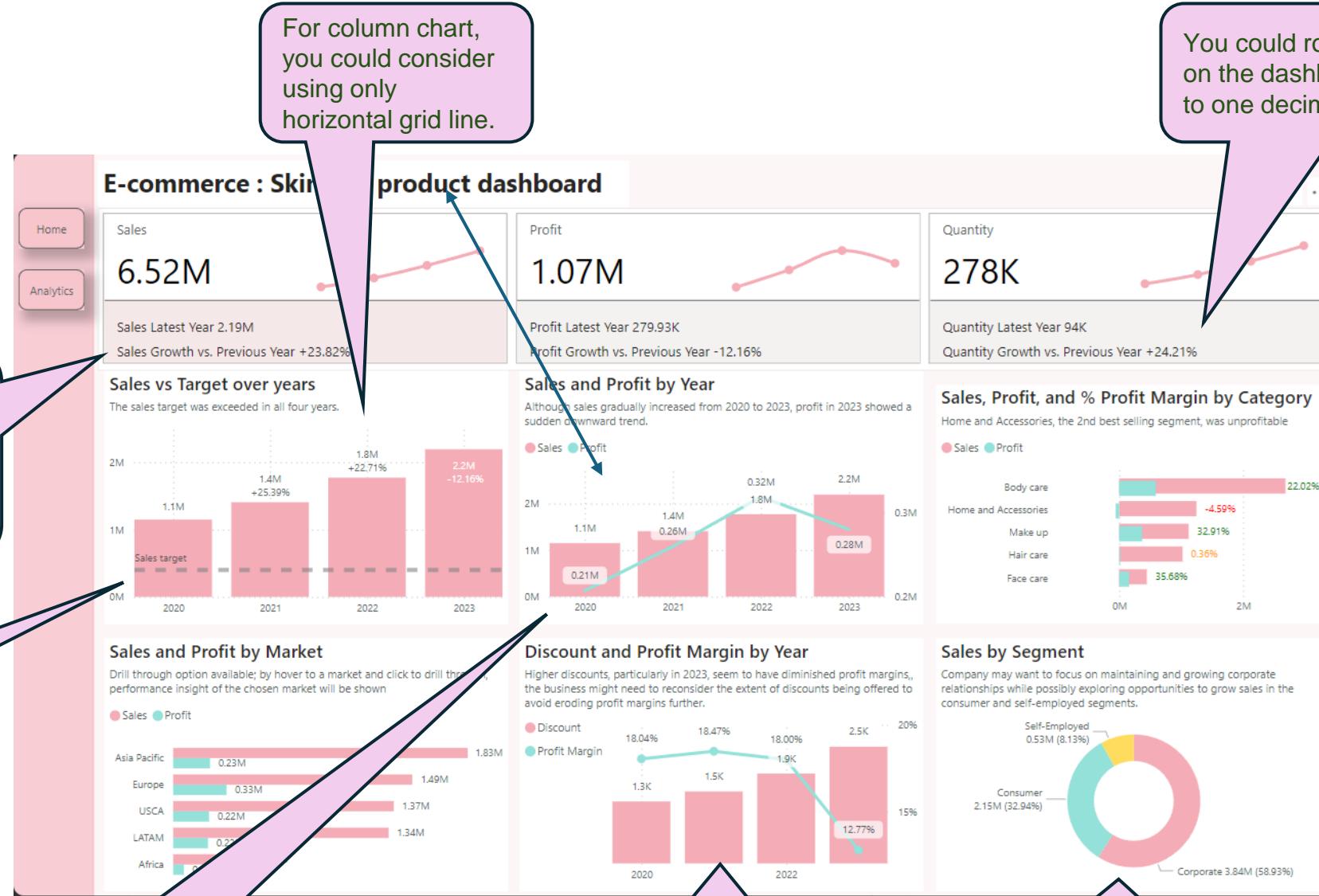
Sales season started from June to December. Thursday observed the least sales during the week.



## Top 10 Customers by Sales

Customer ID	Country	Sales	Volume	Profit	Profit Margin
RR-9525134	Turkey	5,948	91	-2,155	-36%
YS-2188048	Germany	6,054	74	1,019	17%
JD-158951404	United States	6,145	102	1,359	22%
CS-121757	Australia	6,222	214	1,467	24%
SP-20620102	Philippines	6,305	75	-338	-5%
JR-16210139	United Kingdom	6,307	95	-527	-8%
EA-140351406	United States	6,768	137	242	4%
NH-1861059	Indonesia	6,821	191	394	6%
KM-162257	Australia	6,841	146	-662	-10%
LS-172001402	United States	7,351	65	2,429	33%
<b>Total</b>		<b>64,762</b>	<b>1,190</b>	<b>3,228</b>	<b>5%</b>

You could sort Sales column in descending order to highlight the highest performing customers.



You could shorten the reference label "Latest Year", "% Growth vs Previous Year". Since the KPI is already about Sales, there's no need to repeat it, which help reduce redundant.

Please add the value of Sales target

You could consider turning off the labels of sales and profit value. Instead, using % Sales Growth by year as the label for clearer focus on growth trends.

For column chart, you could consider using only horizontal grid line.

- You could turn on the gridline and both y-axis values for better clarity, while turn off all the current labels for a cleaner look.
- Please display all the years on x-axis.

You could round all % values on the dashboard or limit them to one decimal for consistency.

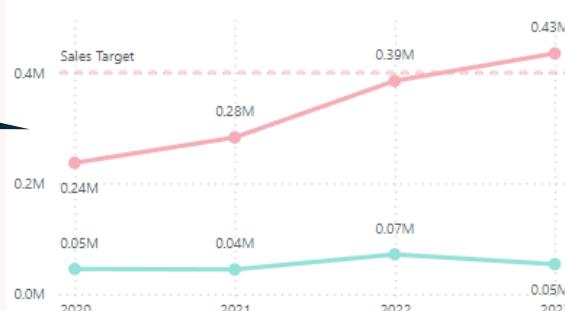
- It would be better to display only % values, as users can use tooltip to view more details. There's no need to show both value and %.
- Consider placing the total sales in the center of donut chart for clearer overview.

# LATAM

You could consider using only horizontal grid line, also add the value of Target line.

## Sales and Profit by Year

Sales Profit



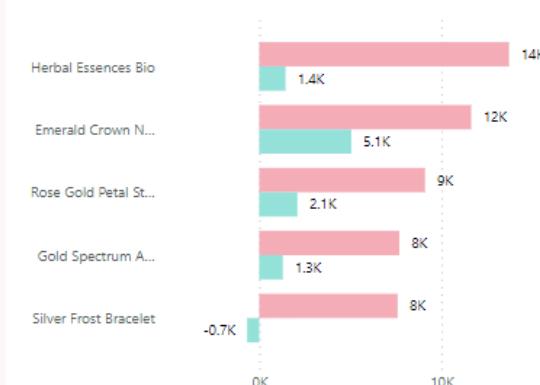
## Sales and Profit by Region

Sales Profit



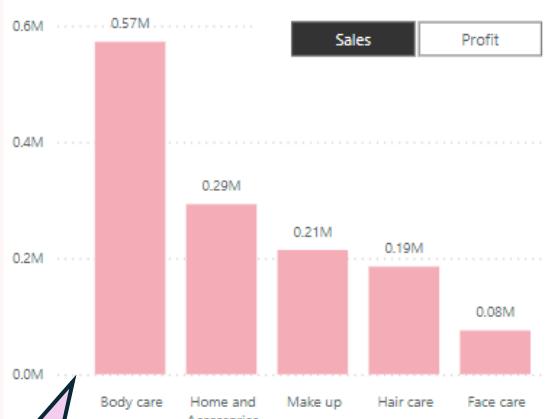
## Sales of Top 5 products and Profit

Sales Profit



## Sales by Category

Sales Profit



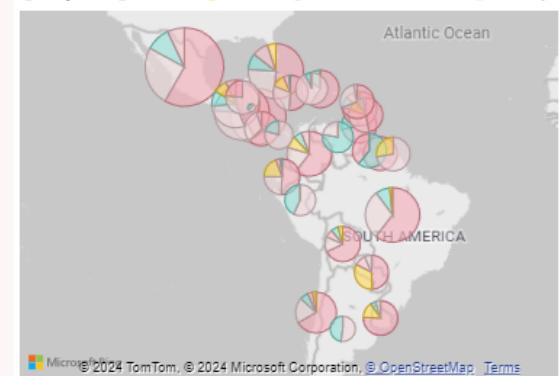
Select all 2020 2021 2022 2023

Country	Sales	Sales Growth vs LY	Profit	Profit Growth vs LY
Mexico	336K	+19.91%	80K	-12.96%
Brazil	202K	+16.95%	28K	-17.57%
Cuba	99K	+28.60%	29K	-1.68%
Honduras	95K	+20.54%	-12K	+34.33%
El Salvador	95K	+19.58%	29K	+3.12%
Dominican Republic	95K	+4.50%	4K	-89.30%
Nicaragua	94K	-1.75%	30K	-6.59%
Guatemala	58K	-0.57%	17K	-15.89%
Argentina	56K	+7.68%	-7K	+93.45%
Panama	49K	+30.94%	-5K	+86.08%
Colombia	49K	+22.43%	13K	-20.70%
Venezuela	22K	-16.13%	-2K	+20.79%
Peru	21K	+154.41%	-3K	+450.85%
Chile	21K	-64.36%	8K	-74.21%
Haiti	13K	-50.97%	-2K	-43.19%
Ecuador	7K	+196.49%	2K	+425.38%
Trinidad and Tobago	6K	-27.72%	1K	-8.55%

## Profit by Country and Category

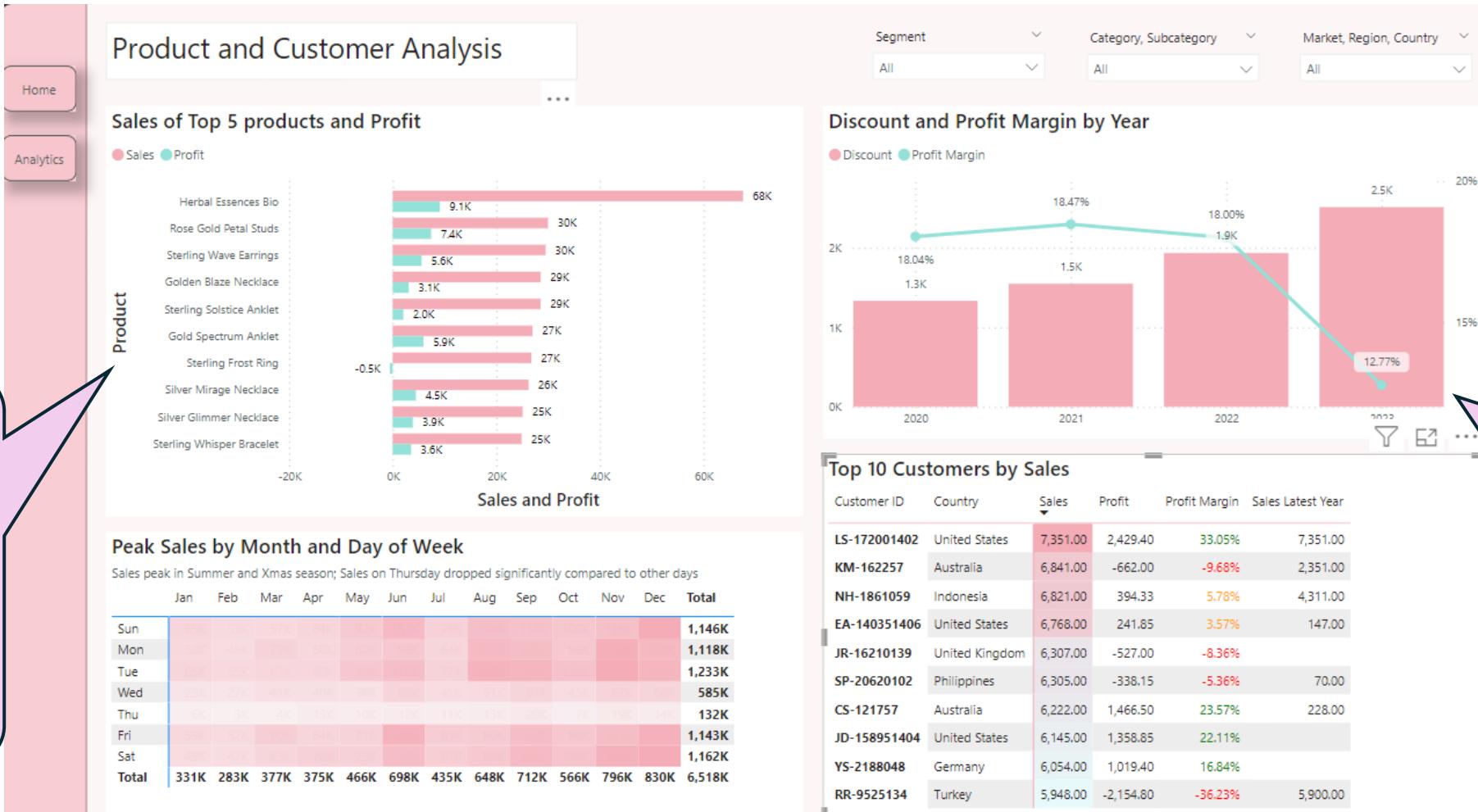
with drill-down Region > Country > State > City

Body care Face care Hair care Home and Accessories Make up



You could consider using a chart showing sales, profit, and profit margin by category instead of using parameters field like this.

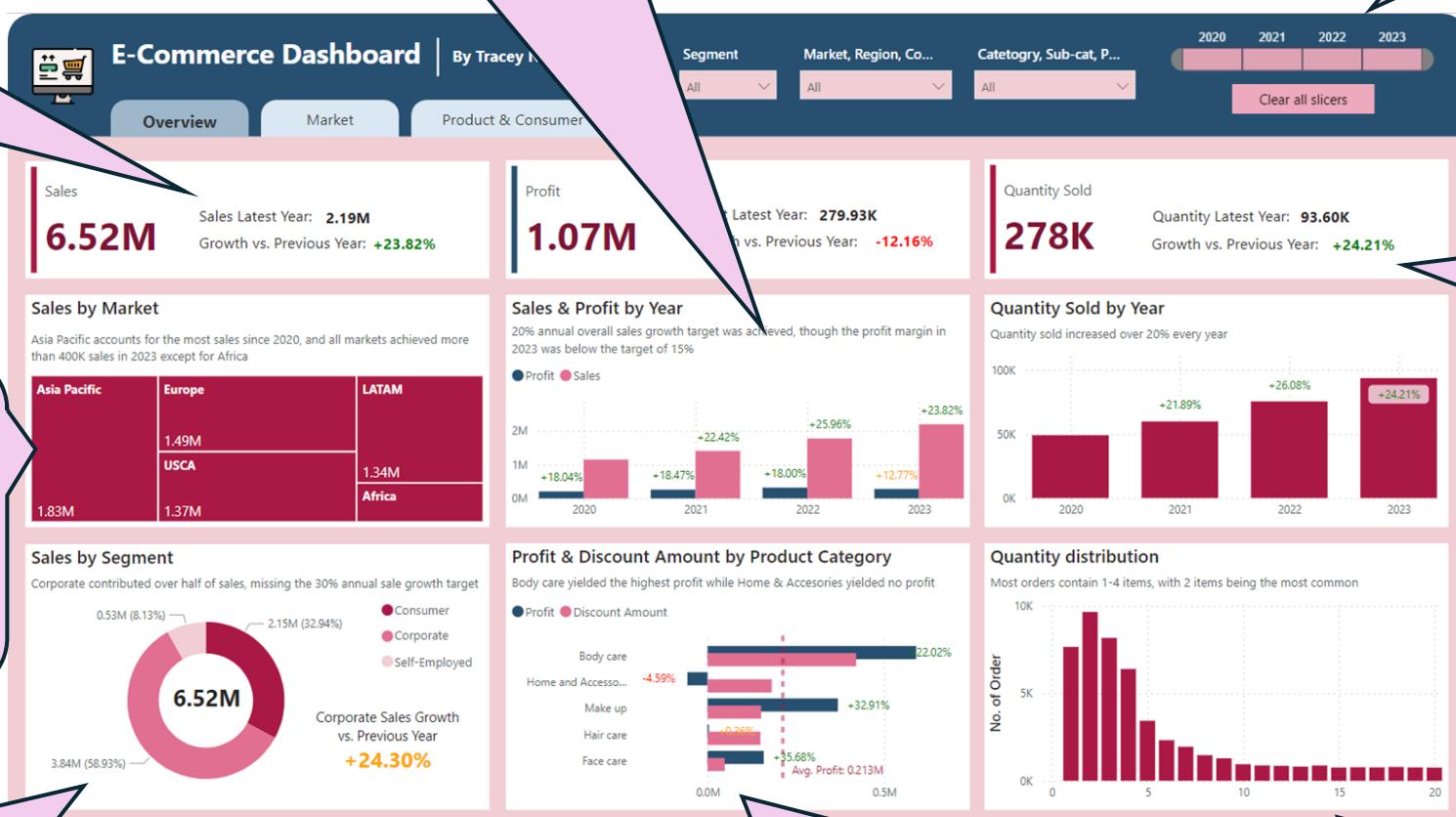
- Please turn off the titles of x-axis and y-axis.
- If the title is top 5, please display only top 5 products instead of showing all.



This chart is a repeat from the overview page, you might consider removing it or replacing it with a different visual that provides new insights.

You could shorten the reference label "Latest Year". Since the KPI is already about Sales, there's no need to repeat it, which help reduce redundant.

I would suggest switching the columns, placing Sales first and Profit next. Starting with broader metric (Sales), following by more specific (Profit) is improving readability.



- You might consider using a lighter shade of this pink color to make it easier on the eyes.
- Using blue as the primary color and pink as the secondary color could give your dashboard a more professional and consistent look.

You could consider turning off the legend and changing the labels to display segment name along with their percentage values for clearer look, allowing users to focus more on the key insights regarding corporate sales growth.

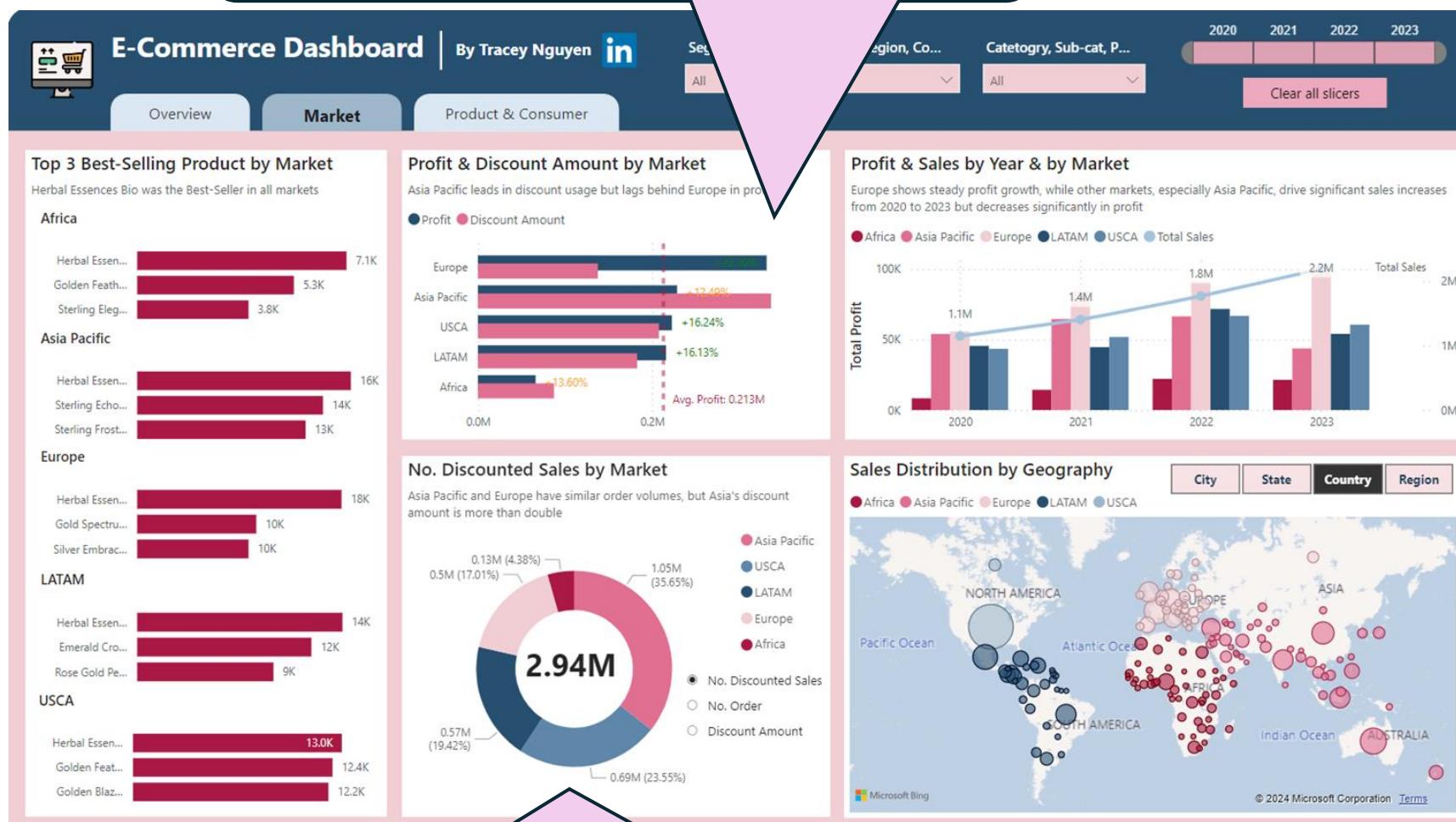
- I would suggest adjusting the title for better understanding, for example "Profit, Discount Amount, and % Profit Margin by Category".
- It might be better to remove the Avg. Profit line, as having too much information in one chart can overwhelm users.

I would suggest using grey or a lighter shade of blue for these filter and slicer for a more consistent look.

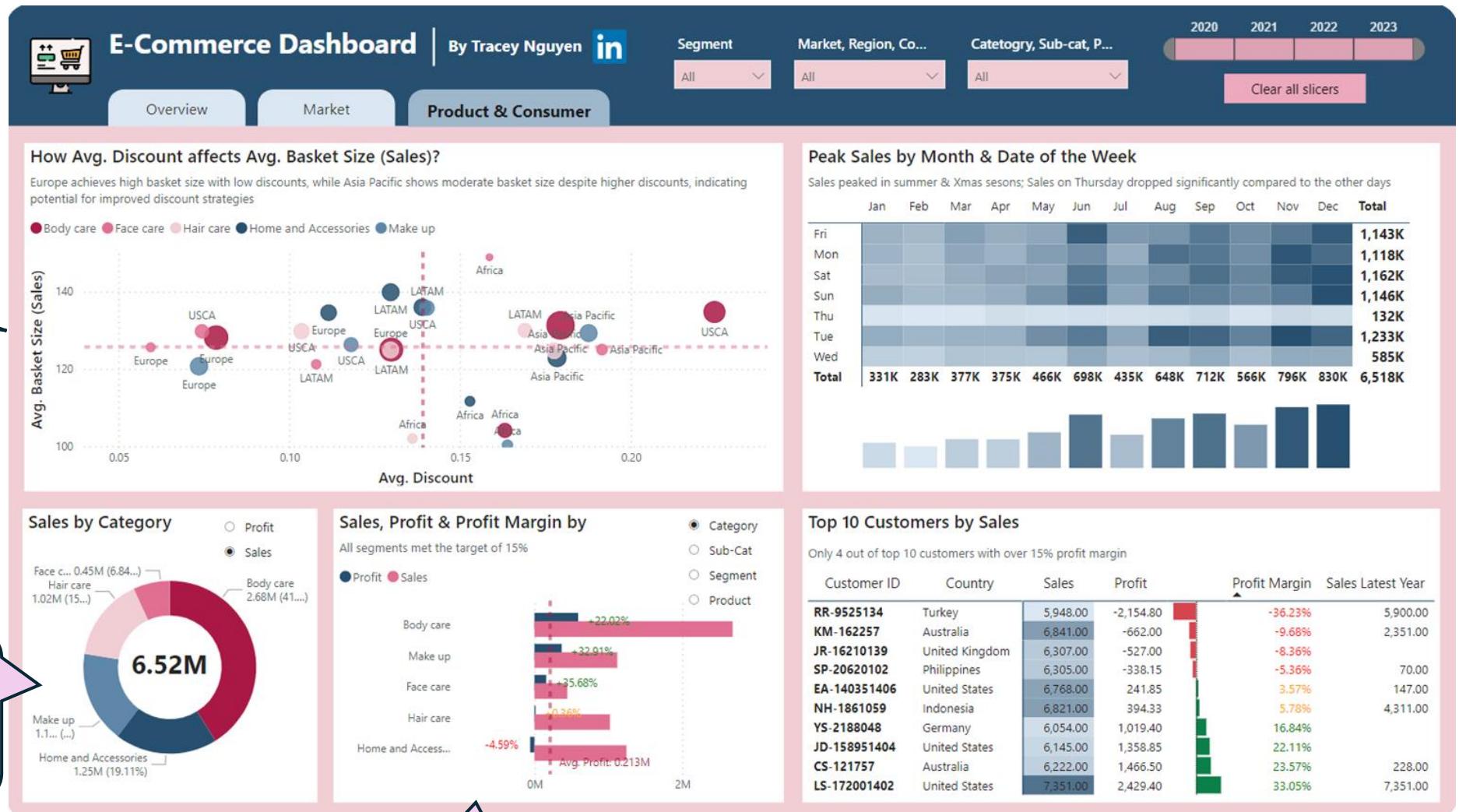
You could round all percentage numbers on the dashboard or limit them to one decimal for clearer readability.

Please turn on the x-axis title as "Quantity" for better clarity.

- I would suggest adjusting the title, for example “Profit, Discount Amount, and % Profit Margin by Market”.
- It might be better to remove the Avg. Profit line, as having too much information in one chart can overwhelm users.



- You could consider turning off the legend and changing the labels to display segment name along with their percentage values for clearer look.
- You might change the title name “No. Discounted Sales by Market” as it’s not clear.



Too much information in the chart could confuse users and lead to overwhelm. For example, you could consider focusing on analyzing the impact of discounts on profit, either by category or by market.

It would be better to display only category name along with their percentage values for clearer look, as users can use tooltips for more detail information.

I would suggest switching the columns, placing Sales first and Profit underneath. And removing the Avg. Profit line as it's unnecessary in this context.

You could shorten the reference label "Current Year". Since the KPI is already about Sales, there's no need to repeat it, which help reduce redundant.



I suggest adding a line next to the icon to clearly show which page is currently active for navigation.

## Commerce Dashboard | Summary

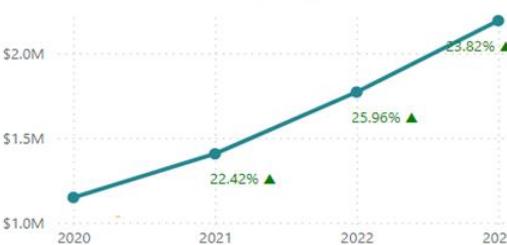
### Sales

**\$6.52M**

Current Year Sales \$2.19M  
YoY Growth 23.82% ▲

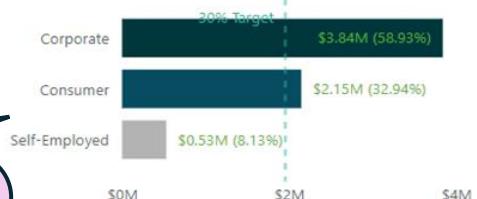
### Sales Growth YoY

Sales have grown consistently year-over-year, with a notable 23.82% increase in 2023, reflecting strong upward momentum



### Total Sales by Segment

Corporate sales dominate, accounting for nearly 59% of total sales, surpassing the 30% target for the year



It would be more effective to use a donut chart to show how Corporate is surpassing its target sales. The target line you've added may confuse users, as it also compares Consumer and Self-Employed sales against this target.

Year      Segment      Category      Market

All      All      All      All

### Profit

**\$1.07M**

Current Year Profit \$279.93K  
YoY Profit Growth -12.16% ▼

### Total Sales and Total Profit by Category

Body care leads in sales and profit, while Home and Accessories, despite strong sales, shows negative profit margins, signaling cost concerns



### Profit Margin (Discounted) and Profit Margin (Non-Discounted) by Year

Discounted products have shown consistently lower profit margins, turning negative in 2022 and dropping sharply further in 2023, signaling potential issues with discount strategy effectiveness



### Quantity

**278K**

Current Year Quantity 94K  
YoY Quantity Growth 24.21% ▲

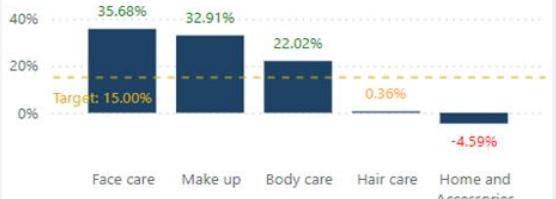
### Total Sales and Total Profit by Year

Despite rising sales, profit margins declined to 12.77% in 2023, missing the 15% annual target



### Profit Margin by Category

Hair care & Home and Accessories are underperforming at -4.59%, needing urgent attention



I would suggest removing the target line, as it doesn't seem necessary in this context.

- It would be helpful to use the same color for all bars since they all represent profit.
- Consider turning off the x-axis values and the % profit display, showing only the profit value for each market instead.

Rather than using this chart, I suggest focusing on assessing whether each market is meeting the aim of at least \$400K in annual sales to identify any underperforming markets.

## E-Commerce Dashboard | Market Analysis

### Top 3 Best-Selling Product by Market

Herbal Essence consistently ranks as a top seller across all markets, indicating strong product appeal globally

#### Africa



#### Asia Pacific



#### Europe



#### LATAM

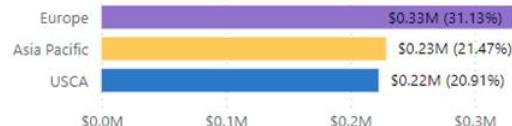


#### USCA



### Total Profit by Market

Europe leads with 31.13% of total profit, significantly ahead of Asia Pacific, which contributes 21.47%



### Profit by Country and Category

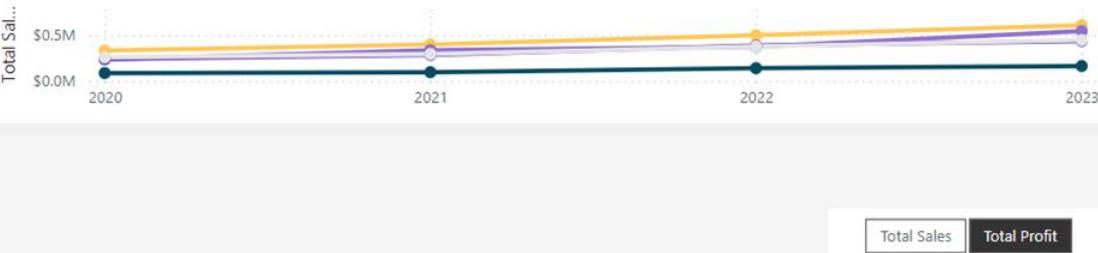
Body Care leads in profitability across most countries, while Face Care underperforms in markets like Mexico



### Total Sales by Year and Market

Sales have steadily increased across all regions since 2020, with USCA and Europe showing the strongest upward trends, indicating their key role in driving overall growth

● Africa ● Asia Pacific ● Europe ● LATAM ● USCA



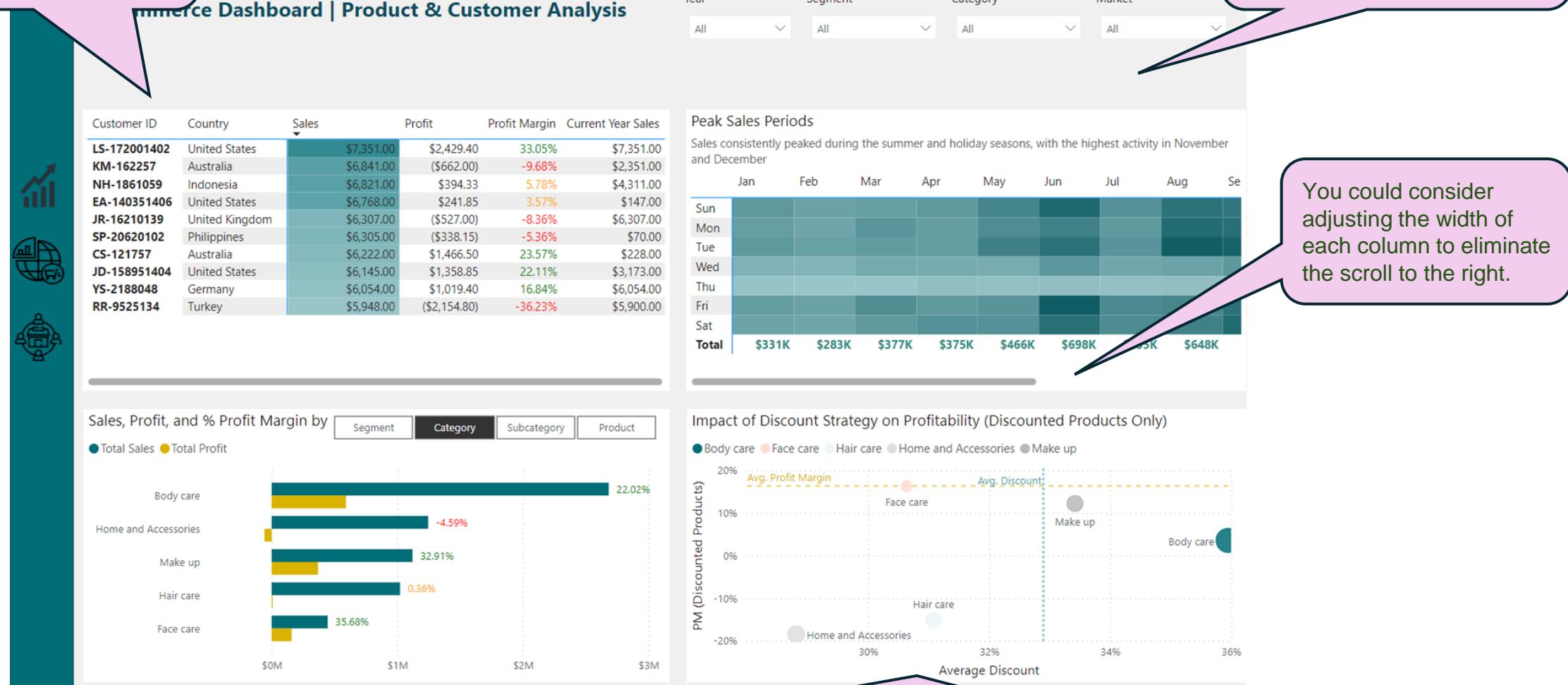
Total Sales Total Profit

Please turn off the y-axis title.

This visual is not supported in the following scenarios: Live connect to non user-authenticated Embed, Publish to web and Power BI Report Server. [See details](#)

Azure Maps may not be supported in the "Publish to Web" feature. In this case, you can consider using alternative map visuals which allow sharing publicly.

The table contains detailed information, so it would be best to place it at the end. Additionally, please ensure it has a title for clarity.



- I would suggest renaming the x-axis to "Discount" and the y-axis to "Profit Margin" for clearer understanding.
- It would be helpful to increase the color shapes, such as categories like "Hair care", "Home and Accessories" are currently difficult to distinguish.

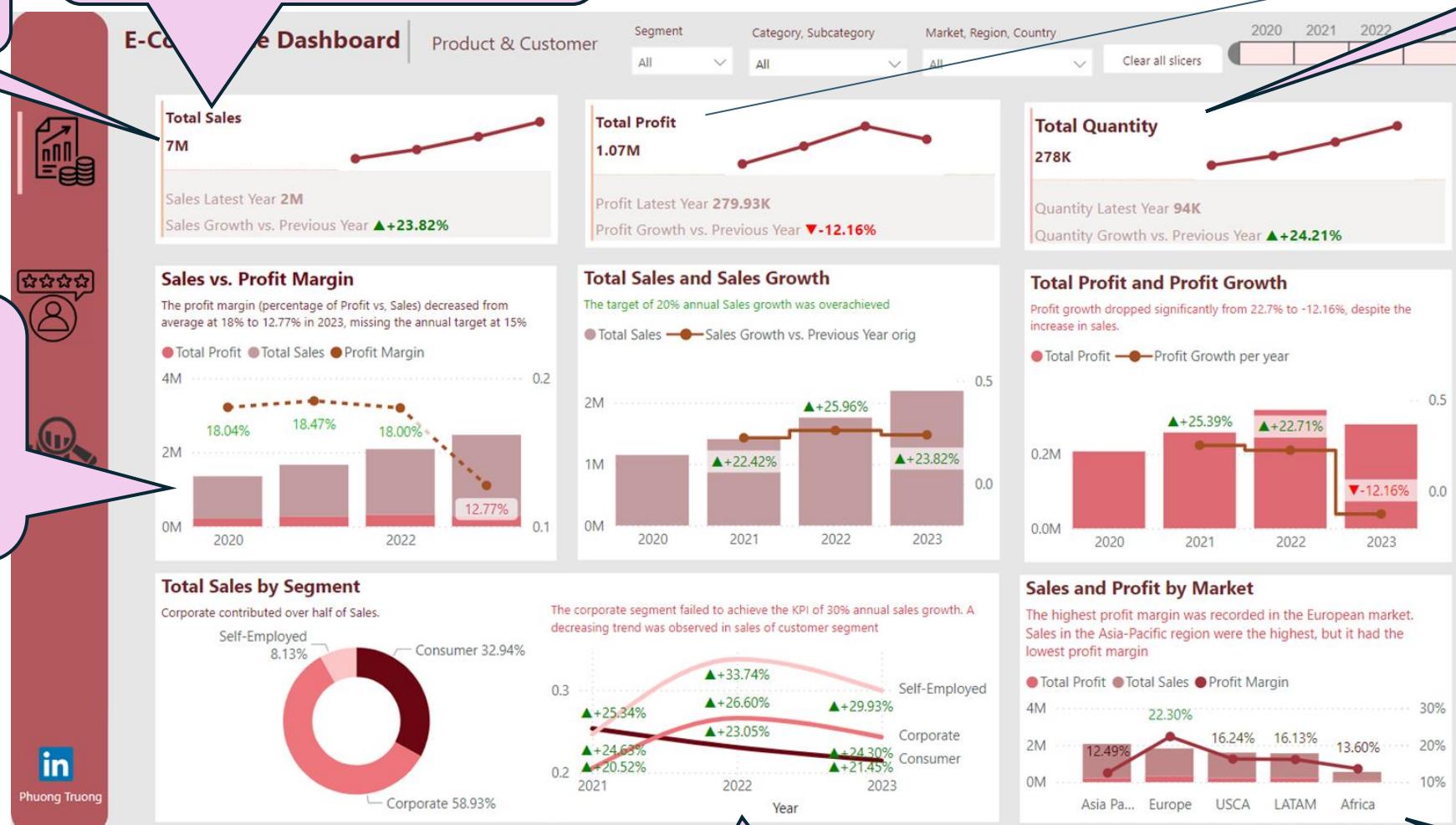
It's currently empty here. Please align all visuals for a more cohesive presentation.

You could consider adjusting the width of each column to eliminate the scroll to the right.

Please increase the size of the callout value to make it more prominent.

You could shorten the reference label "Current Year". Since the KPI is already about Sales, there's no need to repeat it, which help reduce redundant.

Please ensure all title sizes are consistent.

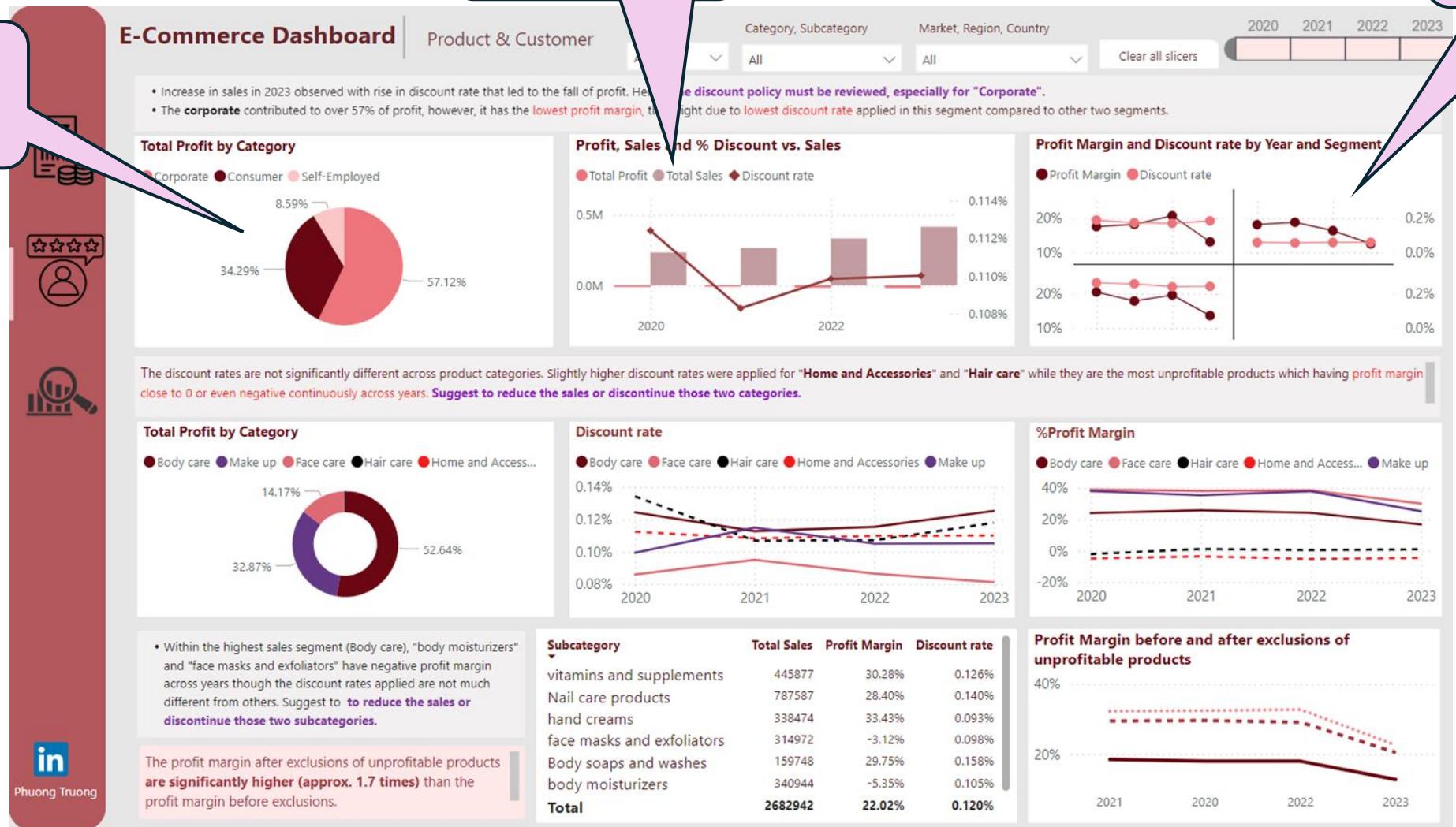


Consider using a clustered column chart instead of a stacked column chart. It would be better to show all years on x-axis.

Please turn off the x-axis name "Year". Consider using marker for line chart.

Consider using a clustered column chart instead of a stacked column chart.

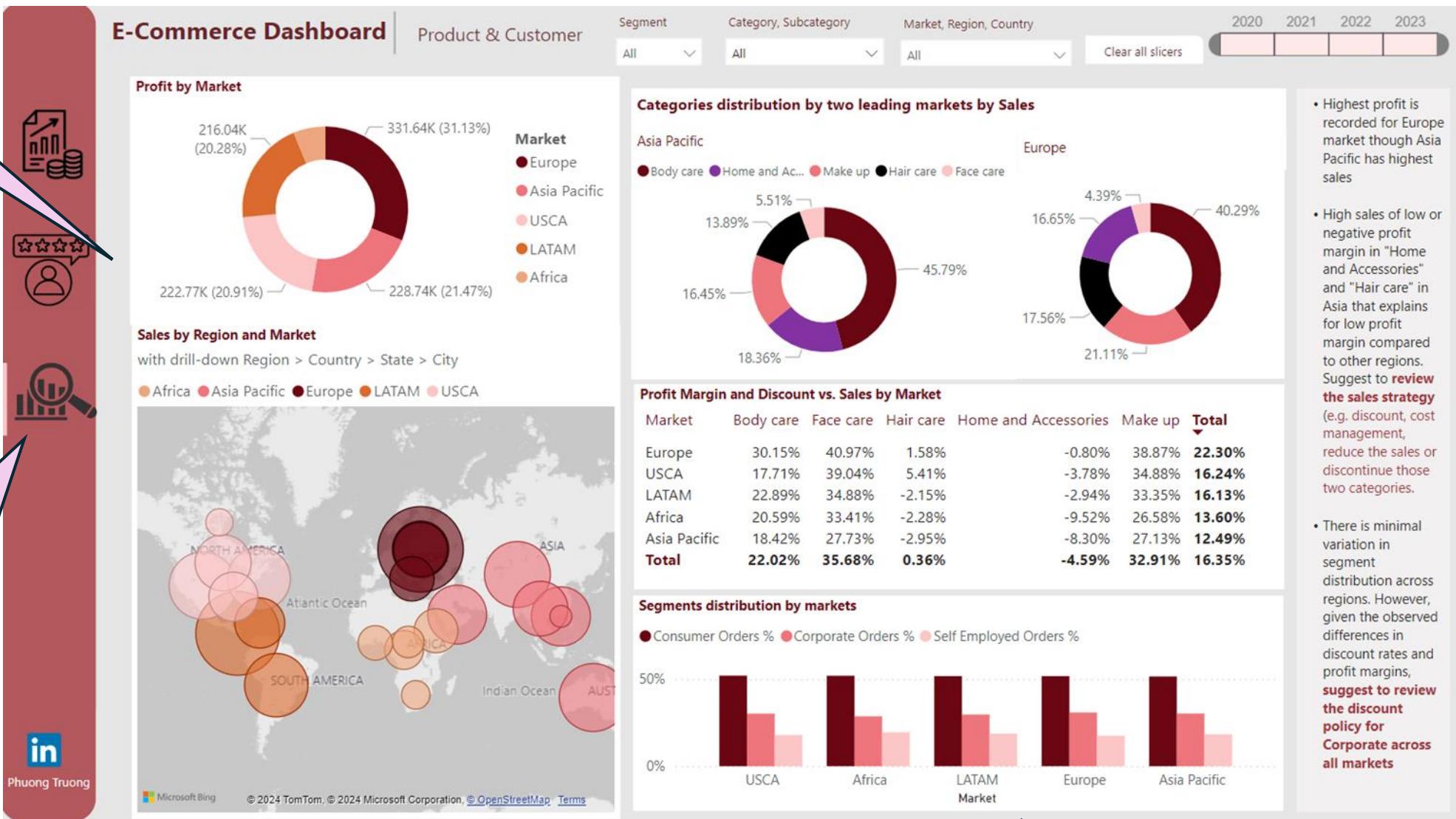
It would be better to use donut chart to ensure consistency through dashboard.



It would be more logical to place the sales column in front of the profit column.

Please use notes to clarify each segment and enable a dual y-axis for better clarity.

Please ensure all visuals properly aligned.



in  
Phuong Truong

Please turn off x-axis name "Market".

# Market Performance

2020

2021

2022

2023

Overview

USCA



Sales  
**\$1.37M**  
YoY + 69.42K ▲

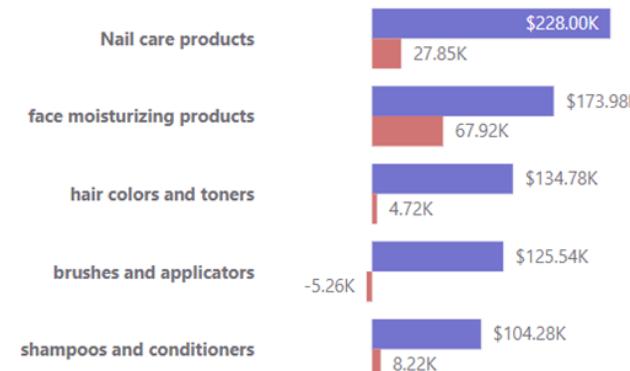
Profit  
**222.77K**  
YoY -9.46% ▼

Profit Margin  
**16.24%**  
YoY -4.20% ▼

Sales and Profit by

Segment Product Category Subcategory

● Sales ● Profit



Performance by Country

Top 3 Profitable Countries: United States (\$207,879), Canada (\$14,891)



Profit Margin by Discount Rate

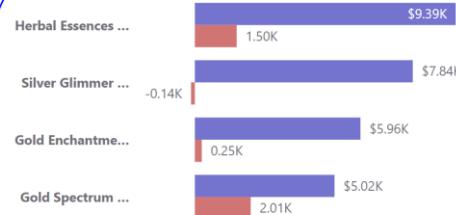
The discount policy has failed because profit margins turn negative when discounts exceed approximately 30%—leading to severe losses—as higher discounts cause selling prices to drop below costs.



Sales and Profit by

Product Category Subcategory

● Sales ● Profit



Please increase the y-axis width to show all text without 3 dots.

The zoom levels differ across pages in the desktop file, which causes the live dashboard to jump when navigating between pages. Please fix this to improve the user experience.

# Thank you!

Anh Leimer

Any questions please contact me via:

- Email: [anh.leimer@gmail.com](mailto:anh.leimer@gmail.com)
- Linkedin: Anh Leimer