SMU
SINGAPORE MANAGEMENT UNIVERSITY

X

OSOTSPA

Osotspa Dashboard Documentation

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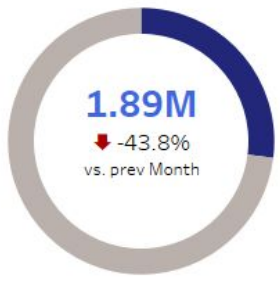
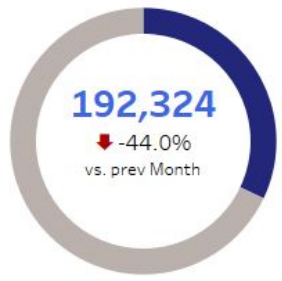
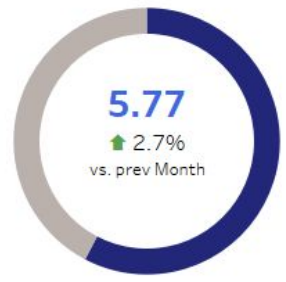
Overview Dashboard



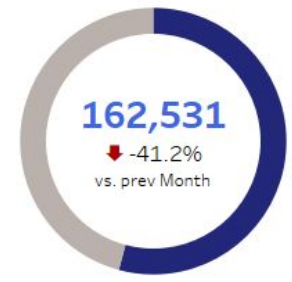
Avg. Sales per SKU



Avg. Volume per SKU

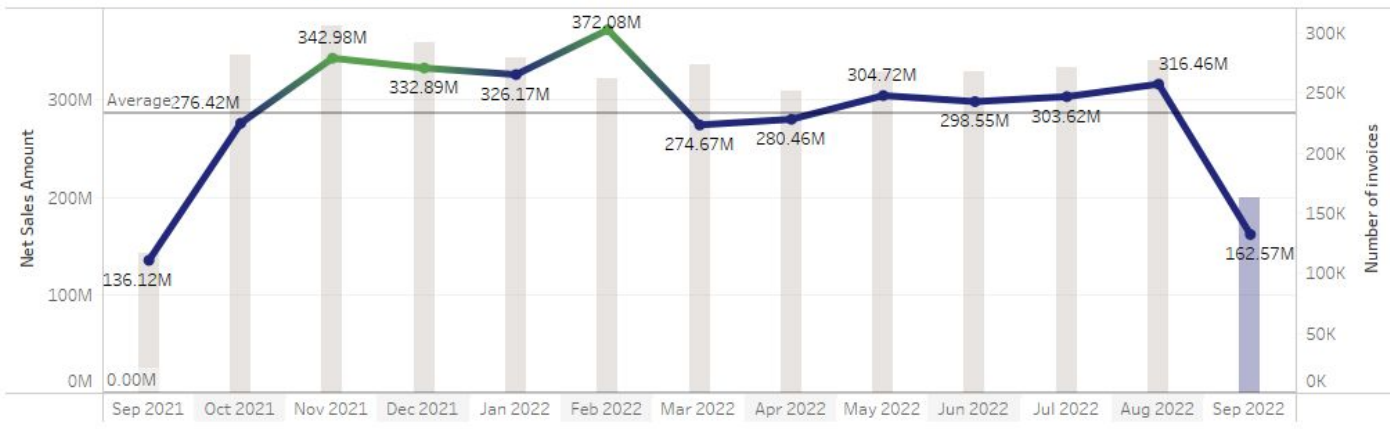


Avg. SKU per Invoice

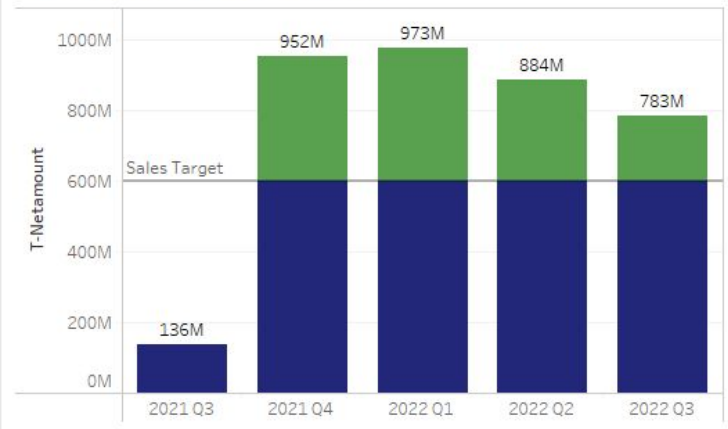


Total number of invoices

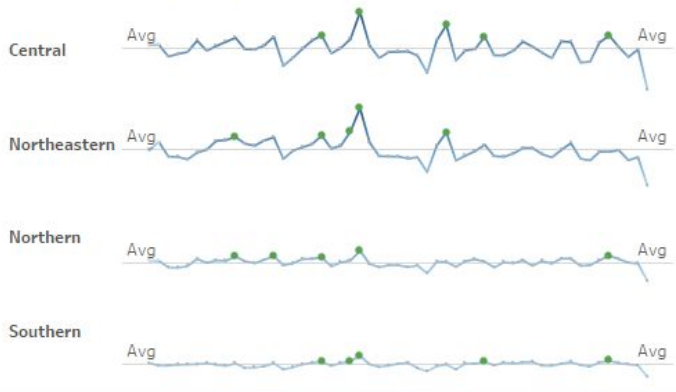
Net Sales & Number of invoices trend



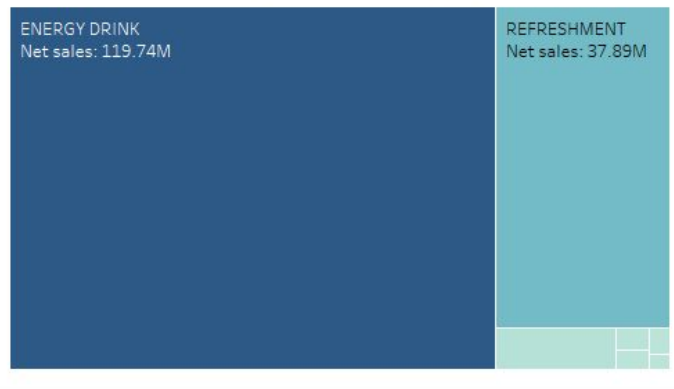
Sales performance vs. Target



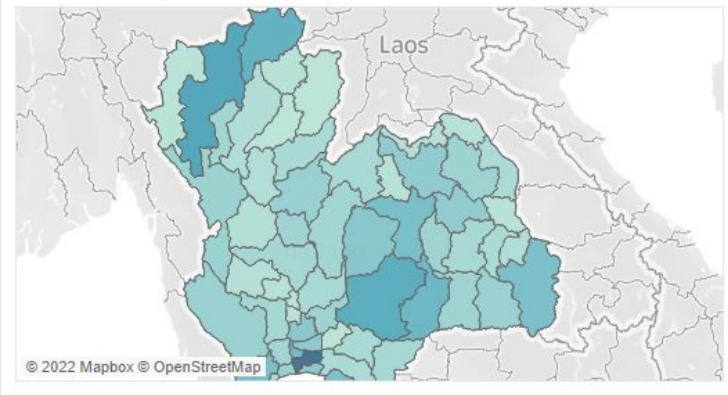
Sales trend by 4 regions



Net Sales Amount by Product Category



Net sales by Province



- Filter by Quarter or Month
- Select specific Quarter or month

Hide Filters ▼

Year
2022

Month
September

- Filter dashboard by specific attributes

Region
All

Distribution Center
All

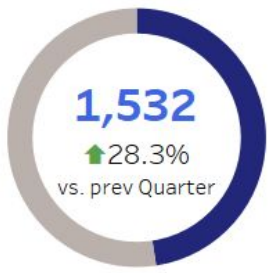
Province
All

- Target setting
- Changes the Donut Chart

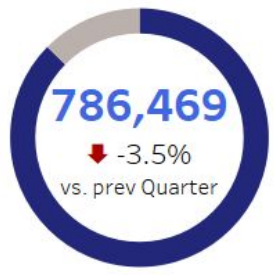
District
All

Quarterly Sales Target
600M

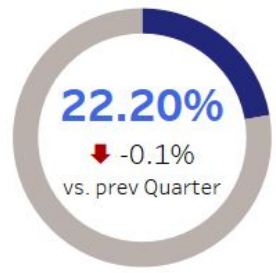
Sales Performance Dashboard



Avg. Invoice Volume



Number of Invoices



Penetration Rate

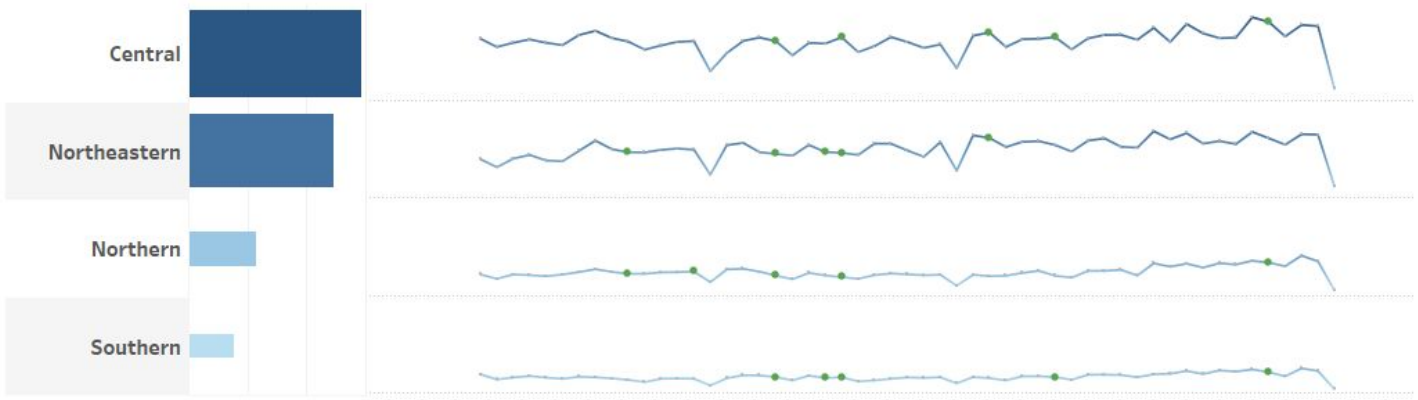
Average SKU per Invoice

Average Product Cat per I..

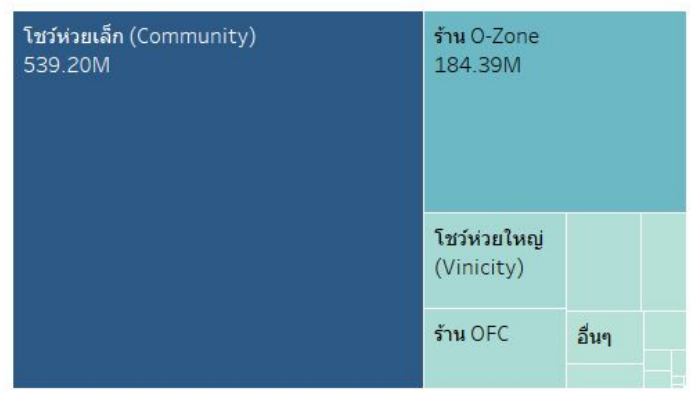
Change selected metric

Sales trend

Metrics: Avg. SKU per invoice



Sales by customer type



- Filter by Quarter or Month
- Select specific Quarter or month

Select Date Granulari..
Quarter

Year
2022

Month
June

- Filter dashboard by specific attributes

Customer Type
All

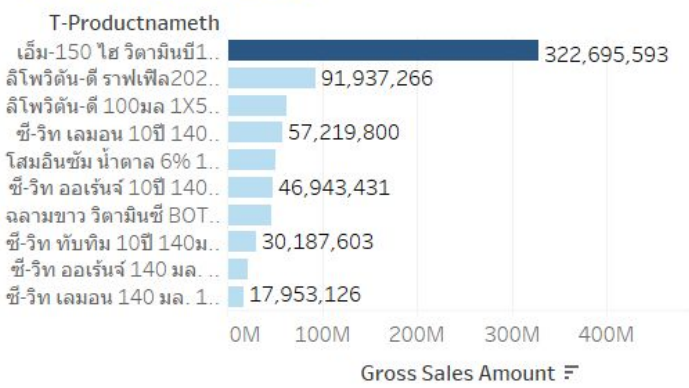
Region
All

Distribution Center
All

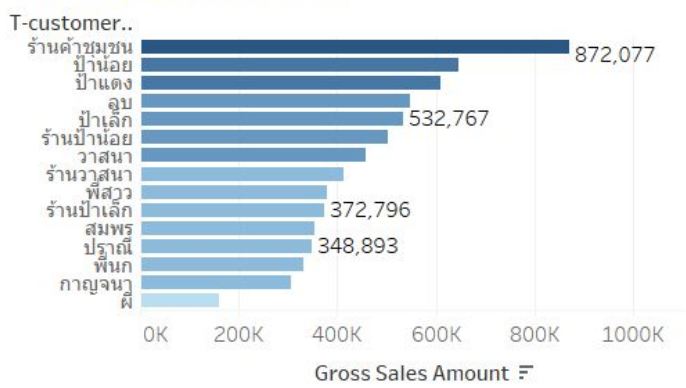
Province
All

District
All

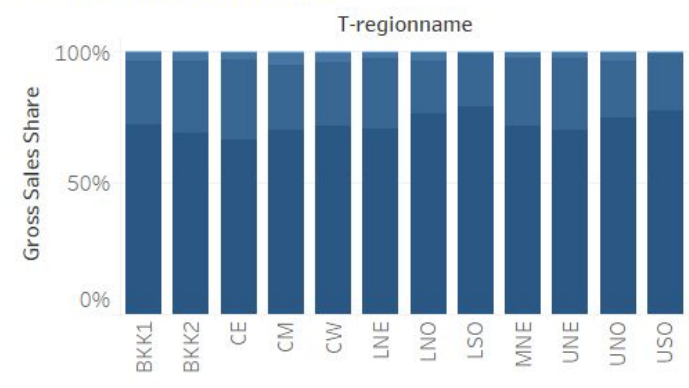
Top Selling Products



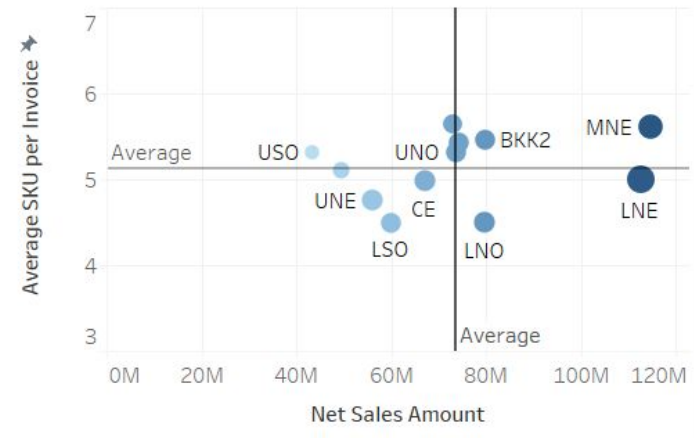
Top largest customers



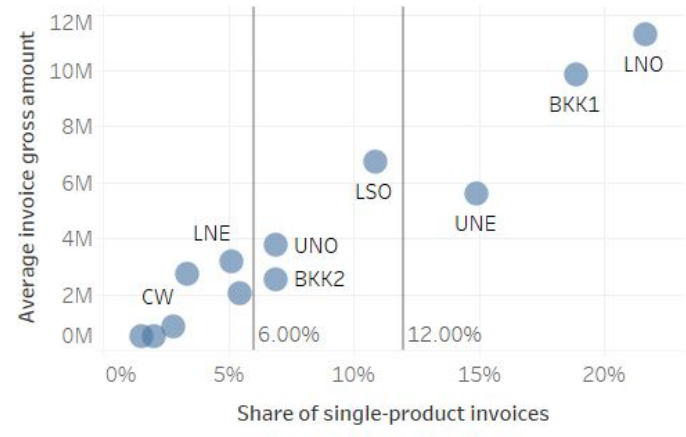
Product mix by Region



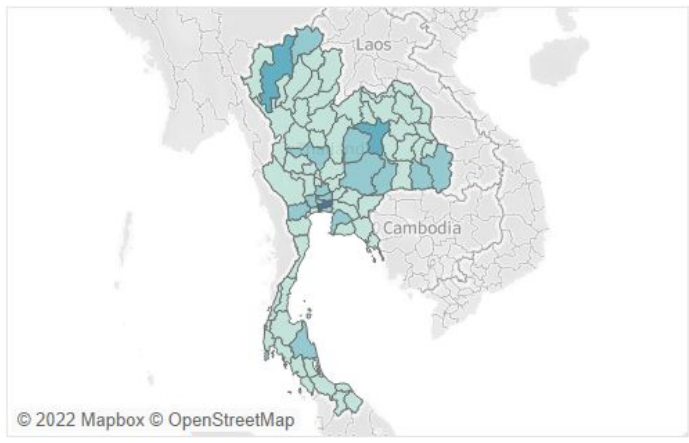
Product diversification by region



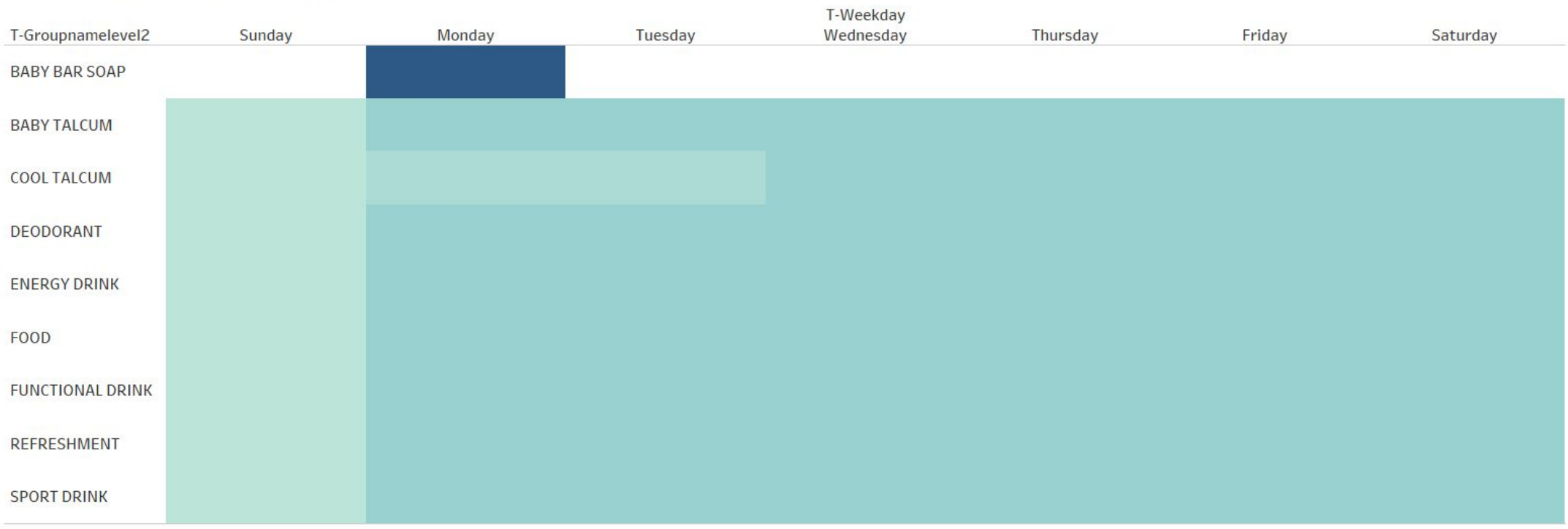
Share of single-product invoices by Region



Net Sales by Province



Purchasing trend by weekday



Sales Team Performance Dashboard

Overall Sales Team Performance

Total Successful Sale	Sales Rate	Total Productivity	Total Stores in Charge	Total Headcount
426,809	27.70%	22,333	276,507	805.0
⬇-45.42% vs. prev Quarter	⬇-1.43% vs. prev Quarter	⬇-24.31% vs. prev Quarter	⬇-2.93% vs. prev Quarter	⬇-5.96% vs. prev Quarter

- Filter by Quarter or Month
- Select specific Quarter or month

Select Date Granulari..
Quarter
Year
2022
Month
July
Quarter
Q3
Format
Total
Sales Target
Store Target
300,000
Headcount Target
800

- Total: Metric by entire team
- Average: Metric by each salesman

- Target setting
- Changes the Overall Sales Team Performance Donut Chart

Team Performance

- Change metrics
- Filter top and bottom number performing team

Sales Performance Filter

Sales Metric: Successful Sale

Ranking: Top 5

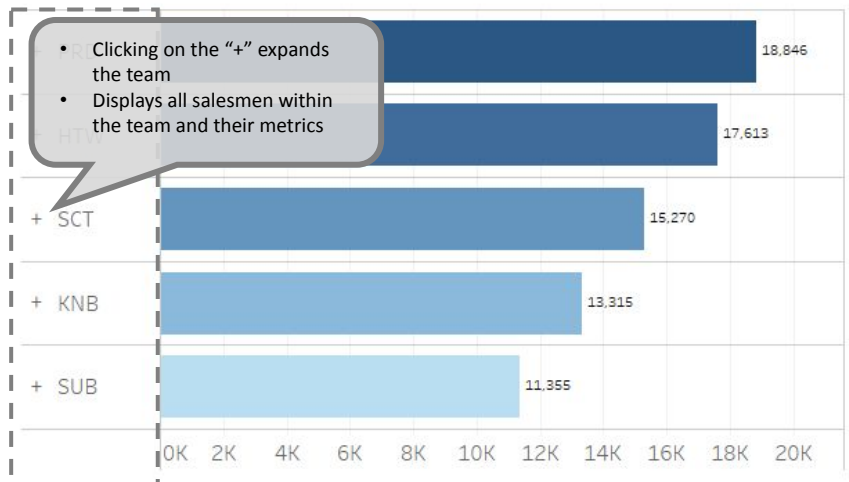
Metrics definition

Definitions:
Successful Sale: Visit with at least 1 Transaction
Sales Rate: Probability of closing a sale
Productivity: Stores visited per Salesman or Day
Stores in Charge: Number of Stores under team
Headcount: Number of Salesman un..

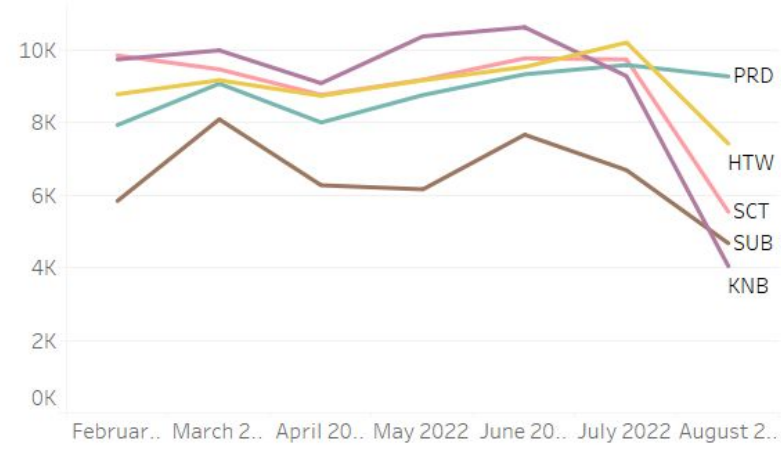
Team
HTW
KNB
PRD
SCT
SUB

Top 5 Team for Successful Sale (Total)

- Clicking on the "+" expands the team
- Displays all salesmen within the team and their metrics



Top 5 Team for Successful Sale Trend (Total)



Call Performance Filter

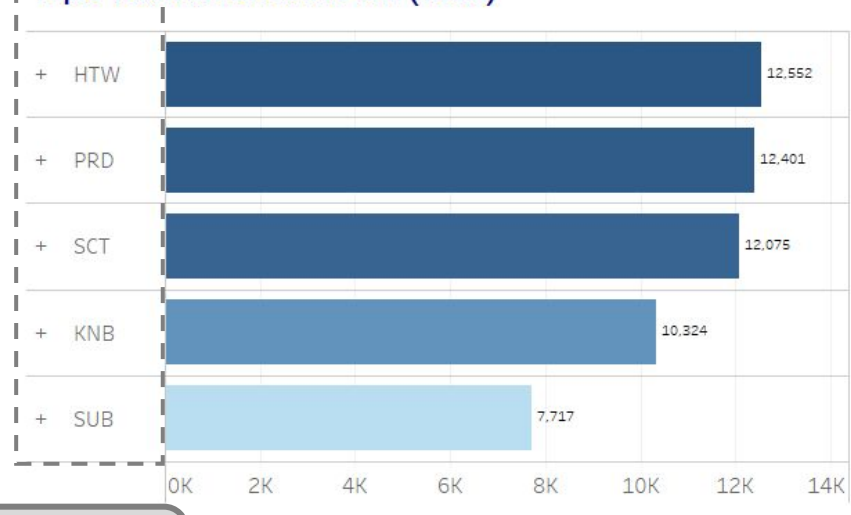
Call Metric: Effective Call

Ranking: Top 5

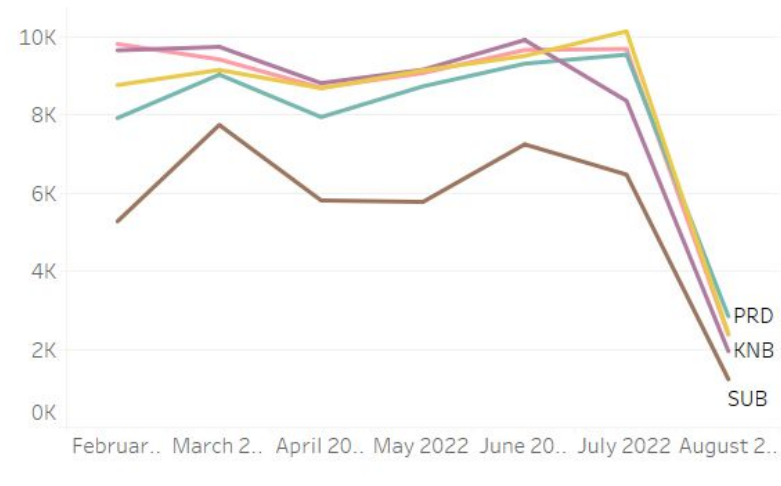
Definitions:
Effective Call: Visit with a successful sale
Effective Rate: Probability of an Effective Call
Visit Call: Stores which meet the KPI number of visits. Also known as Effective Outlet
Visit Rate: Probability of a Visit Call/ Effective Outlet

Team
HTW
KNB
PRD
SCT
SUB

Top 5 Team for Effective Call (Total)



Top 5 Team for Effective Call Trend (Total)



Salesman Performance

- Change metrics
- Filter top and bottom number performing salesmen

Sales Performance Filter

Sales Metric:

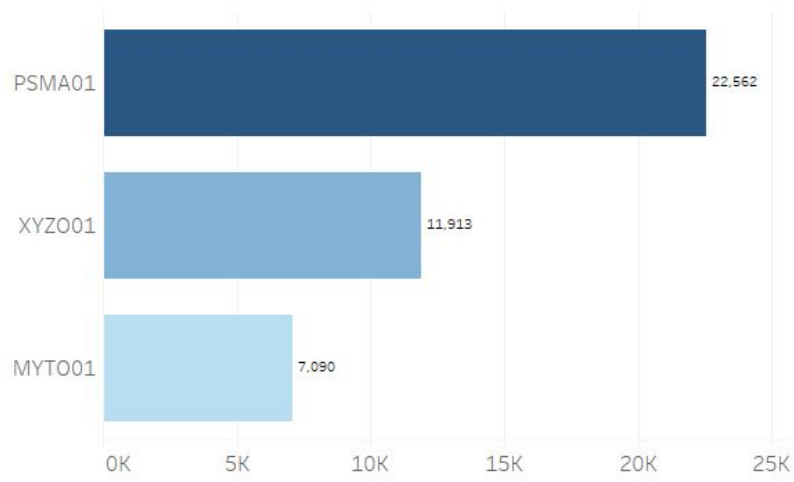
Ranking:

Successful Sale: Visit with at least 1 Transaction
Sales Rate: Probability of closing a sale
Productivity: Stores visited per Salesman or Day
Stores in Charge: Number of Stores under team
Headcount: Number of Salesman under team

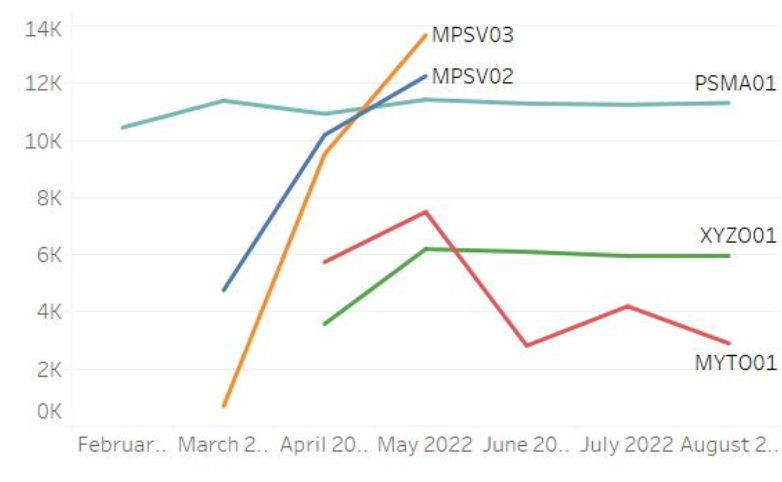
Sale Attempt
Top 5

Salesman
MPSV02
MPSV03
MYTO01
PSMA01
XYZO01

Top 5 Salesman for Sale Attempt (Total)



Top 5 Salesman for Sale Attempt Trend (Total)



Call Performance Filter

Call Metric:

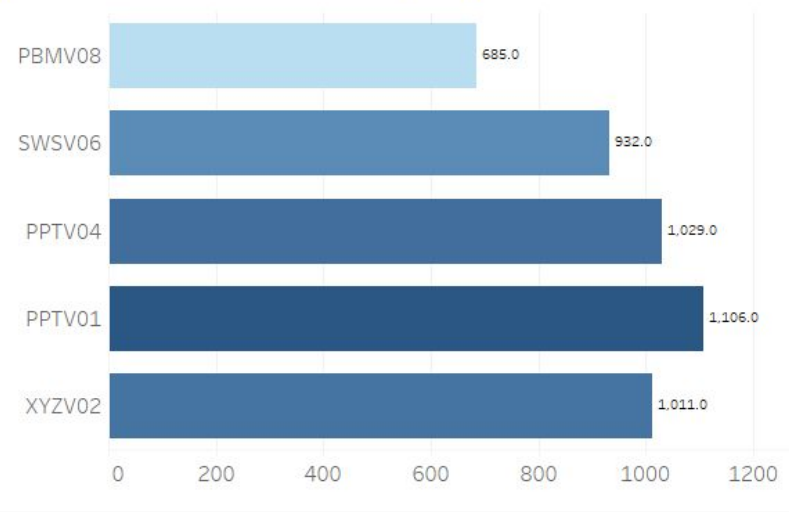
Ranking:

Definitions:
Effective Call: Visit with a successful sale
Effective Rate: Probability of an Effective Call
Visit Call: Stores which meet the KPI number of visits. Also known as Effective Outlet
Visit Rate: Probability of a Visit Call/ Effective Outlet

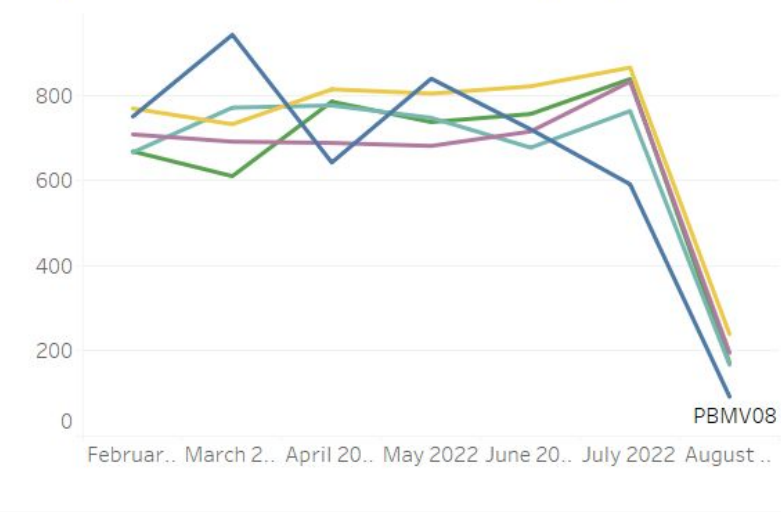
Effective Call
Top 5

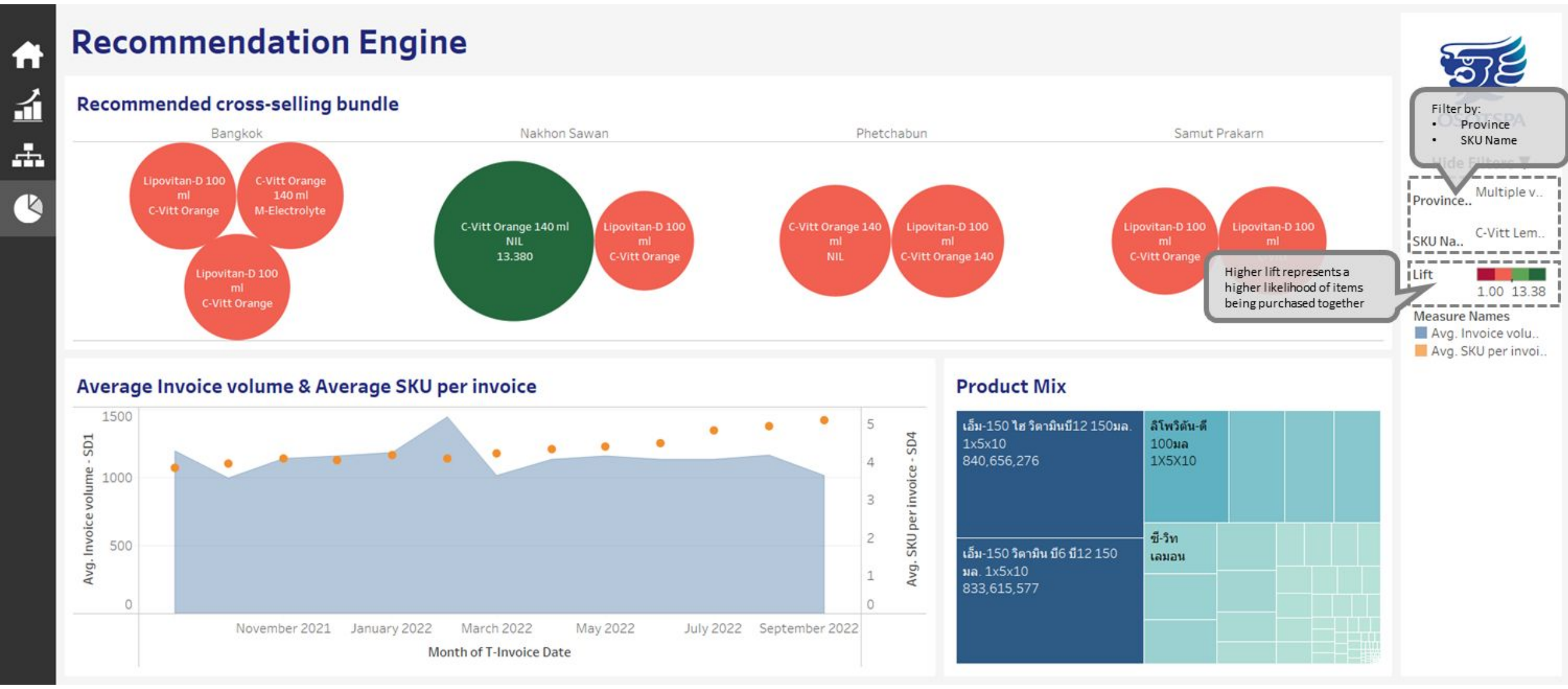
Salesman
PBMV08
PPTV01
PPTV04
SWSV06
XYZV02

Top 5 Salesman for Effective Call (Total)



Top 5 Salesman for Effective Call Trend (Total)





Item Recommender model Instructions

1. Ensure Item_recommender.bat and itemRecommender.py are in the same directory as the Dashboard
2. Use the respective Task Scheduler for your OS
   - Task Scheduler for Windows
   - Automator for IOS
   - Cron commands
3. Schedule your computer to run the item_recommender.bat at your chosen interval of time.
4. You can test run the programme by directly running the item_recommender.bat file.
5. If the script works, it should create a csv file called AprioriResults which should also be within the same directory as the dashboard.
6. Ensure Master_Products.xlsx is in the same directory as well
   - This csv file represents all the different products the company sells and can be updated accordingly.
7. The recommendation dashboard should now work.