Samba Commerce Data Visualizations

Tableau Assignment milestone 1 & 2

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https://public.tableau.com/views/W10W11_MAY23_Syihab_AgungSatriotomo/TotalOrderperMonth?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Main Objective & Key Result

Create chart of analysis of **Company-wide dashboard** with theme **transactions** to make **better business performance** and understand more **Metrics** from the data.

Who are the users?

CEO of Samba Commerce as users

Other executives can also use dashboard for other purposes

Why does the user need the worksheet?

They need the to **get information which has relation with transactions** that has **insight** from the worksheet / **visualizations**.

How does the user use the worksheet?

Using the chart and data visualizations to i**nform the data and findings any information about this year transaction**. From that **users can make meeting with financial, administration, and supplier team so CEO could make better business performance for the next year**.

Creating Visualizations and Dashboard

1. Understand Business & Define Visualizations object

Users: **CEO** and other executives
Why? They need to get the information about ***transaction from chart of analysis of Company-wide Dashboard***

2. Import, Join & Prepare Datasets

First **Import the data**, check the data if there is **cleaning data if necessary**.
Then **join the datasets so we can aggregate across different datasets**.

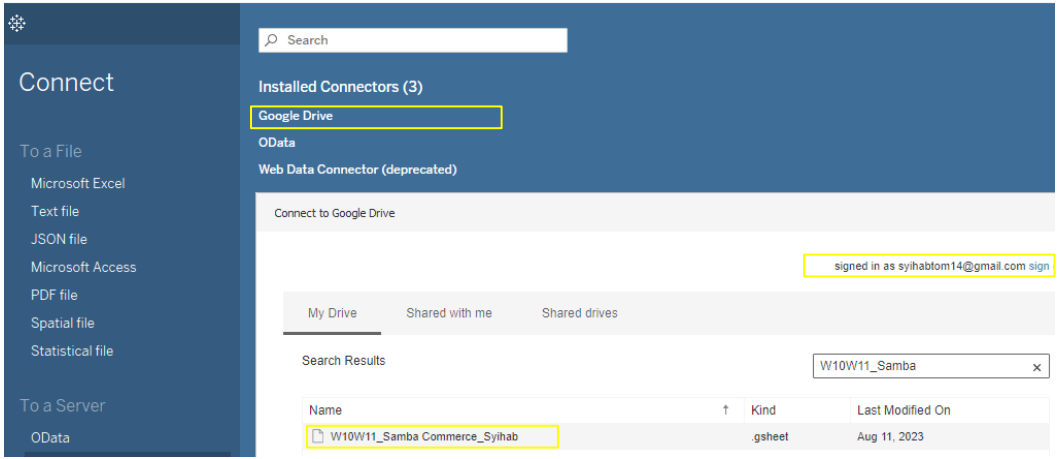
3. Calculate & Visualize the Metric needed

What we calculated are : We calculate everything we need on assignment brief

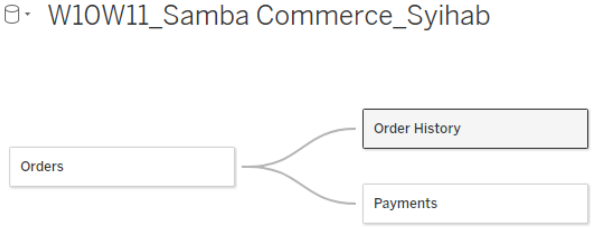
4. Layout & Finalize the Dashboards

After all visualization ready, then we can start layouting the dashboards. We also make filter, grouping and etc. so dashboard more easy to read and interactive.

1.Connect the datasets



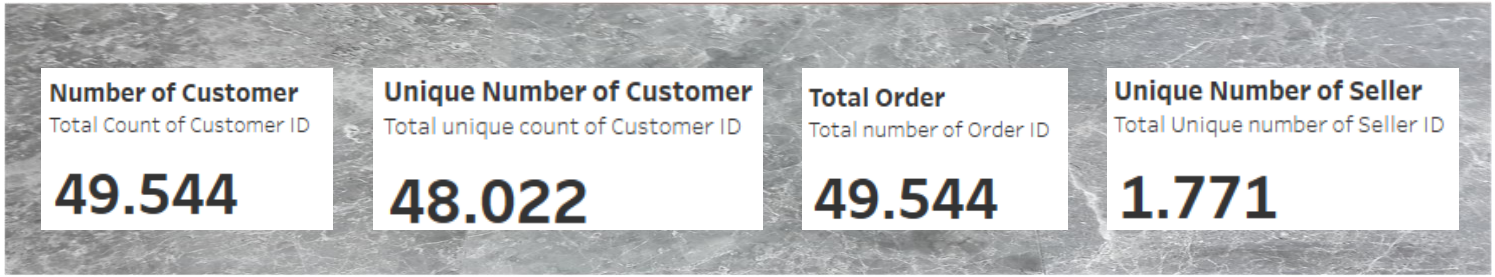
2.Create the relationship between datasets



- First we connect the datasets on tableau to google drive where the datasets has been saved.
- Secondly we make relationship between datasets Order to Order History and Payments, why? because on Orders dataset has **Primary key** “order_id” which lead into **Foreign key** on “Order History” and “Payments” dataset. Based on that we can make relationship between those datasets.

Insight :

- Total number of Customer ID are 49.544
- Total unique number of Customer ID are 48.022
- Total Order of Samba Commerce based on order ID it has 49.544 order in last year.
- Unique Number Of seller ID of Samba Commerce are 1.771



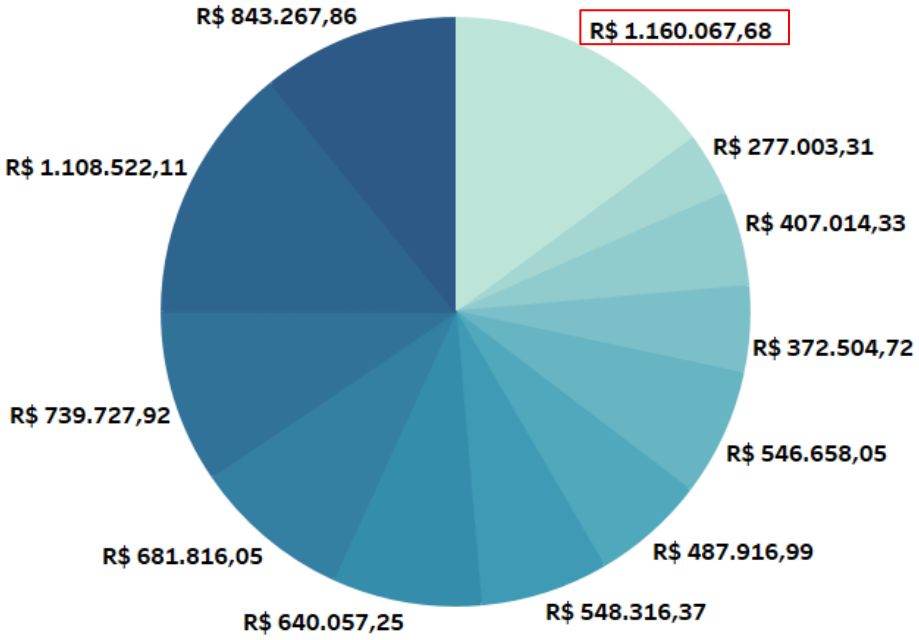
Highest total order per month are on January that has 7.528 order in one month

Total number order_id per Order Apporved At based per Month

	Order Approved At											
	January	February	March	April	May	June	July	August	September	October	November	December
	7.528	1.723	2.501	2.217	3.469	3.091	3.779	4.154	4.106	4.388	7.046	5.542

Highest Total payment value per Monthly Order (Dual Axis) is on January that is R$ 1.160.067,68

Total Payment value per Monthly order Approved at



MONTH(Order Approved At)

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

SUM(Total Payment Value)

R$ 7.812.872,64

Highest Seller ID are "cc419-b7556a" based on total order has 15,430% contribution

Filtered top 10 countd Seller ID sort by countD of order ID

Seller Id	
cc419-b7556a	15,430%
4a3ca-493884	13,944%
65602-7e94c0	11,298%
1f50f-523100	10,549%
7a67c-3ad736	10,065%
3d871-733cb1	9,751%
da862-dab84a	8,289%
cca30-301306	7,564%
7c67e-b010ab	7,044%
ea848-f13abc	6,066%

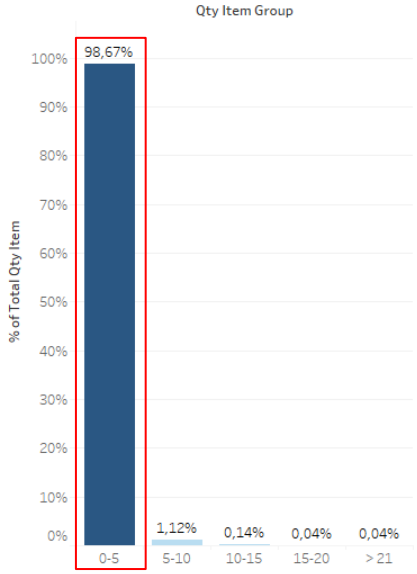
14% Customer ID are from State "SP" on Sao Paulo City

Hierarchical of Customer_state and Customer_city sort by countd Customer ID

Customer City	Customer State	
sao paulo	SP	14,17%
rio de janeiro	RJ	7,23%
belo horizonte	MG	2,71%
brasilia	DF	2,00%
porto alegre	RS	1,50%
curitiba	PR	1,46%
campinas	SP	1,38%
salvador	BA	1,23%
guarulhos	SP	1,10%
sao bernardo do campo	SP	0,87%
niteroi	RJ	0,79%
santo andre	SP	0,76%
	PB	0,00%
osasco	SP	0,72%
fortaleza	CE	0,67%
santos	SP	0,65%
sao jose dos campos	SP	0,64%
goiania	GO	0,62%
sorocaba	SP	0,61%
florianopolis	SC	0,59%
recife	PE	0,57%
jundiai	SP	0,54%
ribeirao preto	SP	0,51%
belem	PA	0,47%

98,67% Number of orders per bin of "Qty Item" exist on 0-5 group

Grouping the "Qty Item (bin) into % by range 5 per group



Total Average order value in the last year are R$157.7

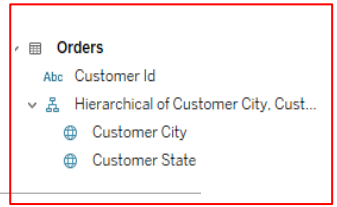
Average of total payment value

R$ 157,70

Average unique item each customer ID are 7, which mean each costumer ID average buying 7 different product in the last year

Average from countd of product ID divided by countd customer ID

7



Conclusion :

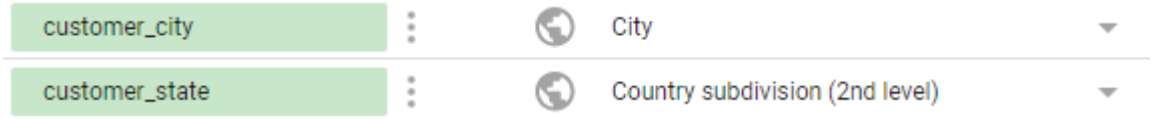
As Highest order in a year are in November which that day Brazil have to celebrate All Souls day and Republic day which mean that holiday people on Brazil doing high transaction on November and that holiday involve a lot of decoration, All souls day need a lot of candles to celebrate and in Republic day is involve so much decoration because on they held Concert, Parade on the streets to celebrate probably why November have highest order.

Also Highest Total payment value per Month is on January which has R$ 1.160.067,68 probably because they celebrating Ano Novo / Confraternização Universal involving Festivities on 1 January and the second is on November has R$ 1.108.522,11 probably because holiday we mention above.

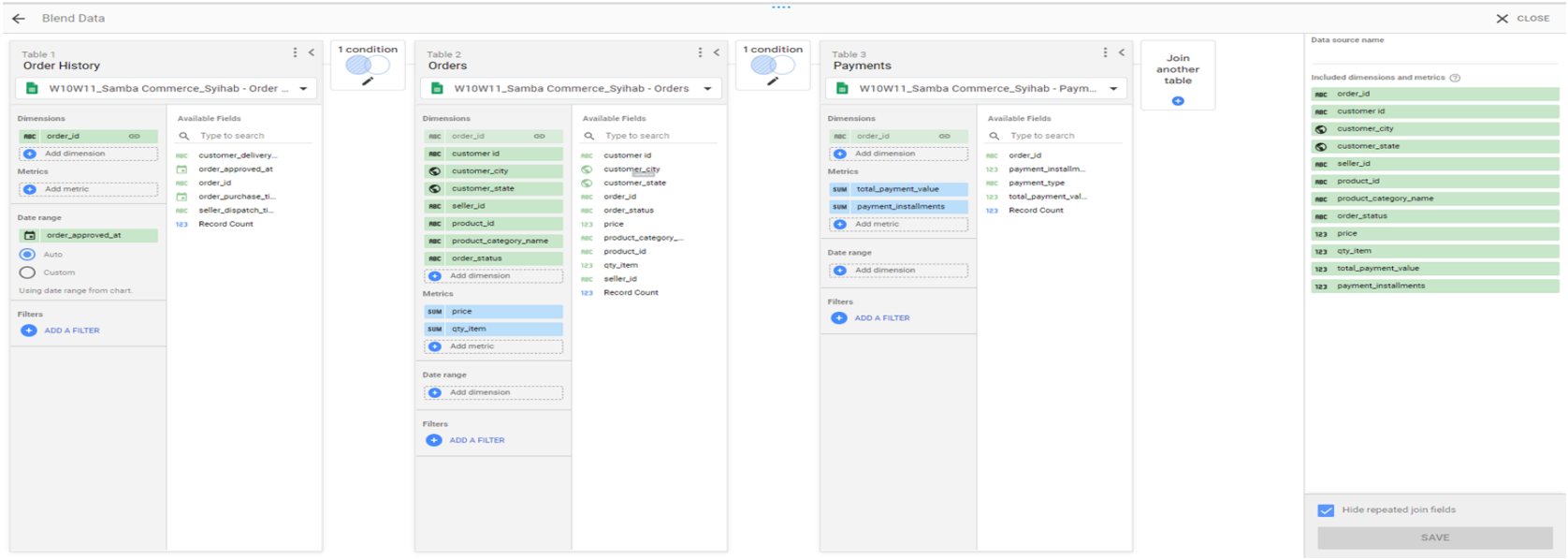
Milestone 2
Intermediate

https://lookerstudio.google.com/reporting/c9bc6f11-f1de-48b8-b9ec-d143000cbd4d

First we Change the data type on Orders sheet customer_city into city and customer_state into Country subdivision (2nd level)



Blend Datasource between Order History, Orders, and Payments using Left join because data range is on Order History table



Jan 5, 2021 - Feb 20, 2022

Average order per customer
0.97

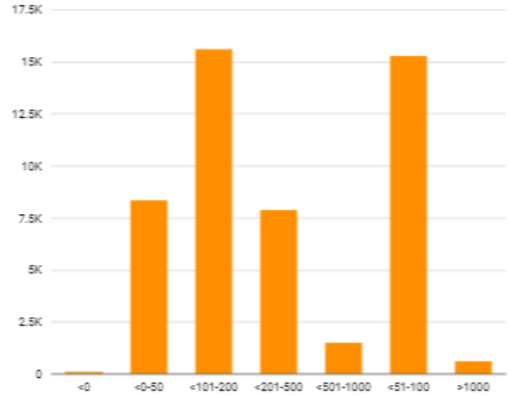
Number of Customers
48,022

Total Orders
49,544

Number of Sellers
1,771

Number order per total payment value

Group order_id per total_payment_value



Average order per customer on each city

	City	Average order per customers
1.	vere	1
2.	jacui	1
3.	sao goncalo do amar...	1
4.	cruzeiro da fortaleza	1
5.	nilopolis	1
6.	montezuma	1
7.	imbituba	1
8.	goianinha	1
9.	paracambi	1
10.	juara	1
11.	boninal	1

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Total Number of Customer per state and city

Number of Customer Per-state and city

	City	State	customer id
1.	sao paulo	SP	6,807
2.	rio de janeiro	RJ	3,472
3.	belo horizonte	MG	1,300
4.	brasilia	DF	960
5.	porto alegre	RS	720
6.	curitiba	PR	699
7.	campinas	SP	664
8.	salvador	BA	590
9.	guarulhos	SP	526
10.	sao bernardo ...	SP	417
11.	niteroi	RJ	379
12.	santo andre	SP	366
13.	osasco	SP	344
14.	fortaleza	CE	320
15.	santos	SP	313
16.	sao jose dos ...	SP	308
17.	goiania	GO	299
18.	sorocaba	SP	295
19.	florianopolis	SC	281
20.	recife	PE	275
21.	jundiai	SP	259
22.	ribeirao preto	SP	243
23.	belem	PA	227
24.	nova iguacu	RJ	218
25.	sao goncalo	RJ	217
26.	mogi das cruz...	SP	211
27.	juiz de fora	MG	208

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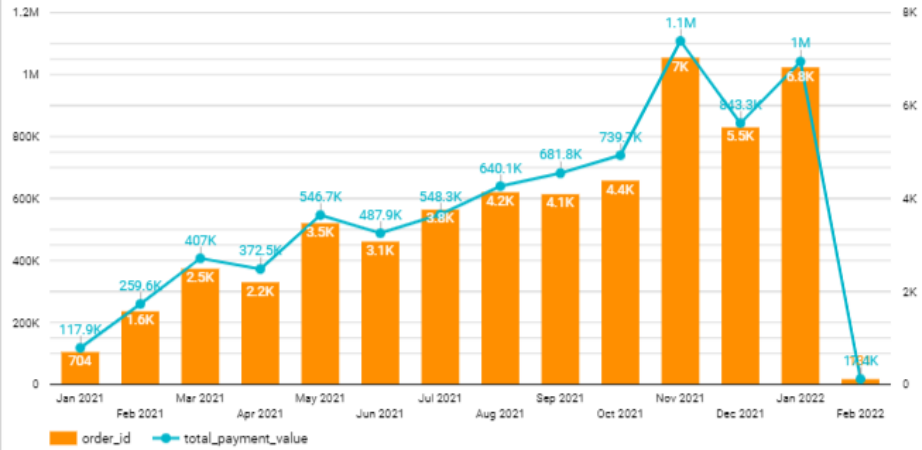
Monthly Order vs Total Payment Value

CountD order_ID dual axis with sum of total_payment_value



Top 10 Seller ID Based on Total Order

Top 10 from CountD of seller_id based on order_id

	Seller ID	Total Order
1.	cc419-b7556a	1,277
2.	4a3ca-493884	1,154
3.	65602-7e94c0	935
4.	1f50f-523100	873
5.	7a67c-3ad736	833
6.	3d871-733cb1	807
7.	da862-dab84a	686
8.	cca30-301306	626
9.	7c67e-b010ab	583
1...	ea848-f13abc	502

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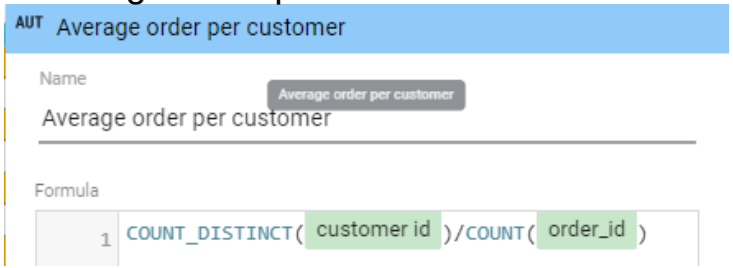
Average order per customer fromula



Insights:

- Most of our Customer are live in **Sao Paulo city**
- HIghest Top seller based on order_id are **“cc419-b7556a”**
- Highest order are on 100-200 order_id that reach value around **15K**
- Average order per customers are **0.97**
- Total Number per customer **48.022**
- Total orders from **5 jan 2021 - 20 feb 2022** are **49.544**
- Total Our Seller are **1.771**