

A written report of your dashboard. What are your 1 to 2 main objectives and 2 to 3 supporting objectives? What type of additional data/indicators are tracked by your dashboard? Explain how you are monitoring your main objectives with your dashboard. That is, how does your dashboard answers the objectives? Provide a brief description how a user would use/navigate your dashboard.

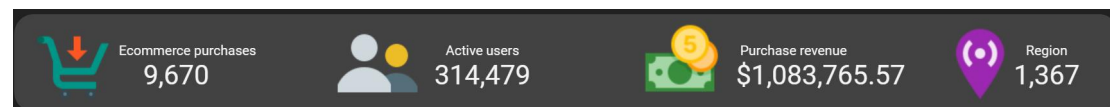
Link - <https://lookerstudio.google.com/reporting/9ab38d41-b795-4b63-a0b7-3dc934b9e9b9>

I utilized Google Merchant Shop data as the data source. As an dashboard for tracking the online shopping platform, users would be most interested in determine the sales related information. Here is how I design:

- **Main objective:** Purchase Revenue
- **Supporting objectives:** E-Commerce Purchase, Active users, Item Purchased
- **Additional indicators:** consumer regions, device category,item name, transaction id etc.

Explanation

The top layer shows cumulative stats from 4 different metrics that users may want to know.



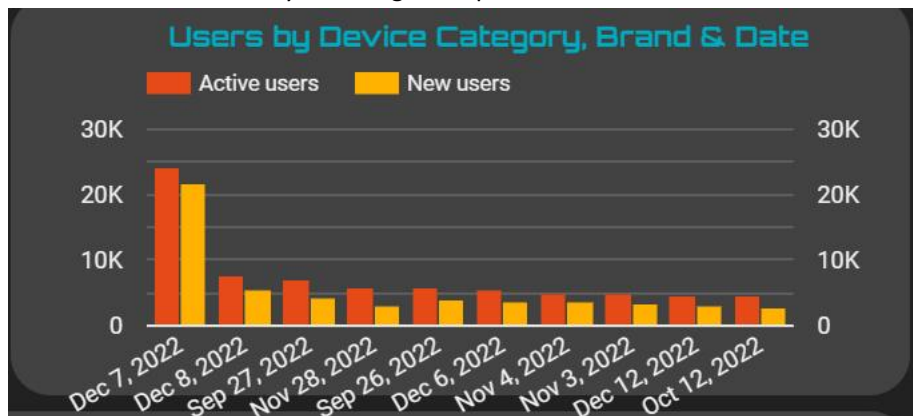
The 2 plots on the mid-top layer of my dashboard are 'Purchase Revenue by City & Region', and 'Purchase Revenue & Event Count by Time'. With these two plots, users can easily find out where and when the most and least Purchase revenue came from, and make decisions accordingly. For example, We can see that there are few peak purchase revenue date, and Sept 27,2022 is the most striking one with revenue of \$102,776.24 and also highest event count:522,102. We can sense that there is a positive relationship between event count and purchase revenue, usually higher number of event will increase the number of purchases, and hence the purchase revenue.



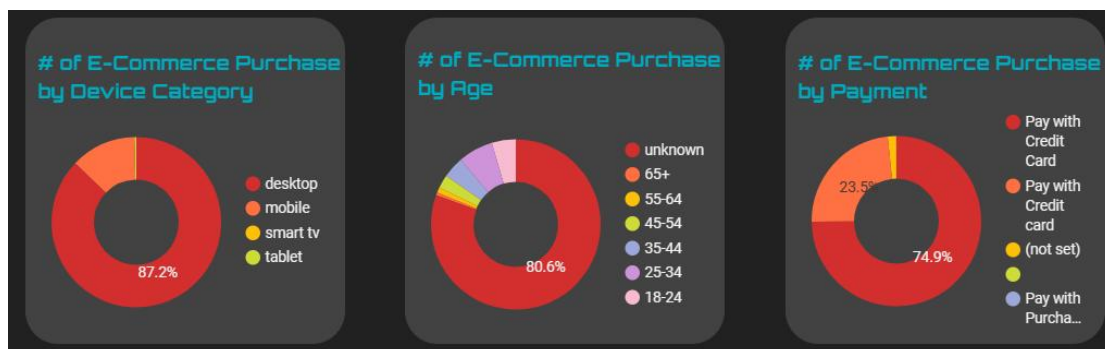
On the other hand, we can also sense the abnormality by comparing historical data. For instance, the high number of event 474,025 only generate \$32,590.99 as purchase revenue. That could be because of high product cost, ineffective promotion events, or some other reasons. Once users sense this, they can investigate the reason and make adjustments accordingly.



Furthermore, We can track the number of users on the platform and use this information to compare with Purchase revenue. We can see that the most active user happens on Dec, 7, 2022 (potentially because of promotional events). However on Sep 26~27,2022, the most revenue generated day, there are not as many active users, indicating fewer users generate more revenue. The reason could be group purchase, company cooperation etc.(where a single user in the purchase department buys a lot of goods for the entire company). Users information by different device is also available by choosing drill up or down.



The donut charts display information about number of E-Commerce transactions(E-Commerce Purchase). Users will be able to gather consumer information such as the device consumers use for purchase, consumer age, and payment method. And then use these information to target potential consumer groups and make customized ads accordingly.



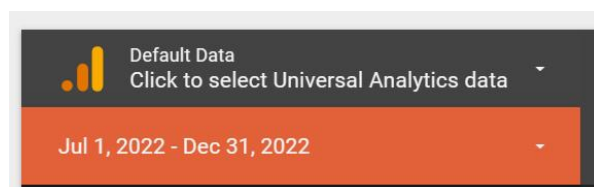
The table with bars at bottom layer reveals items purchased stats. Users can get information for items purchased from multiple dimensions to quickly grasp popular items data and make specific sales plans.

Region	City	Items purchased
New York	New York	7,522
California	Sunnyvale	2,745
California	San Francis...	2,421
Illinois	Chicago	2,248

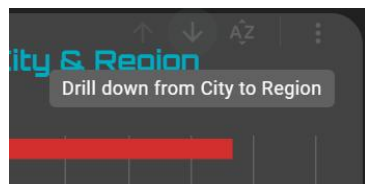
Item category	Item name	Items purchased
Collections	Google Pen Whi...	2,639
New	Google Black W...	2,110
New	Google Cloud S...	2,086
Shop by Brand	Google Sticker	1,494

Dashboard Navigation:

By clicking the two controls at the top left corner, users will be able to choose the data source or the date range which they want to gather information from.



There are tiny icons on the top-right corner of pretty much every plots. Users will be able to see data from different dimension by click the drill up or down button(tiny arrow pointing up or down).



At the same place users can click the Sort button to choose how they want the data to be ordered. (order by which metrics, which dimension, and by ascending or descending order)



Users can also click the 3-dots to select sorting method or export charts.

