SHINY APP

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NYCDSA: Oct 30, 2016

AGENDA

- Target User: Pain points
- Goal
- Solution: Shiny
- Takeaways

TARGET USERS & PAIN POINTS

Executives
Functional Managers

- limited time
- always on the go
- no single system to check what's happening in the business
- multiple platforms are expensive & hard to maintain
- need to make quick business decision all the time
- need to set company's or team's direction

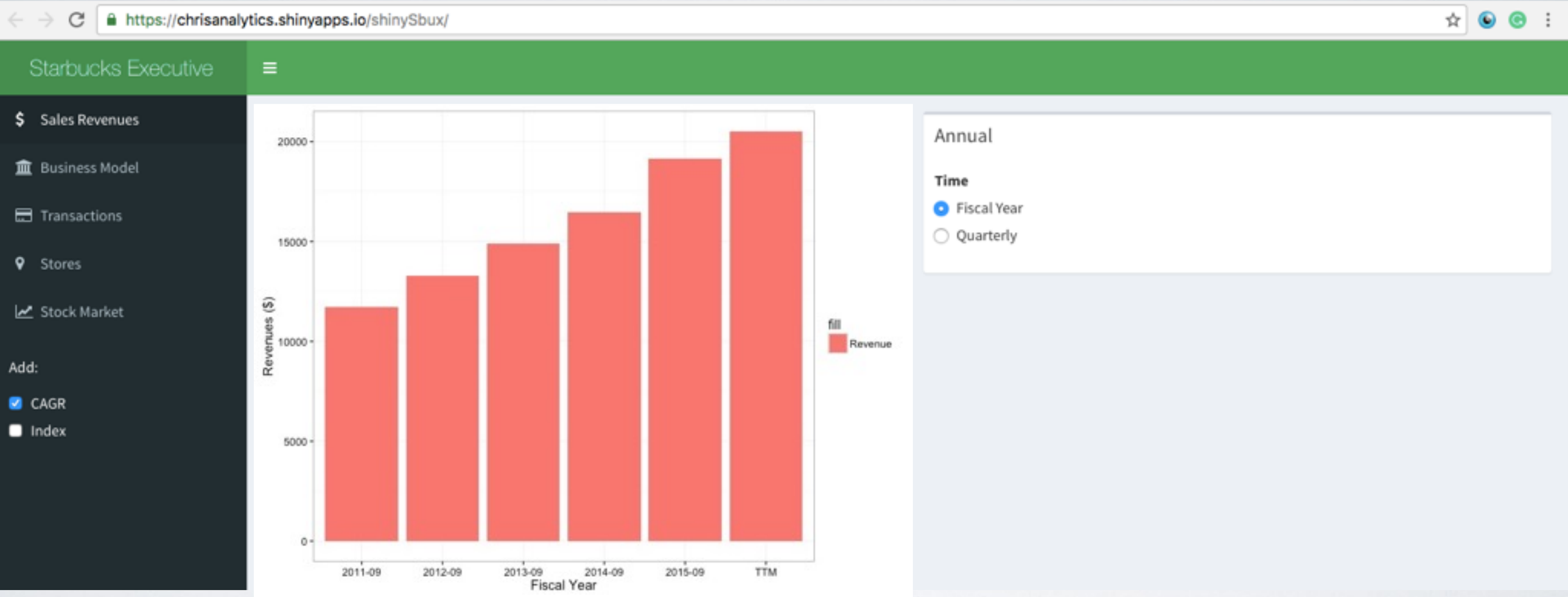
BENEFITS

sample dashboard using Starbucks data

GOAL

maximize ($) revenues

SHINY DASHBOARD

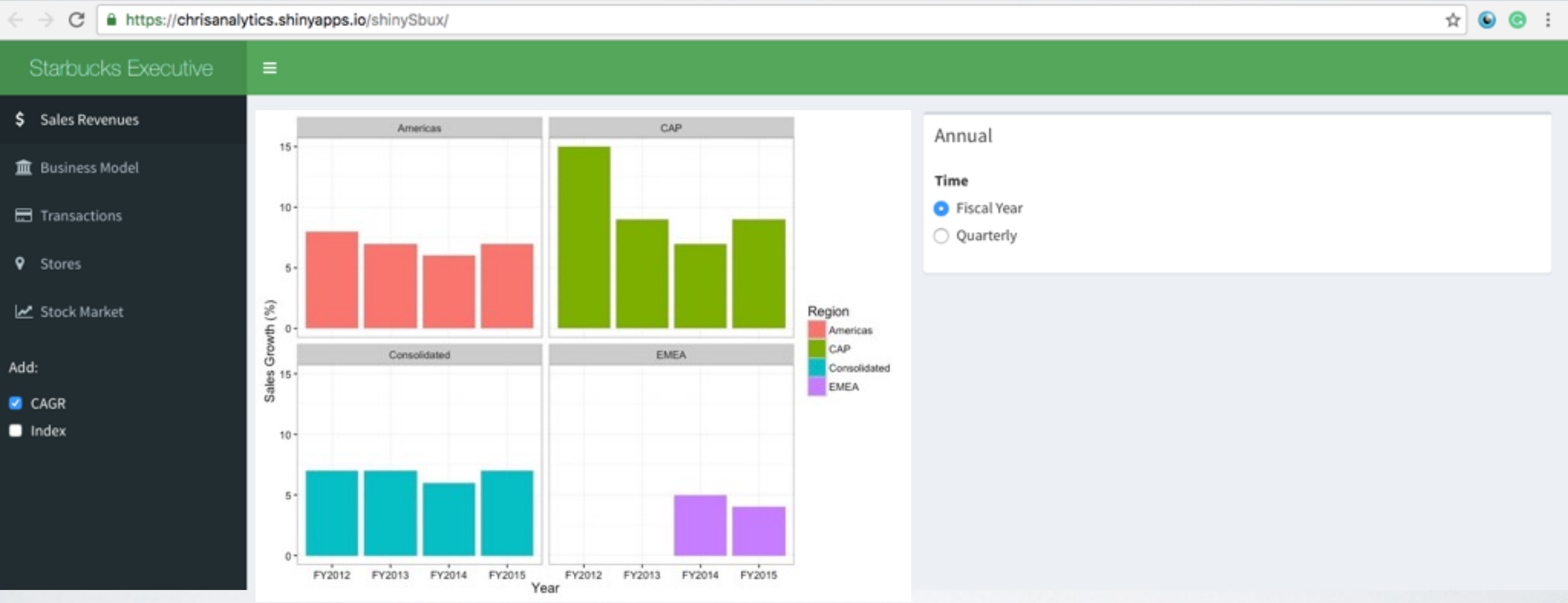


Sales Revenues tab:
big picture overview of firm's financials

starbucks' annual revenues growing year-on-year

https://chrisanalytics.shinyapps.io/shinySbux/

SHINY DASHBOARD



Regional View:
shows sales revenue growth for the 3 regions and a consolidated version

slow growth rate in EMEA vs CAP & Americas

SHINY DASHBOARD

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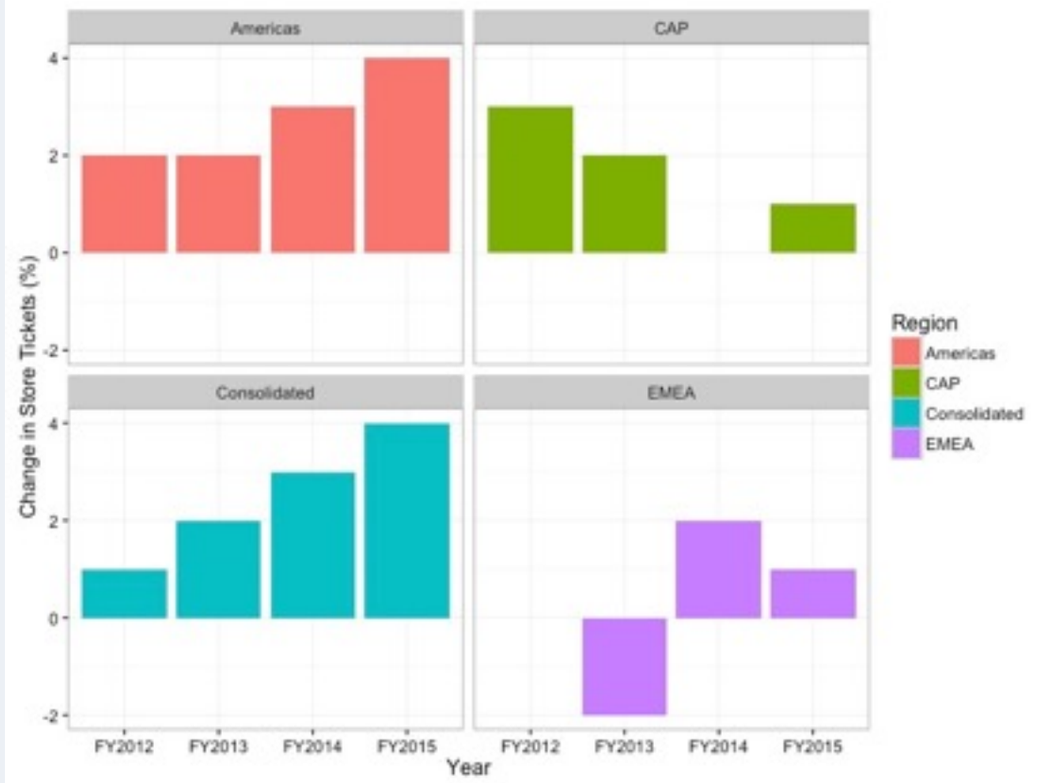
Starbucks Executive

- Sales Revenues
- Business Model
- Transactions
- Stores
- Stock Market

Add:

- [x] CAGR
- [ ] Index



Store Transactions tab:
shows activities in-stores (volume of transactions & amount)

sales growth in Americas driven by higher transaction amount
while volume drives sales growth in CAP

TAKEAWAYS

Tools:

- multiple platforms are expensive & hard to maintain. develop a single easy to access dashboard for executives & managers. this will promote regular usage and data-driven business decision-making

Business Insights:

- enter international markets by leveraging your brand
- explore expansion in China & Asia Pacific
- a balance in managing sales volume and sales price by region to get the optimum level of sales growth

NEXT STEPS

- continue to debug current shinyapp to load data properly

THANK YOU

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