



SHINY APP

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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



GOAL

maximize (\$) revenues

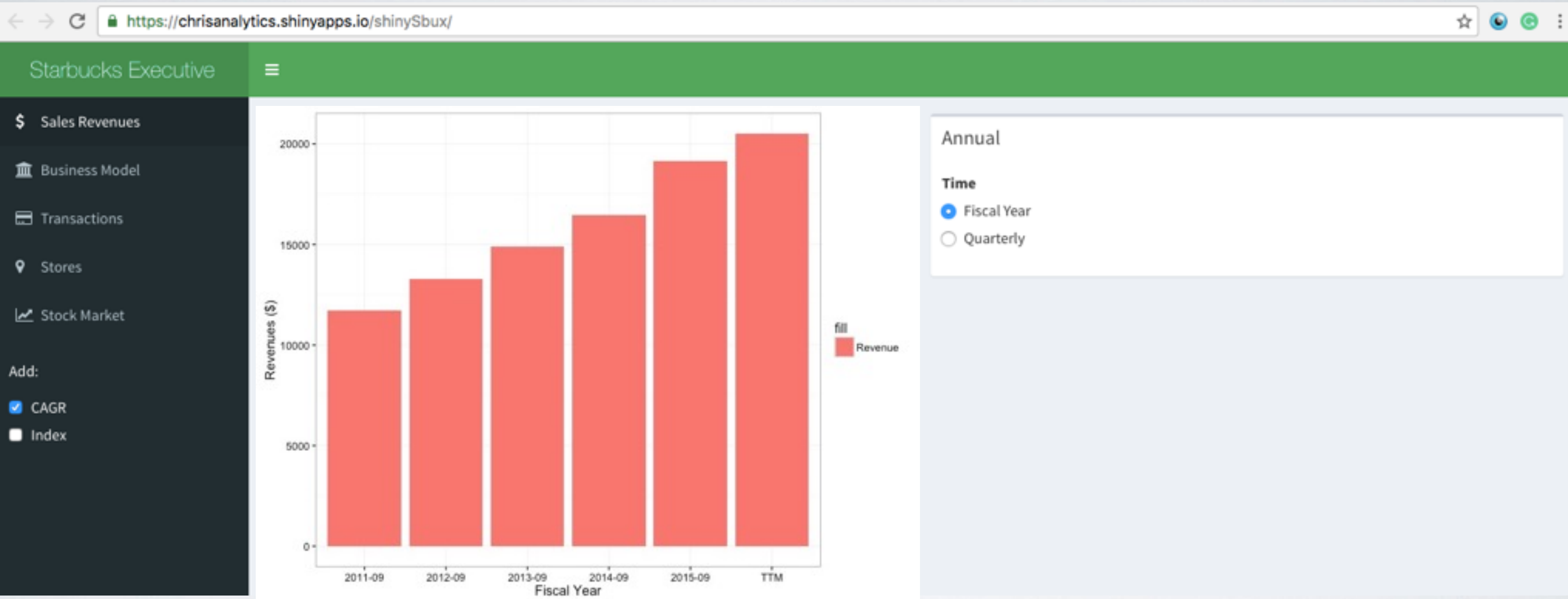


BENEFITS

sample dashboard using Starbucks data



SHINY DASHBOARD



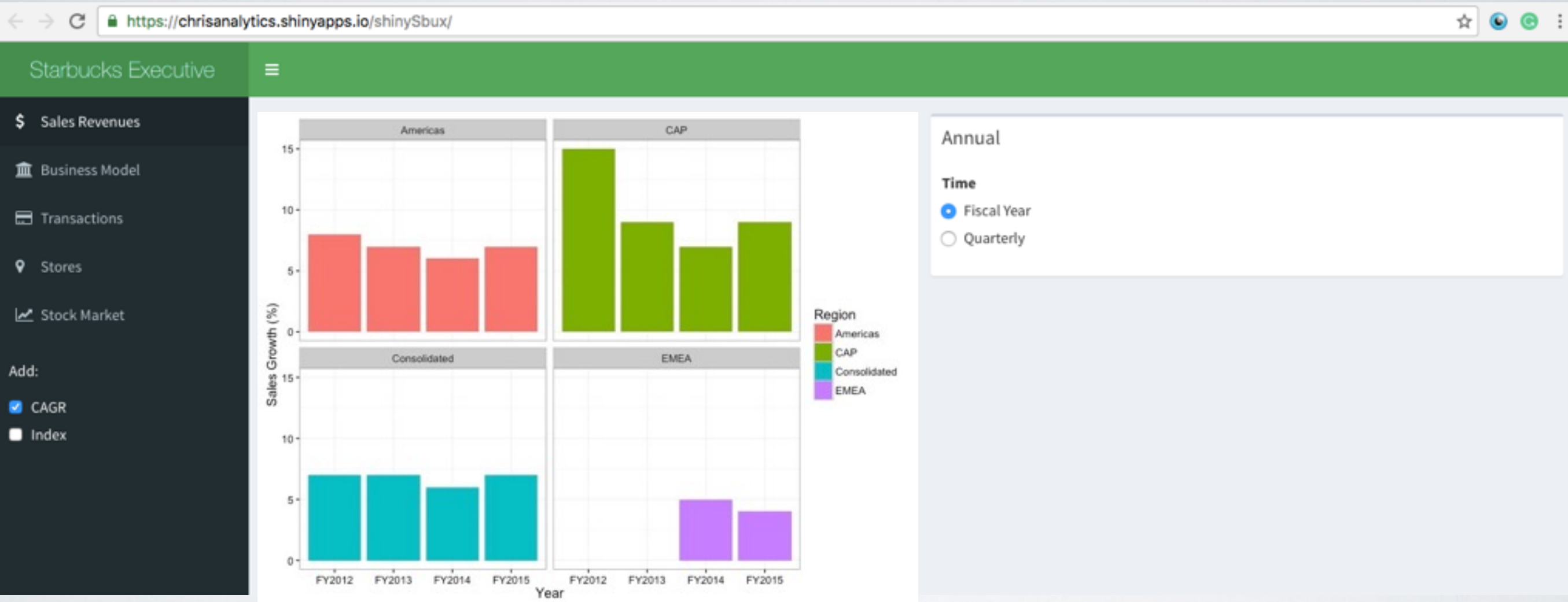
Sales Revenues tab:

big picture overview of firm's financials

starbucks' annual revenues growing year-on-year



SHINY DASHBOARD



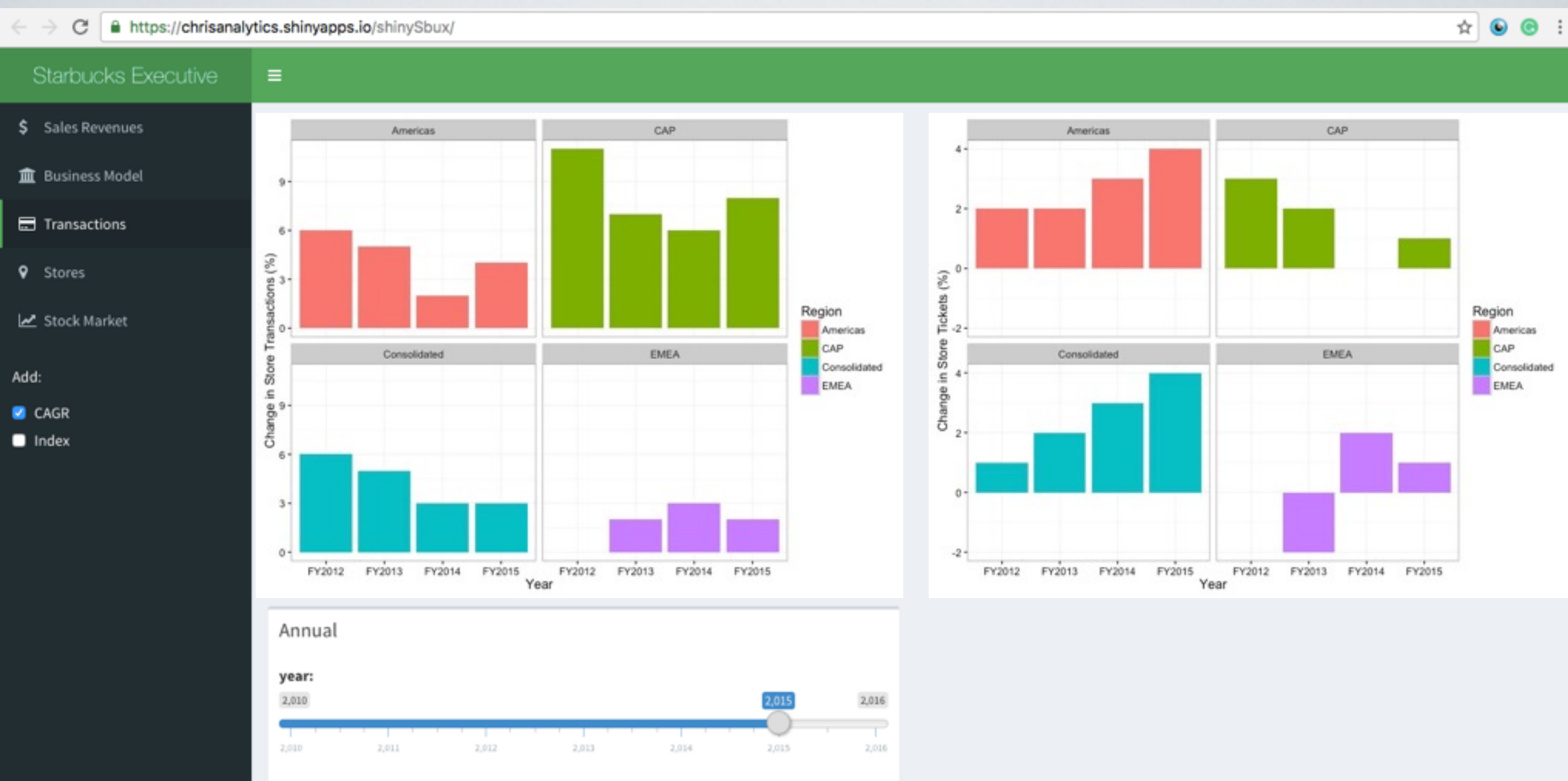
Regional View:

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

slow growth rate in EMEA vs CAP & Americas



SHINY DASHBOARD



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
- 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