

General Info:

Each page has a Back to Homepage button as well as navigation buttons.

Total order count includes all orders, regardless of return status, to reflect the actual number of orders received.

Revenue excludes costs of returned items and accounts for promotions and discounts.

Units sold excludes returned items, ensuring an accurate count of successfully sold items.

Visuals:

Order Trend: Total Orders with Month-on-Month (MoM) and Year-on-Year (YoY) Change

Purpose: Provides a clear overview of total orders per month while showing changes compared to the previous month (MoM change) and the same month in the previous year (YoY change).

- Info:**
- Users can filter data using dropdown options for:
 - Age Group (e.g., 15-19, 20-24, etc.)
 - Gender
 - Store Name
 - Store Type
 - Product Name or Product Category (button available to switch)
 - Store Type (In-Store vs. Online Sales)
 - Inside the visual area, there is a dropdown to switch between viewing MoM and YoY change.
 - Hovering over data points provides additional details.

Sales Breakdown: Unit Sales Performance by Store and Product

Purpose: Provides a comparative view of unit sales across stores and products, showing their contribution to overall business performance.

- Info:**
- Users can filter data using dropdowns for:
 - Product Name
 - Store Name
 - An info button displays details when hovered over, and a focus mode button allows users to enlarge the visual for a clearer view.

YTD Performance: Year-to-Date Sales Revenue vs. Store Running Cost

Purpose: Provides insights into year-to-date revenue compared to estimated store running costs.

- Info:**
- Users can filter data using dropdowns for:
 - Store Name
 - Store Type (In-Store vs. Online Sales)
 - The visual displays Year-to-Date Revenue alongside Year-to-Date Running Cost over time.
 - Hovering over data points provides additional details.

Revenue Change: Revenue Per Product with Year-over-Year Percentage Change

Purpose: Helps users understand revenue trends and highlights year-over-year percentage changes.

- Info:**
- Users can filter data using dropdowns for:
 - Store Name
 - The table shows Current Year Revenue for each product and Percentage Change compared to the previous year.
 - Hovering over data points provides additional details.
 - Percentage changes are color-coded as Green for an increase greater than 10% and Red for a decrease greater than 5%.

Returns: Return Trends by Product

Purpose: Helps users identify products with high return rates.

- Info:**
- Users can filter data using dropdowns for:
 - Store Name
 - Product Category
 - Hovering over data points provides additional details.
 - The visual consists of:
 - Bars representing the count of returned orders.
 - A line showing the percentage of returns.

Promotions: Percentage of Sales from Promotional Activity

Purpose: Helps users understand the contribution of promotional activity to sales.

- Info:**
- Users can filter data using dropdowns for:
 - Month-Year
 - Store Name
 - Promotion Type
 - The visual breaks down sales into promotion Coupon Discounts, Store Discounts and No Promotion categories.
 - Users can observe trends in sales percentages for each promotional type over time.
 - Hovering over data points provides additional details.

Delivery Times: Average Delivery Duration and Longest Delivery Times

Purpose: Provides insights into the average number of days from purchase to delivery and identifies the top five products and stores with the longest delivery times.

- Info:**
- Hovering over data points provides additional details.
 - Users can view:
 - A card showing the overall average delivery duration.
 - A visual showing the top five products with the longest delivery times.
 - A map visual showing the top five stores with the longest delivery times.