



PROBLEM STATEMENT

How to design a dynamic, easily updatable dashboard for real-time performance tracking ?



AGENDA

- 1 SALES - HR
 - 2 LOGISTICS - HR
 - 3 FINANCE - HR
 - 4 RECOMMENDATIONS
-

SALES DASHBOARD

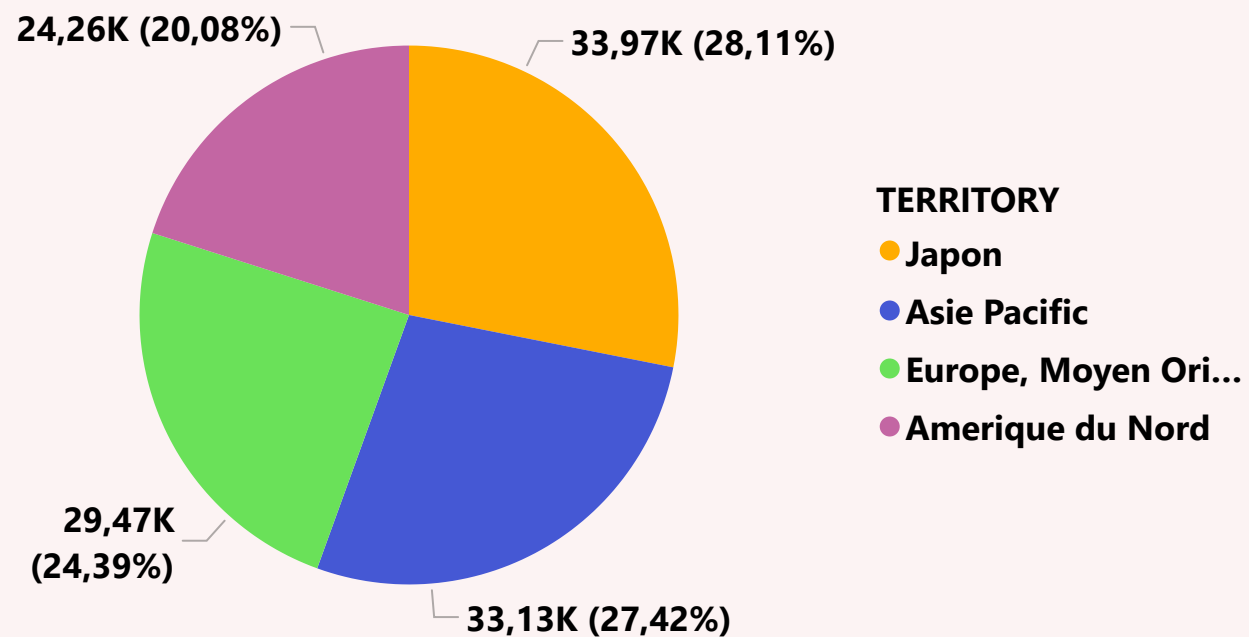
FULL INSIGHT



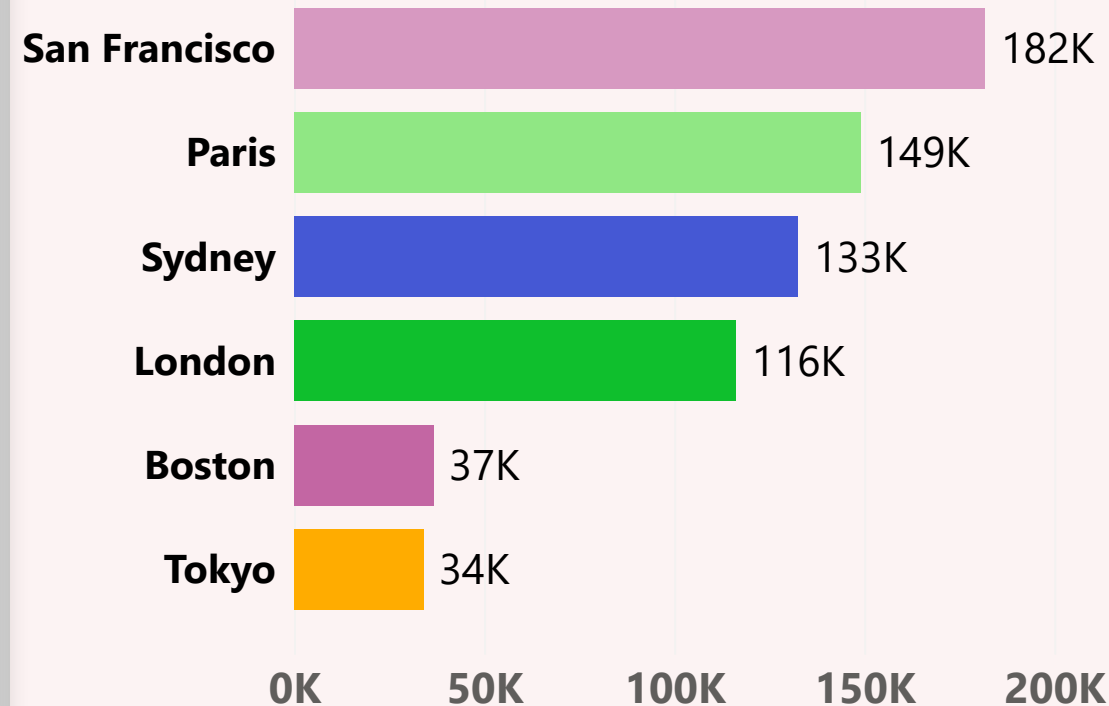
650,02K

TOTAL SALES Q1 2024

AVERAGE ORDER VALUE

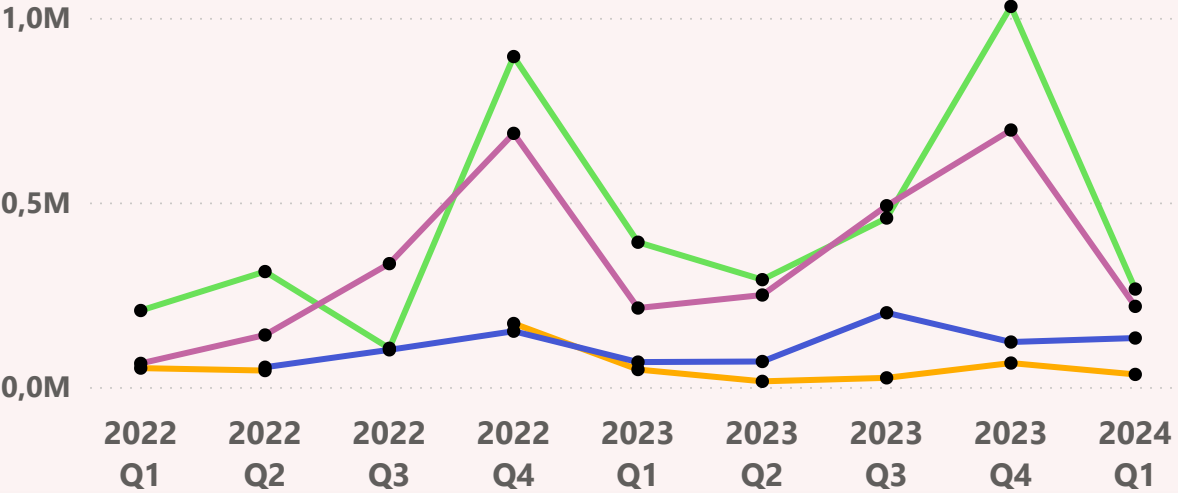


REVENUE PER OFFICE

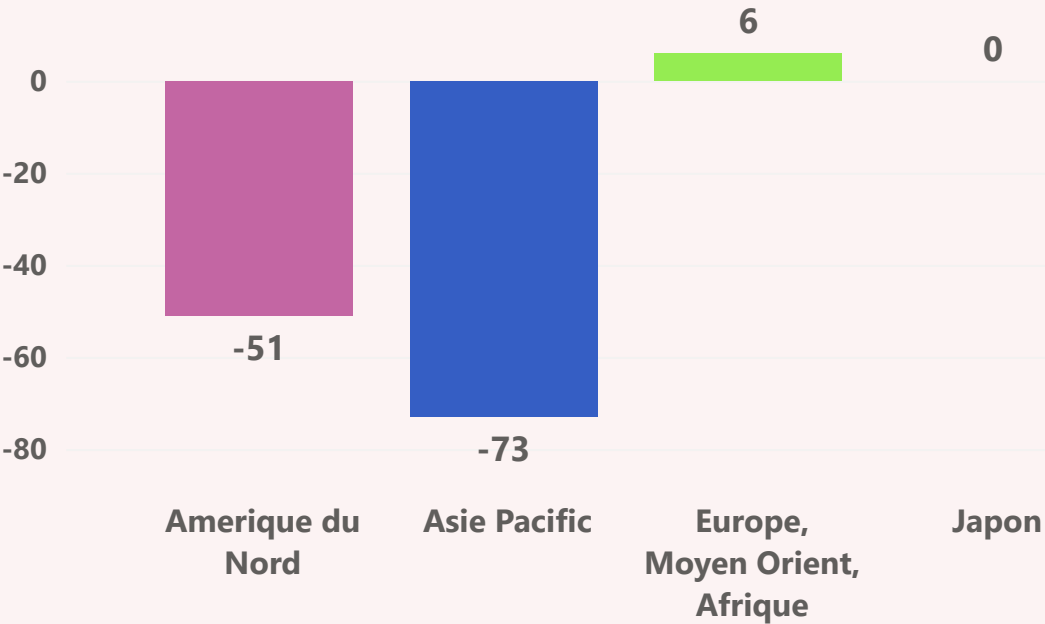


QUATERLY REVENUE BY TERRIRORY

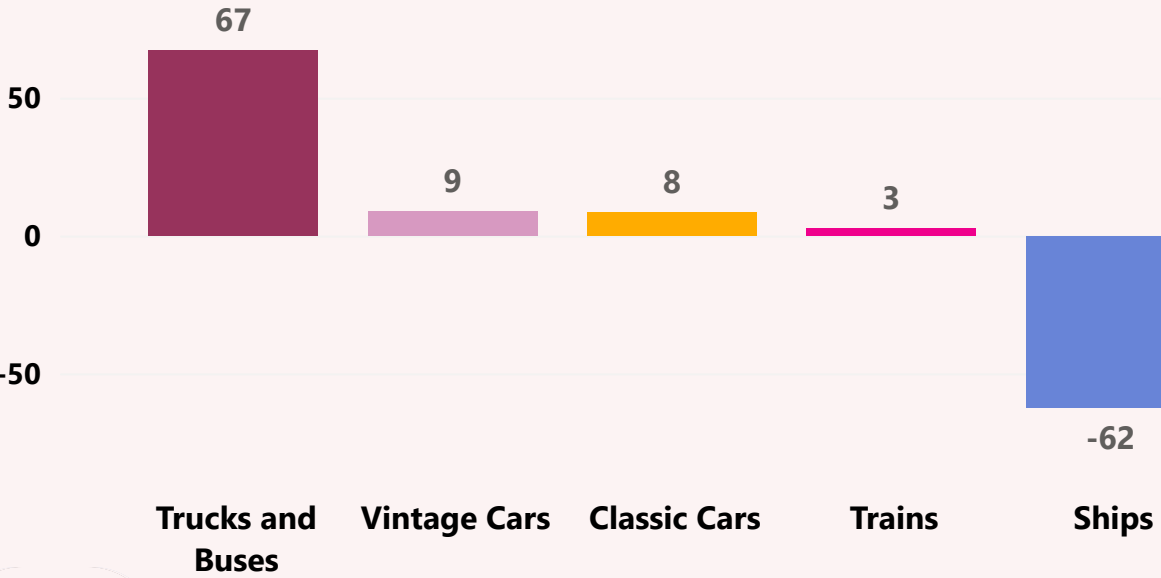
TERRITOIRE Japon Europe, Moyen Orie... Asie Pacific Amerique du ...



QUATERLY REVENUE GROWTH RATE BY TERRITORY

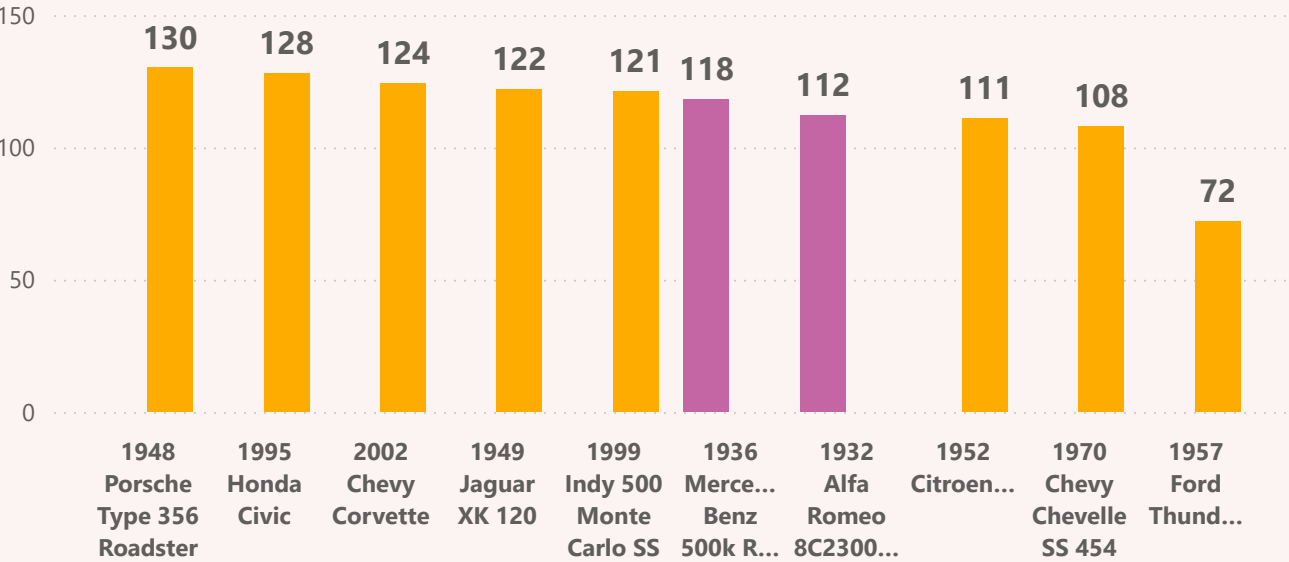


QUATERLY REVENUE GROWTH RATE BY CATEGORY



BOTTOM 10 LEAST SEELING PRODUCTS

CATEGORIES Vintage Cars Classic Cars



LOGISTICS
DASHBOARD

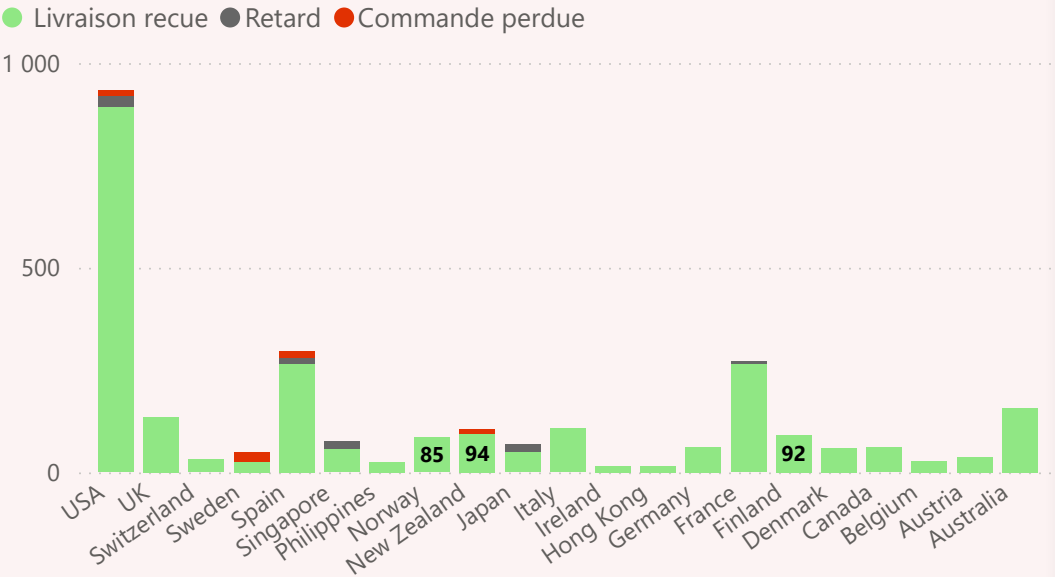
34,28

Taux_retard_livraison

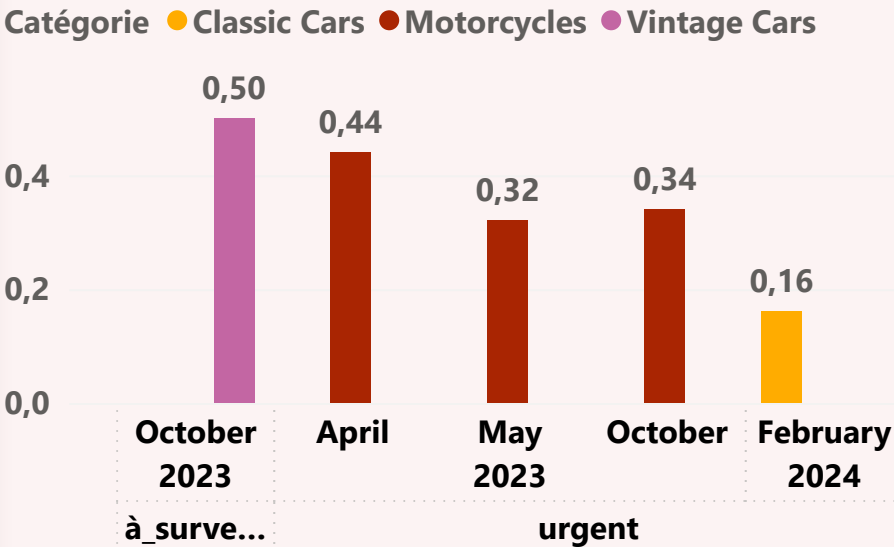
879,0...

PERTE STOCK MORT

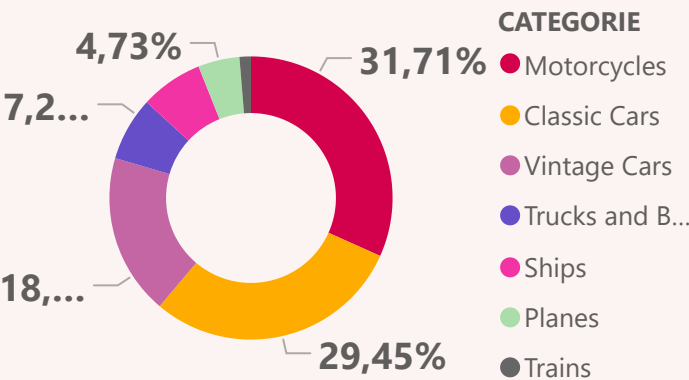
LOSS RATE AND DELIVERY DELAY



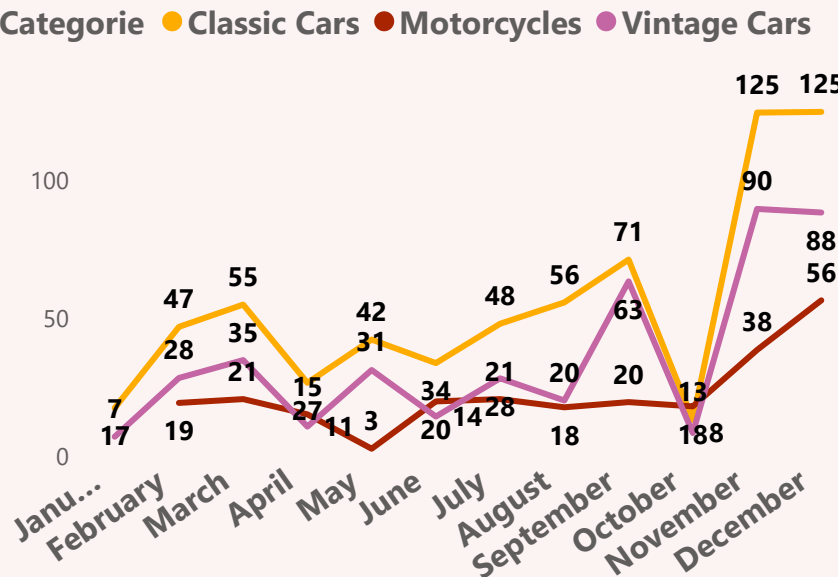
STOCK OF PRODUCTS UNDER CRITICAL
THRESHOLD



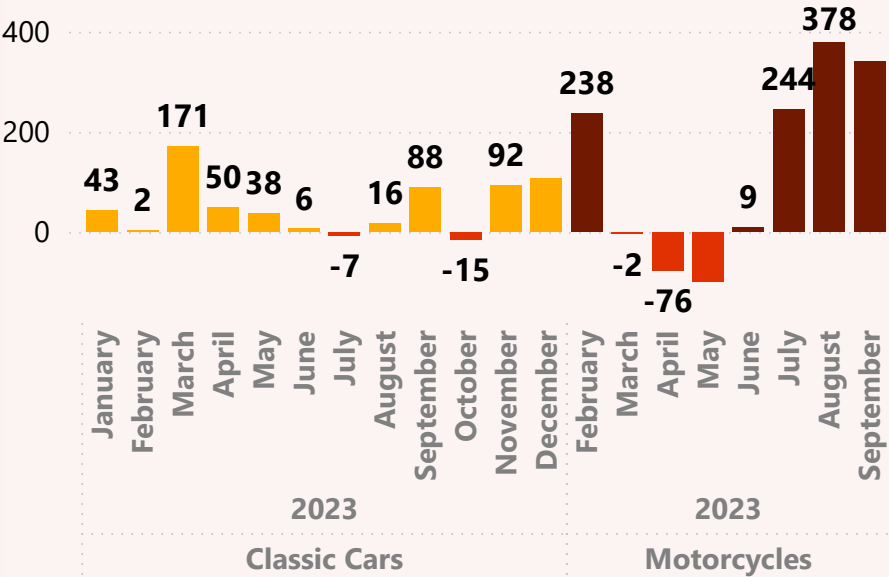
FLOW RATE BY CATEGORY



INVENTORY DISPOSAL RATE



INVENTORY CONSUMPTION PER MONTH



LOGISTIQUE DASHBOARD

8,24K

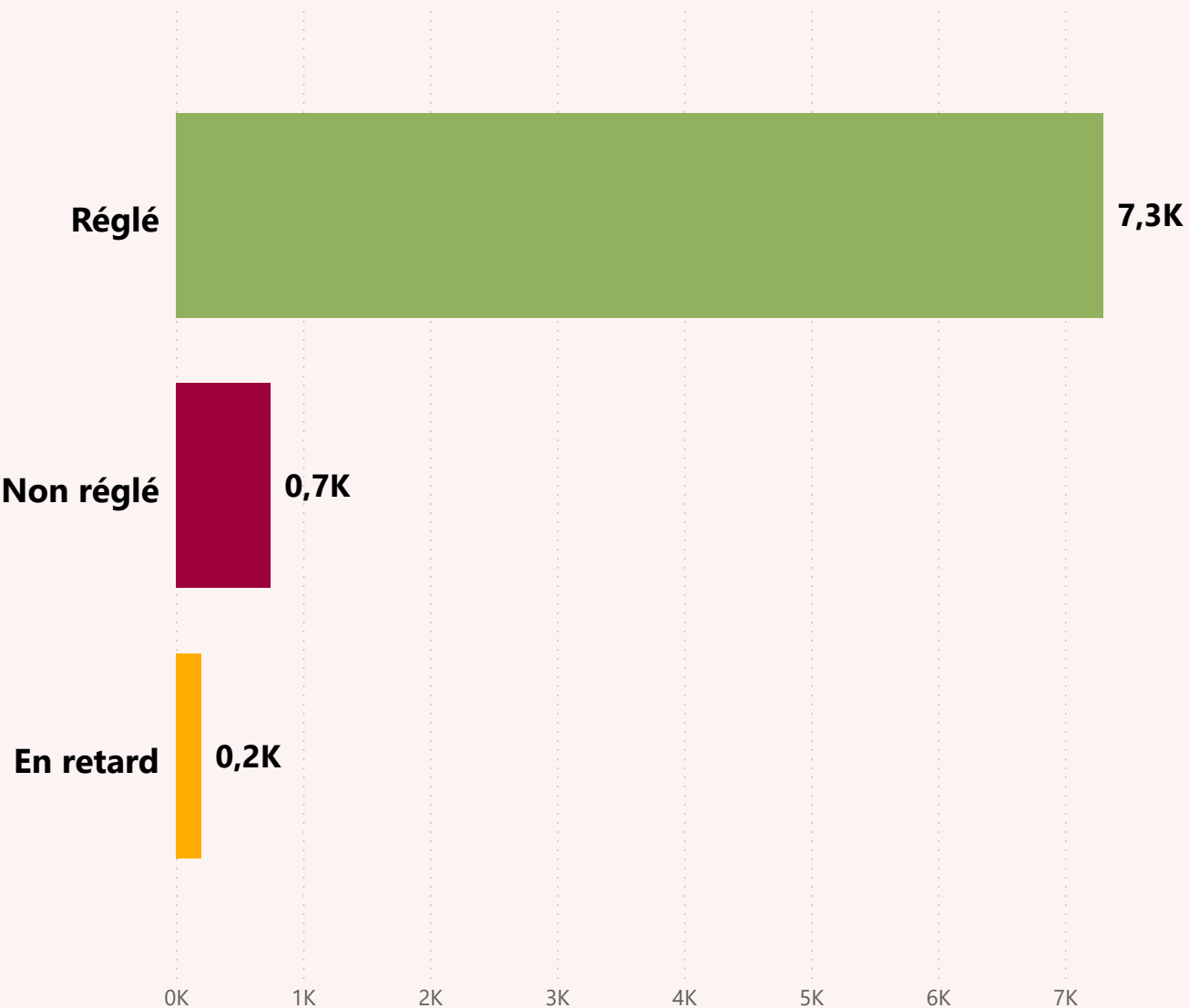
Sum of taux_payment

PAYMENT RATE PER EMPLOYEE

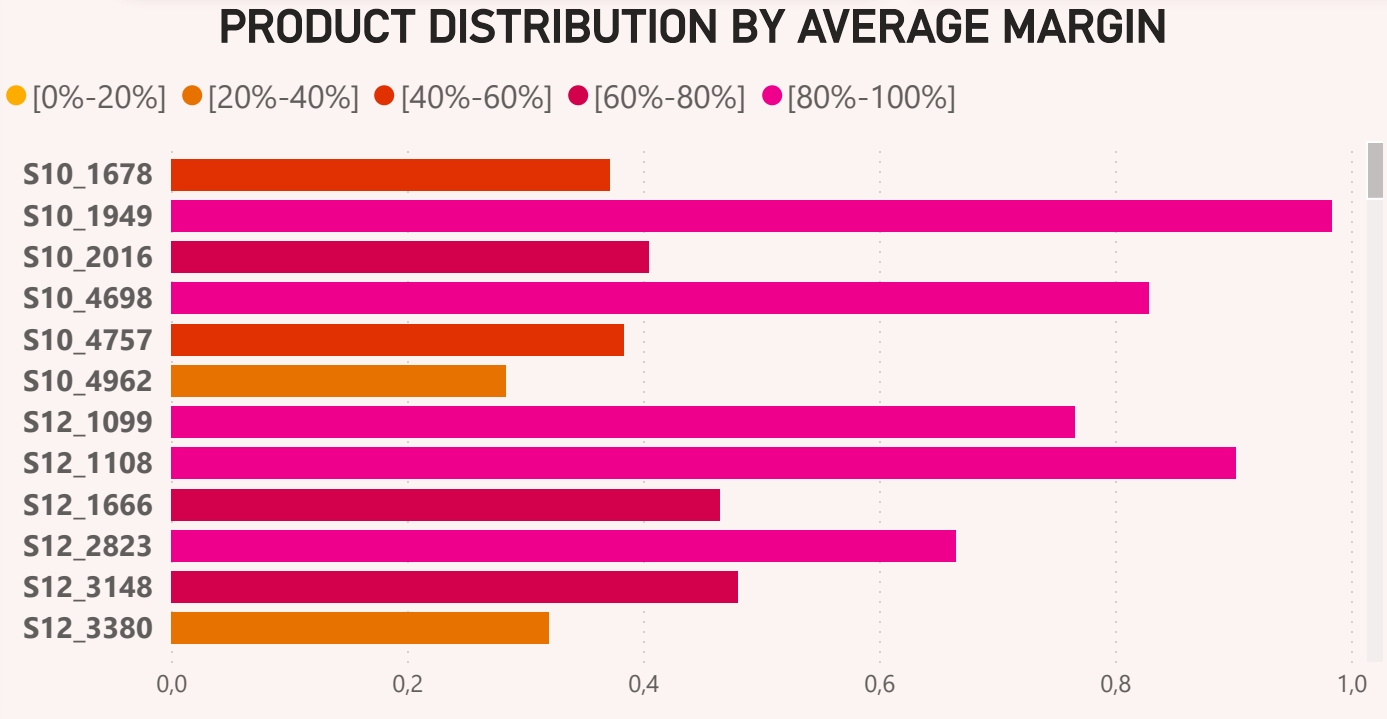
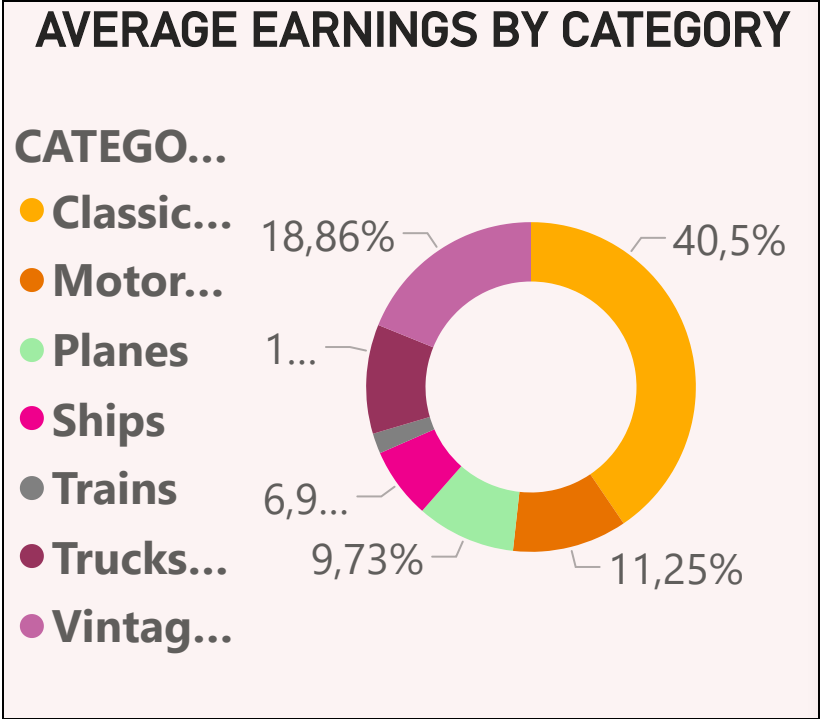
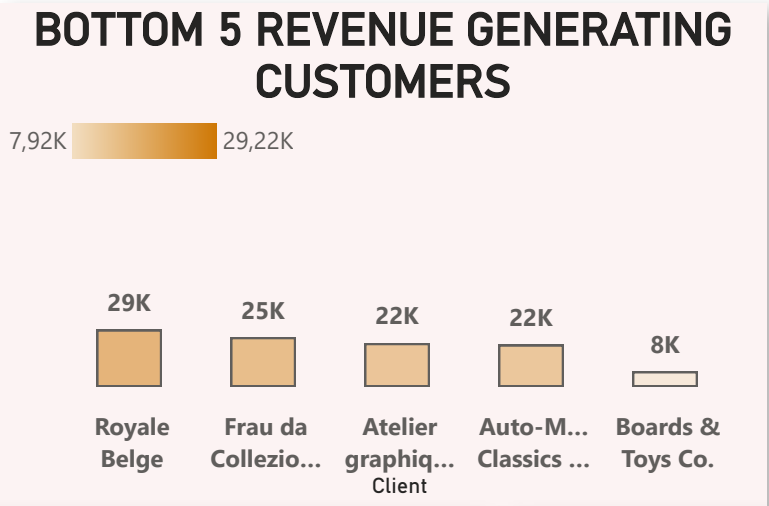
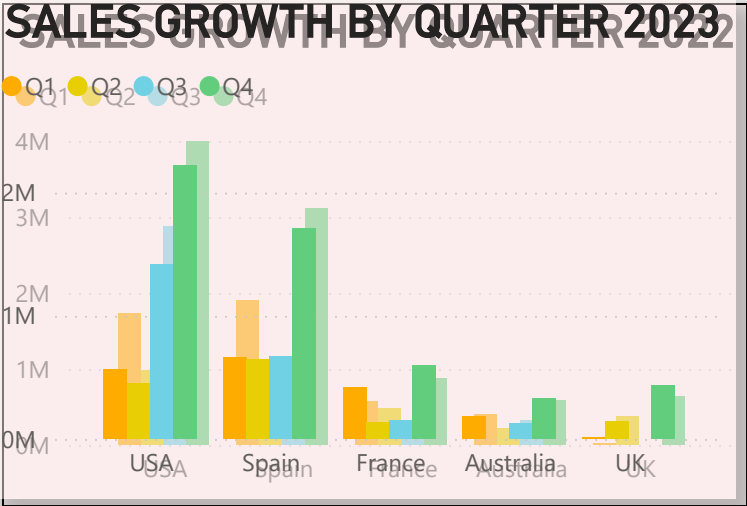
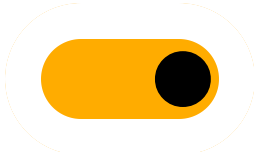
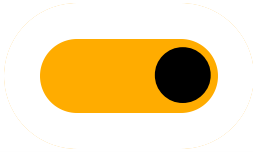
Etat_paiement ● En retard ● Non réglé ● Réglé



PAYMENT RATE



FINANCE DASHBOARD



- #### CATEGORIES
- Classic Cars
 - Motorcycles
 - Planes
 - Ships
 - Trains
 - Trucks and Buses

FINANCE DASHBOARD

30,9%

Credit limit on remaining am...

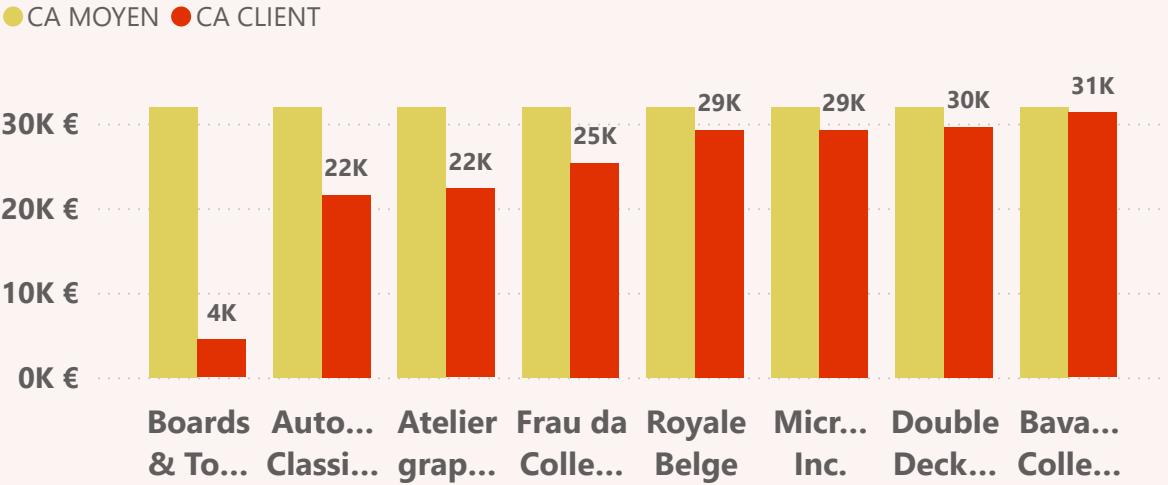
101,00

Revenu per employee

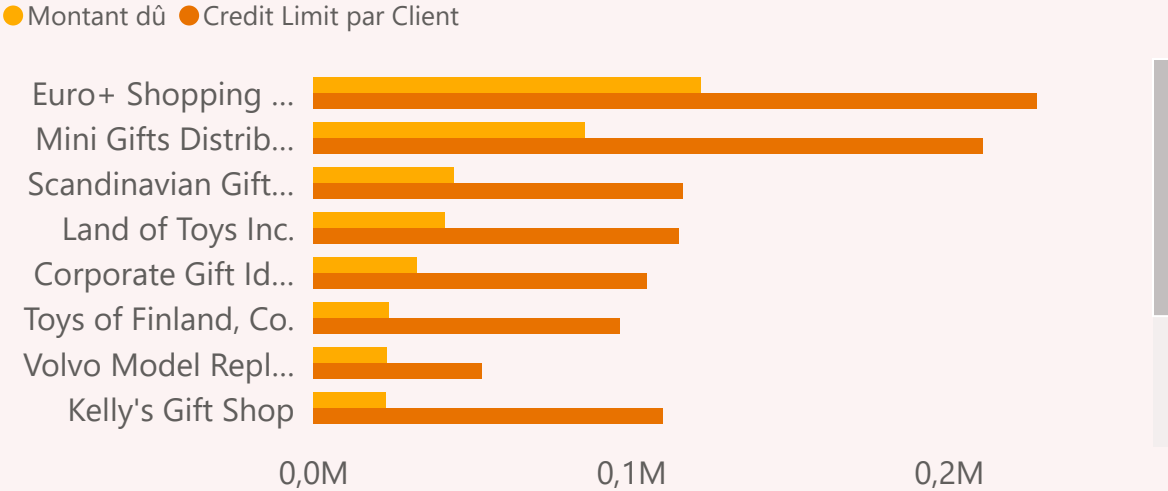
2535

Number of customers per employee

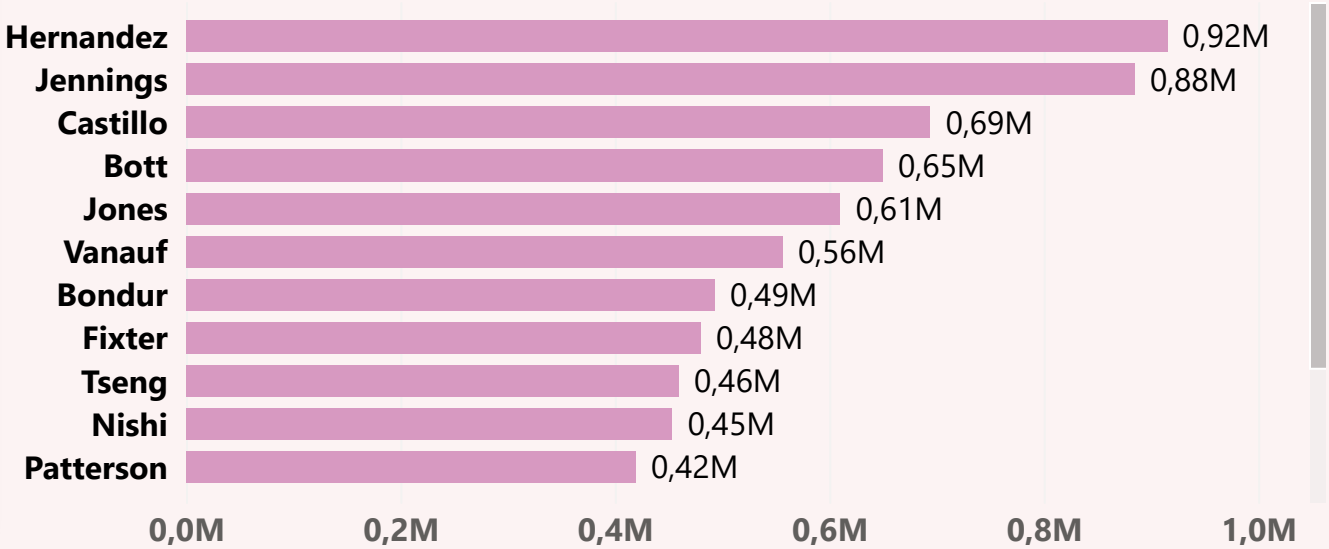
AVERAGE PAYMENT AMOUNT/ MEDIUM BUSINESS



CREDIT LIMIT - CUSTOMERS IN DEBT RECOVERY



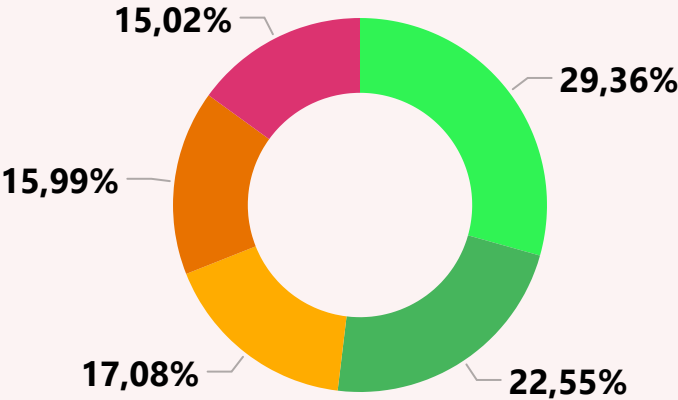
HR- REVENU PER EMPLOYEE



HR-REVENUE PER EMPLOYEE

Employees

- Leslie
- Gerard
- Pamela
- Larry
- Barry



GENERAL RECOMMENDATIONS

Human Resources - Training Local Teams

- Intensive Sales Training: Implement programs to strengthen your teams' skills with tailored sales techniques.
- Management Support: Provide guidance to underperforming sales reps to improve their performance.
- Optimizing Top Sales: Reduce their low-performing client portfolio to allocate more time and quality resources to high-value clients.

Sales Optimization & Targeted Marketing Campaigns

- Tokyo: Launch campaigns to increase customer acquisition — welcome offers and partnerships with local high-end brands.
- Boston: Develop promotions targeting price-sensitive prospects — discounts, bundled products, and loyalty programs.
- Boosting Revenue: Focus resources on high-performing territories and offices to maximize average basket size and overall revenue.
- Strategic Marketing: Prioritize best-sellers and streamline underperforming products.
- North America & Asia-Pacific: Revitalize declining markets with tailored campaigns and reassess offers.
- Customer Feedback: Conduct satisfaction surveys to identify barriers and improvement opportunities for increased sales.

Logistics - Eliminating Dead Stock

- Japan, Singapore, Sweden: Due to delivery challenges, recommend removing TRAINS and SHIPS categories.
- Seasonal Marketing Strategy: Align marketing efforts with key events in organizing countries.
- Stock Management: Ensure key product categories are well-stocked at the end of the season to anticipate strong Q4 growth.

Finance - Account Management Strategy

- Stock Adjustment: Align inventory with seasonal trends and growth forecasts.
- Data-Driven Insights: Identify complex patterns and correlations for a strategic market advantage.

TANK YOU FOR
YOUR ATTENTION

