Dashboard Requirements

Request for Dashboard Creation for B&J Biscuit Business Analysis

Dear Analyst,

I hope this message finds you well.

I'm reaching out to discuss the possibility of creating a comprehensive business analysis dashboard for B&J Biscuit. We are looking for a dashboard that provides insights into various aspects of our business, including revenue distribution, customer demographics, geographic performance, and profitability.

Project Overview:

We need a dashboard that includes the following key metrics and visualizations:

1. Revenue Distribution:

   - By product price category (high-priced vs. low-priced). (Low >=10, High<10)

   - By age group and gender.

   - By payment method.

2. Profitability Analysis:

  - Most profitable brand, location, customer, and salesperson.

  - Overall profit margin.

3. Customer Insights:

  - Top 5 customers by revenue contribution.

  - Total number of customers acquired.

4. Geographic Revenue Distribution:

  - Revenue share across key geographic locations.

5. Sales Performance:

  - Metrics such as quantity sold, total revenue, total cost of goods sold (COGS), and total profit.

Specific Requirements:

- preferred tool or platform: Excel

- Design Preferences: We would like the dashboard to be user-friendly, visually appealing, and interactive, with filters for location, payment method, and age group.

Goals of the Dashboard:

- Enable quick and informed decision-making by providing key business insights at a glance.

- Identify profitable segments and customer demographics to optimize marketing and sales strategies.

- Monitor sales performance and track customer acquisition.