



DATA VIZ INTERMEDIATE ASSIGNMENT

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BUSINESS QUESTION

As a data analyst at Samba Commerce, CEO requested us to create a company wide dashboard to understand business performance better. Main OKR this year is about transaction



DASHBOARD OBJECTIVES

I need to make executive dashboard about transaction which includes: Order Count, Sales and Total Payment Value since these data are also available in datasets.

Samba Ecommerce Dashboard

Customer Count
48,022

Order Count
49,544

Seller Count
1,771

Average Order
1.03

State Selected:

State

City Selected:

City

Order Purchase
Timestamp

Select date range

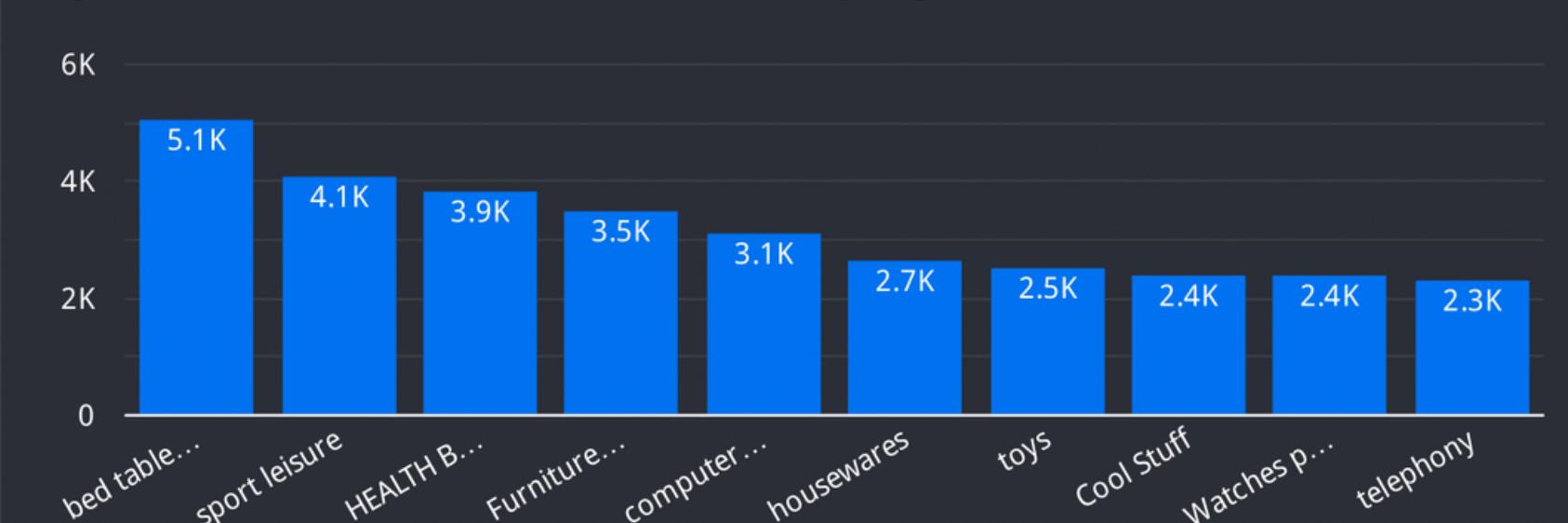
Total Order by State/City

State	City	Total Order
1. SP	sao paulo	7,020
2. RJ	rio de janeiro	3,590
3. MG	belo horizonte	1,347
4. DF	brasilia	986

1 - 100 / 3527



Top 10 Most Ordered Product Category



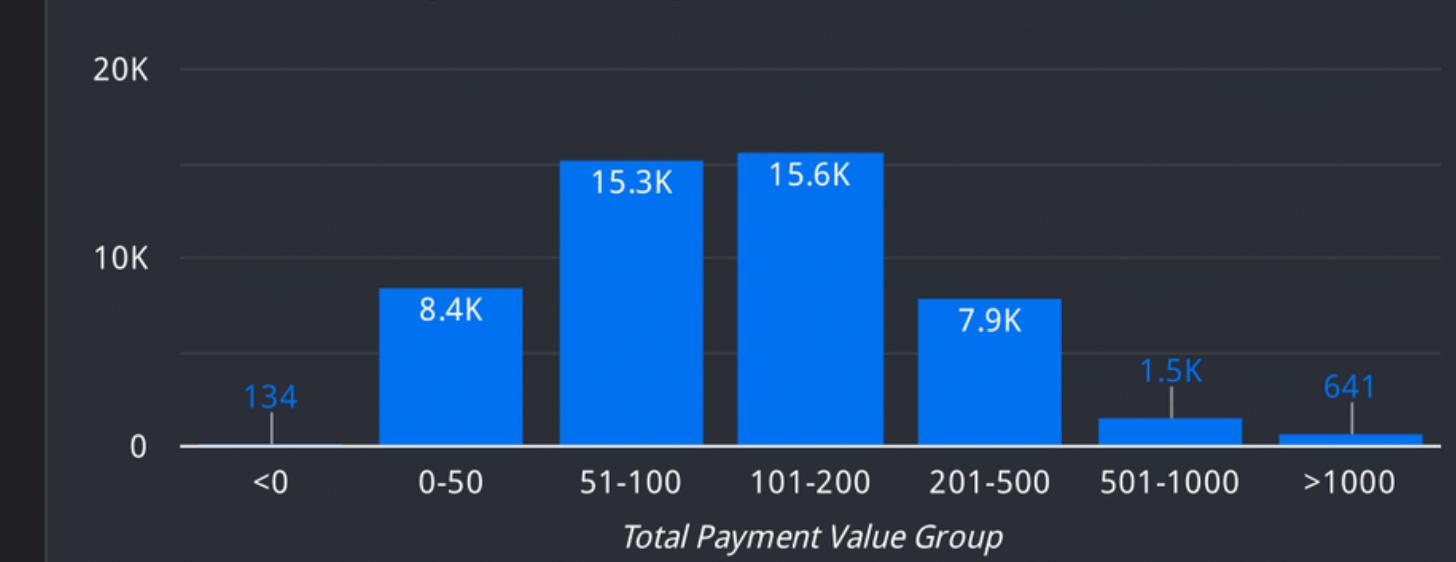
Average Order per Customer by City

Customer City	Average Order
1. candido rodrigues	3.00
2. jacaraci	2.00
3. corguinho	2.00
4. barao de cotegipe	2.00

1 - 100 / 3401



Total Orders by Total Payment Value



LOOKER DASHBOARD

Samba Ecommerce Dashboard

Customer Count
48,022

Order Count
49,544

Seller Count
1,771

Average Order
1.03

Total Order by State/City

	State	City
1.	SP	sao paulo
2.	RJ	rio de janeiro
3.	MG	belo horizonte
4.	DF	brasilia

Click this to filter based on State

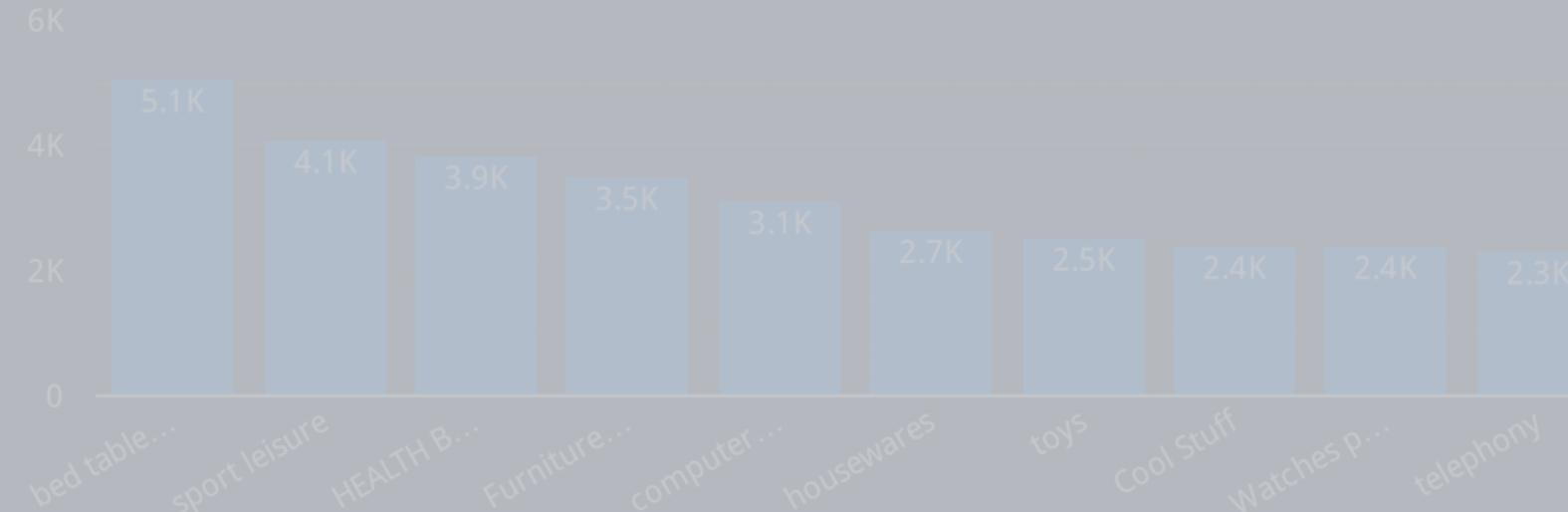
Total Order ▾

7,020

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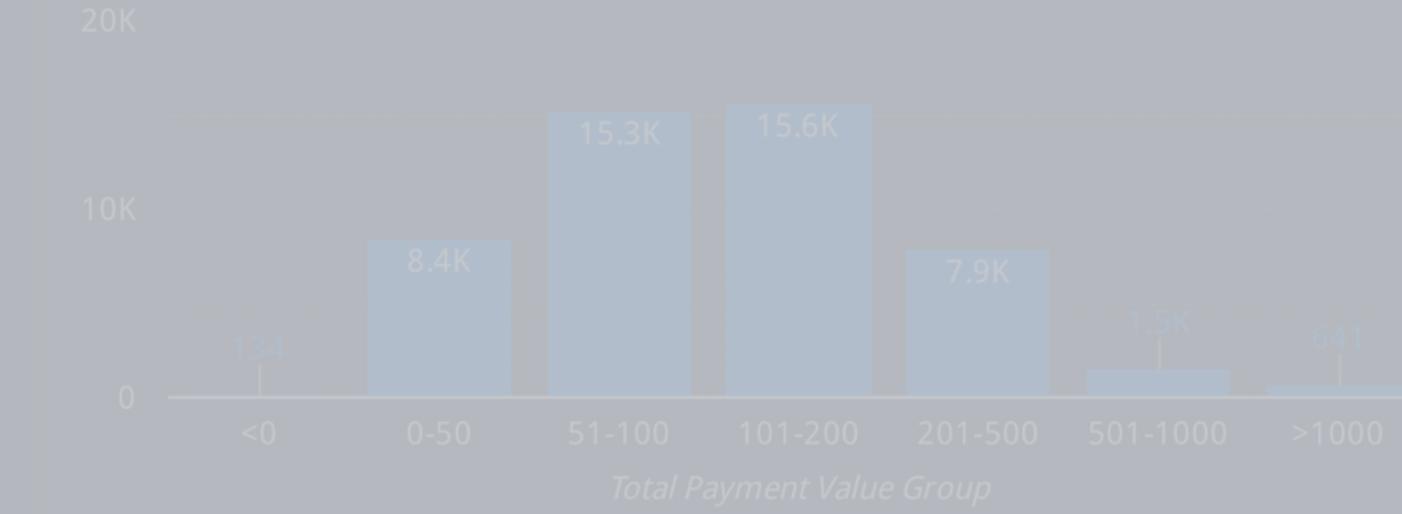
Top 10 Most Ordered Product Category



The dashboard will automatically show
the data based on your chosen filter

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AZ

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AZ

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State Selected:

State

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City Selected:

City

▼

Order Purchase
Timestamp

Select date r

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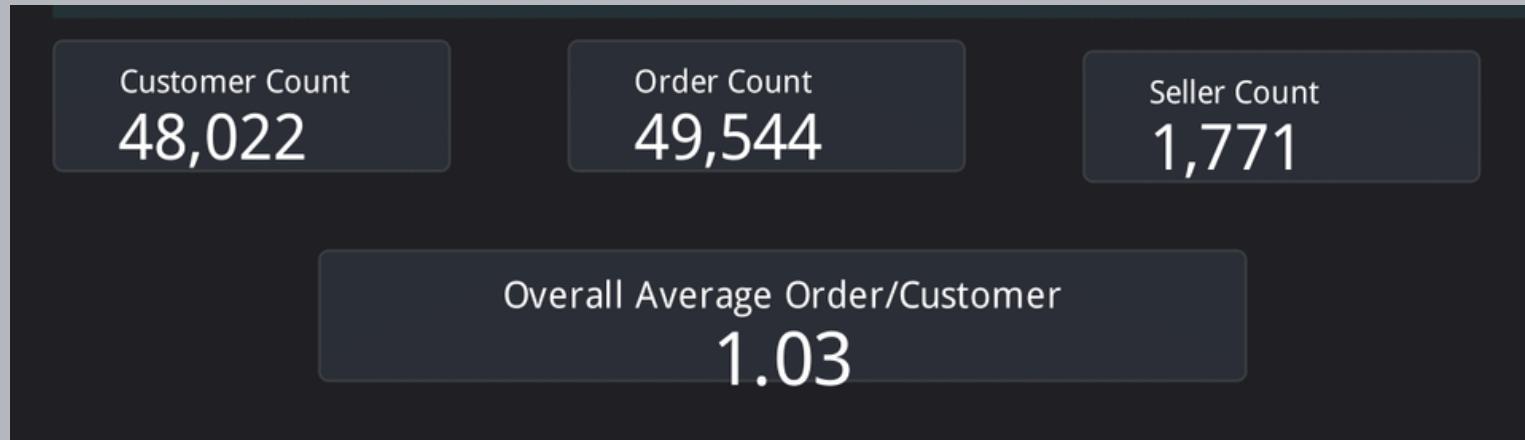
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Samba Ecommerce Dashboard



State Selected:

State

City Selected:

City

Order Purchase
Timestamp

Select date range

Scorecards give overview total customer, total order, total seller and average order per customer

Total Order by State/City

State	City	Total Order
1. SP	sao paulo	7,620
2. RJ	rio de janeiro	3,590
3. MG	belo horizonte	1,347
4. DF	brasilia	986

Click here to sort the bottom 4

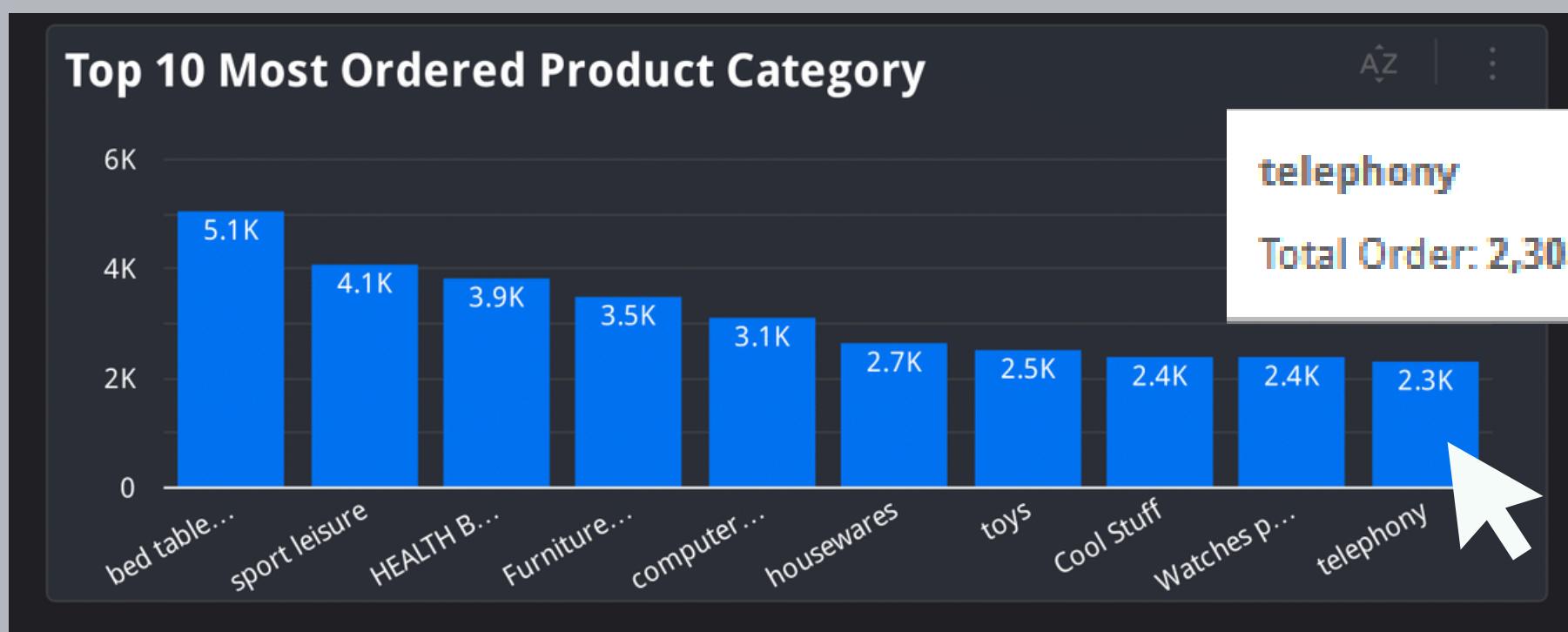
1 - 100 / 3527 < >

Average Order per Customer by City

This is the list of total order in all city. What you see here is the top 4 city having highest total order

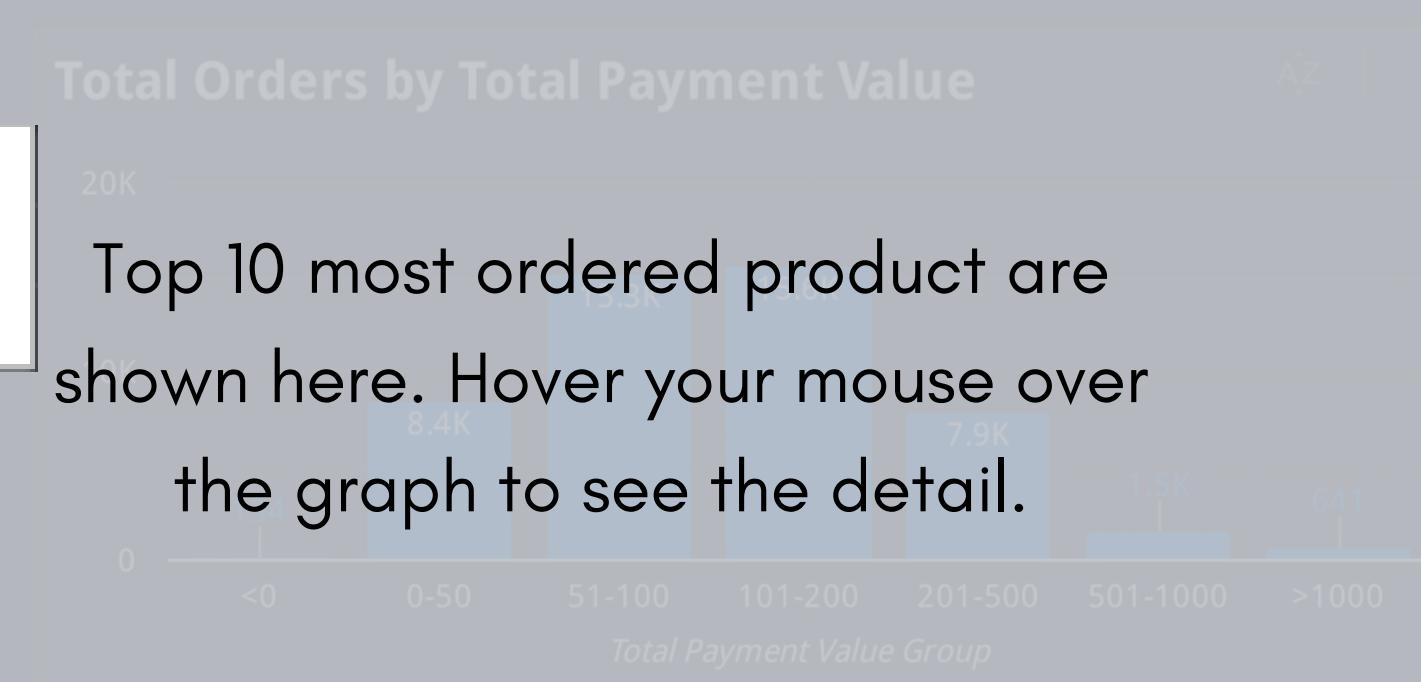
Customer City	Average Order
candido rodrigues	3.00
taubaté	2.00
corginho	2.00
barao de cotegipe	2.00

1 - 100 / 3401 < >



Total Orders by Total Payment Value

Top 10 most ordered product are shown here. Hover your mouse over the graph to see the detail.



Samba Ecommerce Dashboard

Customer Count
48,022

Order Count
49,544

Seller Count
1,771

Average Order
1.03

State Selected:

State

City Selected:

City

Order Purchase
Timestamp

Select date range

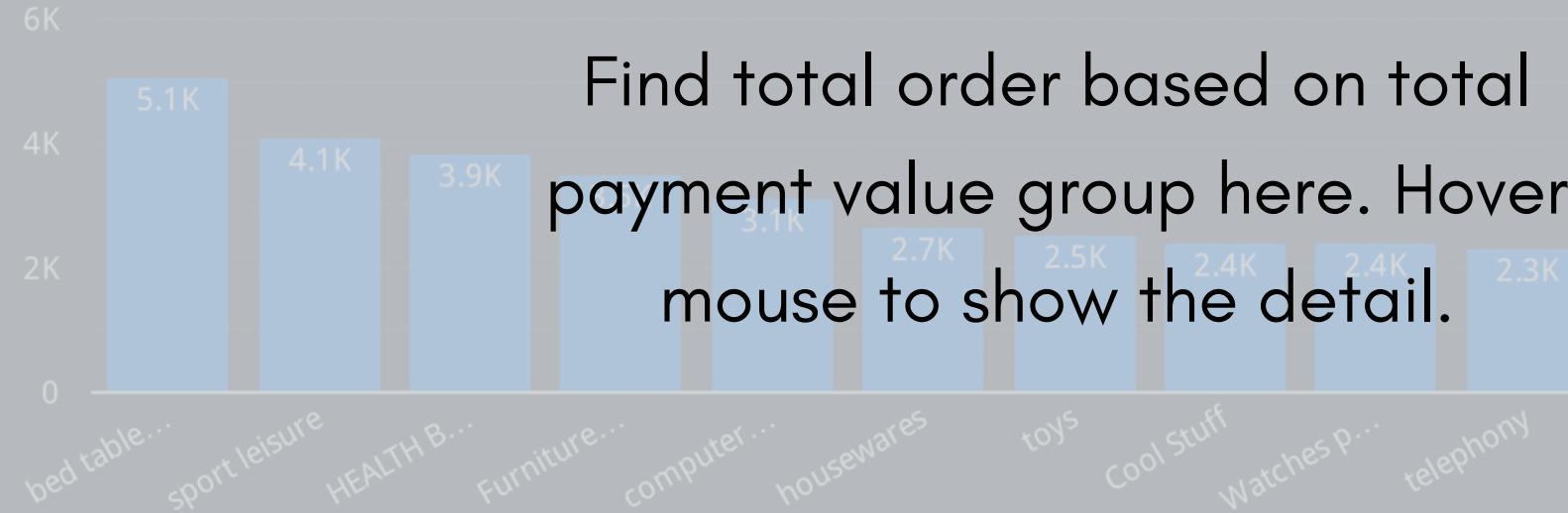
Total Order by State/City

	State	City	Total Order
1.	SP	sao paulo	7,020
2.	RJ	rio de janeiro	3,590
3.	MG	belo horizonte	3,347
4.	DF	brasilia	986

1 - 100 / 3527 < >

This is the list of average order per customer by city sorted descending.

Top 10 Most Ordered Product Category



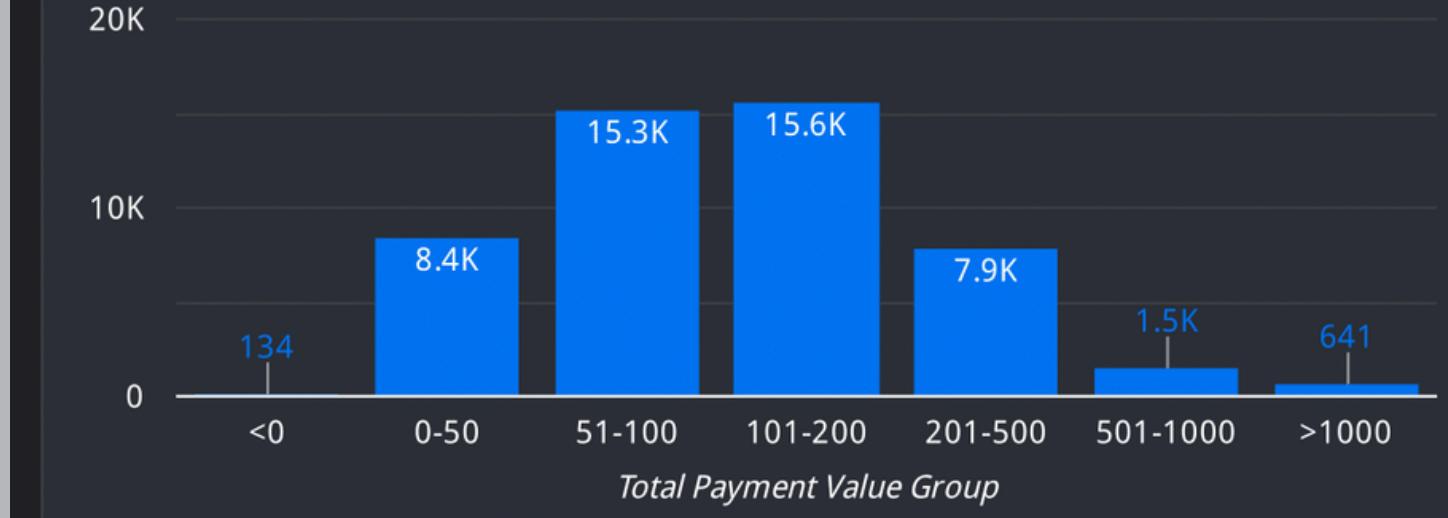
Find total order based on total payment value group here. Hover mouse to show the detail.

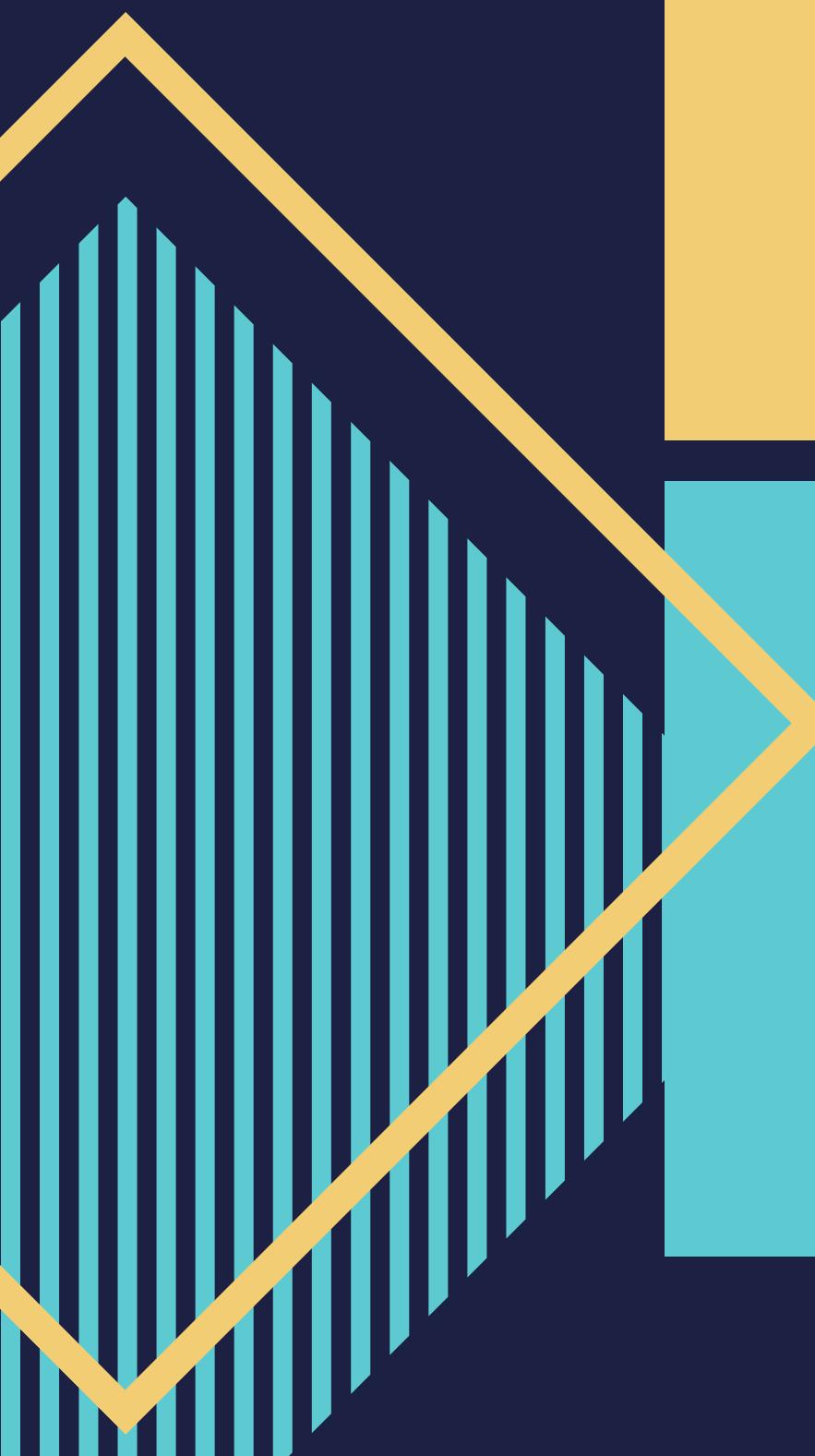
Average Order per Customer by City

	Customer City	Average Order
1.	candido rodrigues	Click here to sort the bottom 4
2.	jacaraci	2.00
3.	corguinho	2.00
4.	barao de cotegipe	2.00

1 - 100 / 3401 < >

Total Orders by Total Payment Value





SAO PAULO (SP)
State with highest Total Order
(19.6K)



SAO PAULO
City with highest Total Order
(7K), also located in SP State



BED TABLE BATH
Most ordered Product Category
(5.1K)



101-200
Most orders (15.6K) have total
payment value range from 101 –
200

THOISNI

TABLEAU DASHBOARD

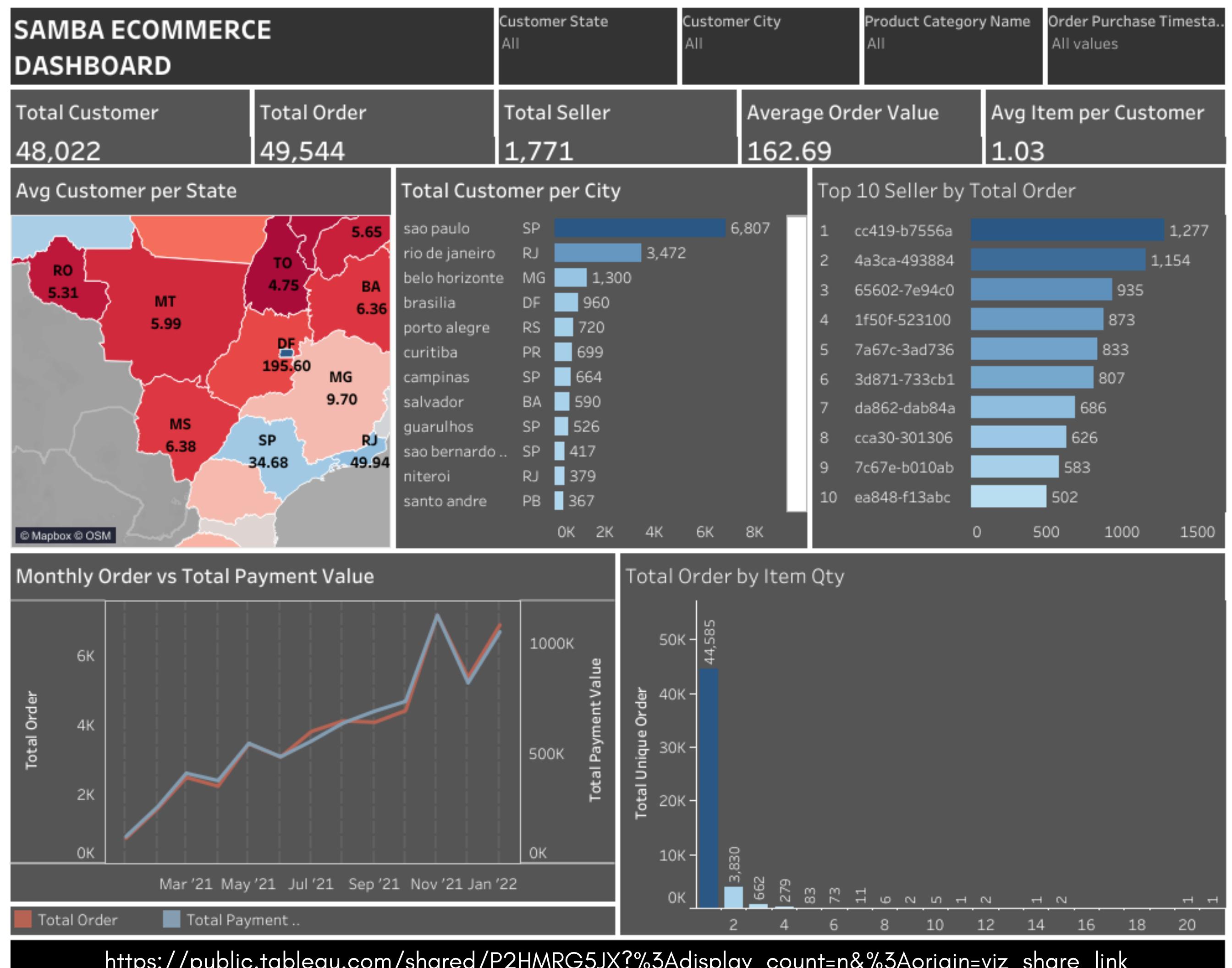


TABLEAU DASHBOARD LINK

SAMBA ECOMMERCE DASHBOARD

Customer State
All

Customer City
All

Product Category Name
All

Order Purchase Timesta..
All values

Total Customer

48,022

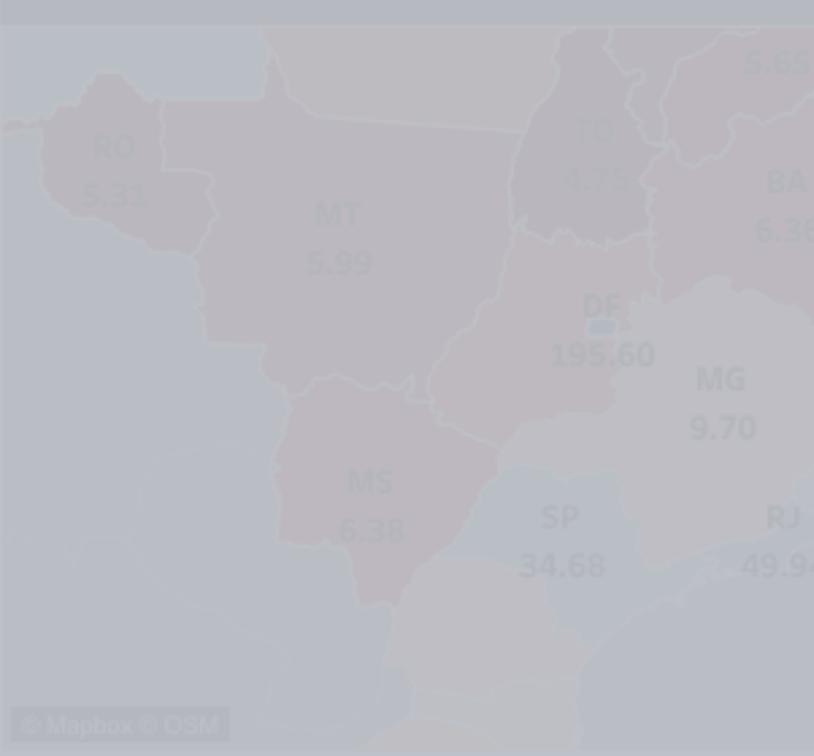
Total Order

49,544

Total Seller

1,771

Avg Customer per State



Total Customer per City

sao paulo	SP	6,807
rio de janeiro	RJ	3,472
belo horizonte	MG	1,300
brasilia	DF	960
porto alegre	RS	720
curitiba	PR	699
campinas	SP	664
salvador	BA	590
guarulhos	SP	526
sao bernardo do campo	SP	417
niteroi	RJ	379
santo andre	PB	367

These 4 is filter: State, City, Customer Category and Date of Order Purchase.

Top 10 Seller by Total Order



Monthly Order vs Total Payment Value



Total Order by Item Qty

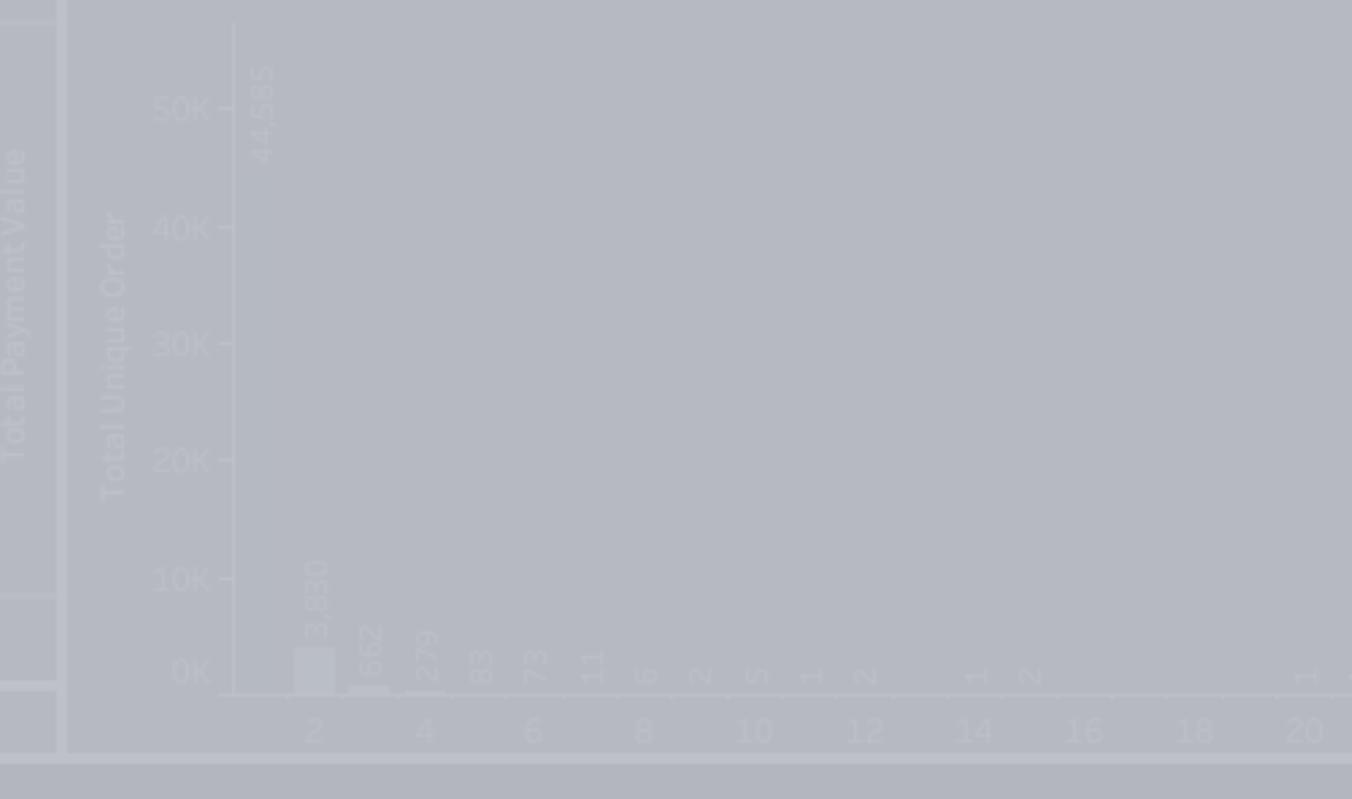
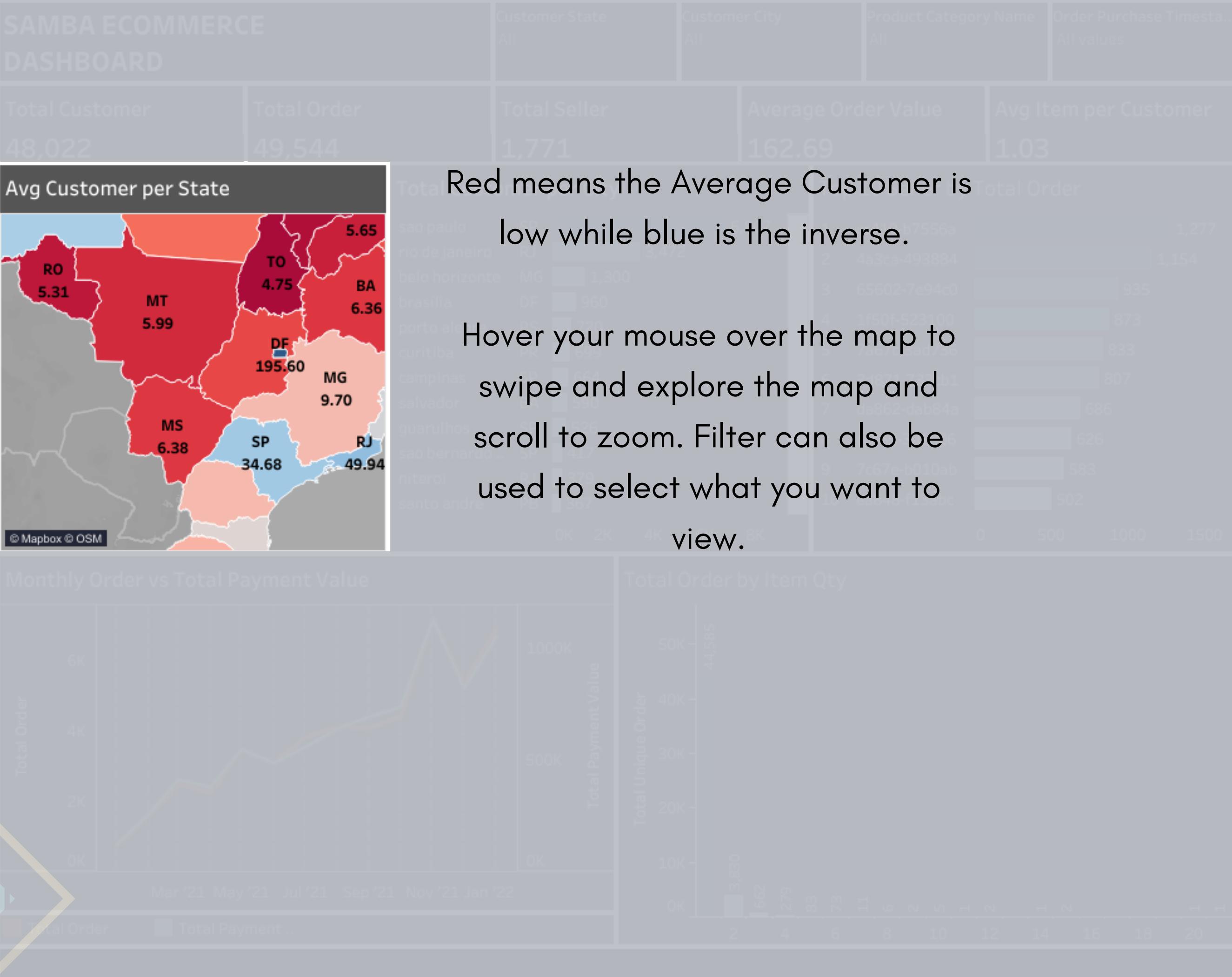
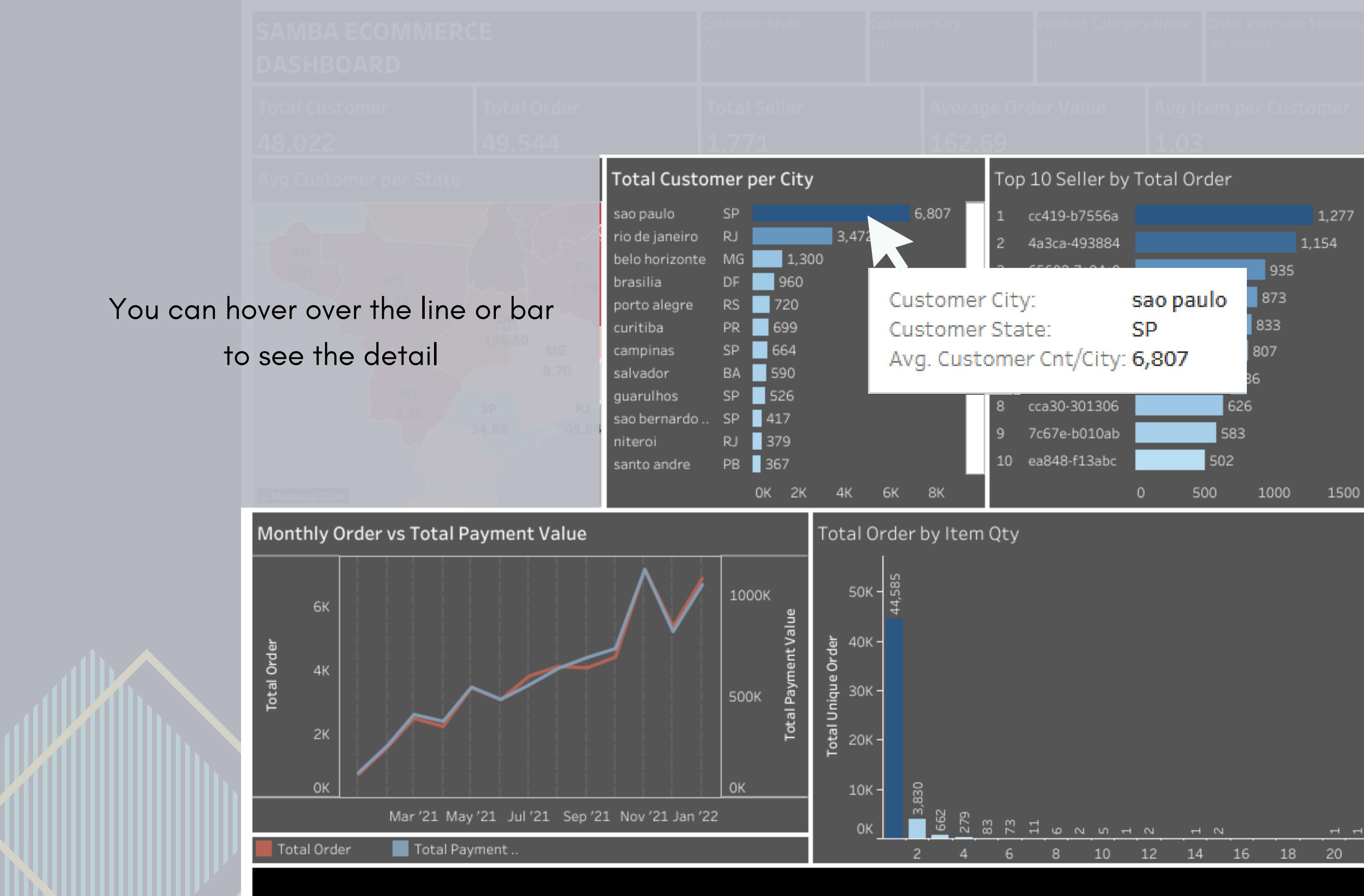


TABLEAU DASHBOARD LINK



TABLEAU DASHBOARD LINK





DISTRITO FEDERAL (DF)

State with highest Average

Customer

CC419-B7556A

Seller ID with the best Total
Order (1.27K)

NOVEMBER 2021

Month with Highest Total Order
(7.1K) and Total Payment Value
(1.1M)

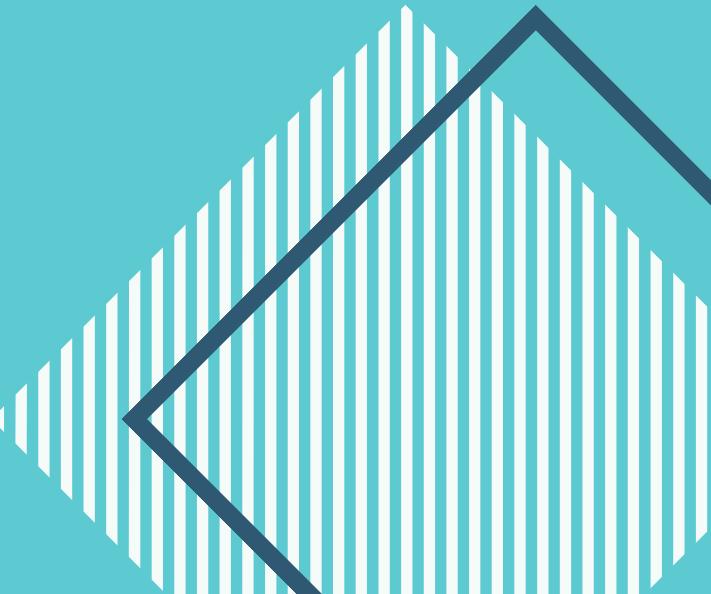
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People mostly order 1 item
quantity

THEISNI



THANK YOU!



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