Data Visualization: Assignment 4

Student 1: Dominik Ludwiczak, 151948

Student 2: Michał Kałmucki, 151944

Design

Dashboard name and purpose

The Superstore Dashboard provides a comprehensive view of sales data, enabling users to monitor performance, identify trends, and optimize sales strategies. It consolidates key metrics, visualizations, and interactive elements to facilitate data-driven decision-making and maximize revenue and profitability.
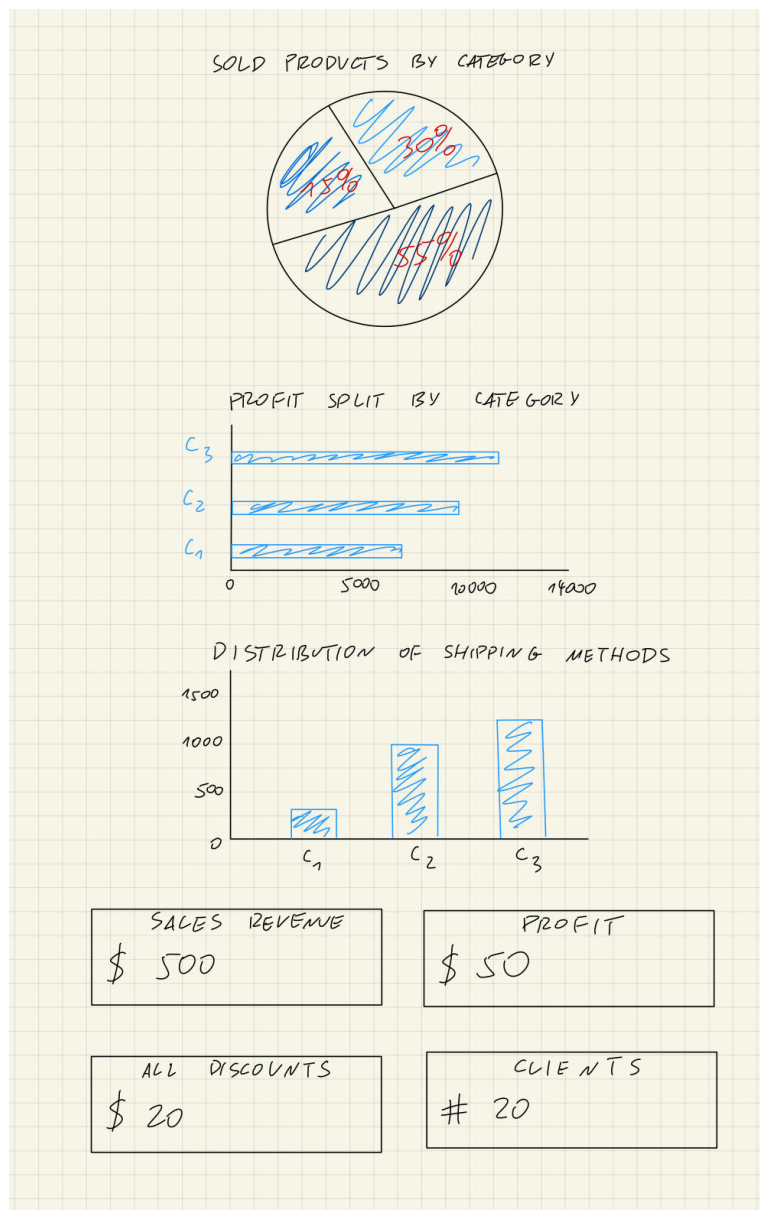
Tasks solved using the dashboard

1. Monitor Sales Performance: The dashboard helps track sales revenue, quantity of sold items, and profit over time. It allows users to identify overall sales trends, compare performance across different periods, and make informed decisions to improve sales strategies.

2. Analyze Product Categories: The pie chart visualizes the split of sales across three categories: Furniture, Office Supplies, and Technology. This enables users to understand the contribution of each category to overall sales and identify areas of growth or potential improvement.

3. Explore Regional Sales: The interactive US map allows users to click on a specific state to view sales data limited to that state. This functionality enables analysis of regional sales performance, identification of high-performing or underperforming areas, and targeted strategies for specific regions.

4. Assess Profitability: The bar plot showcasing profit in each category helps users evaluate the profitability of different product categories. It allows for identifying the most profitable categories and optimizing resources accordingly.

5. Evaluate Shipping Methods: The bar plot displaying the distribution of shipping methods (Same Day, First Class, Second Class, Standard Class) provides insights into the preferred shipping options among customers. This information can be

used to optimize shipping strategies, improve customer satisfaction, and minimize shipping costs.
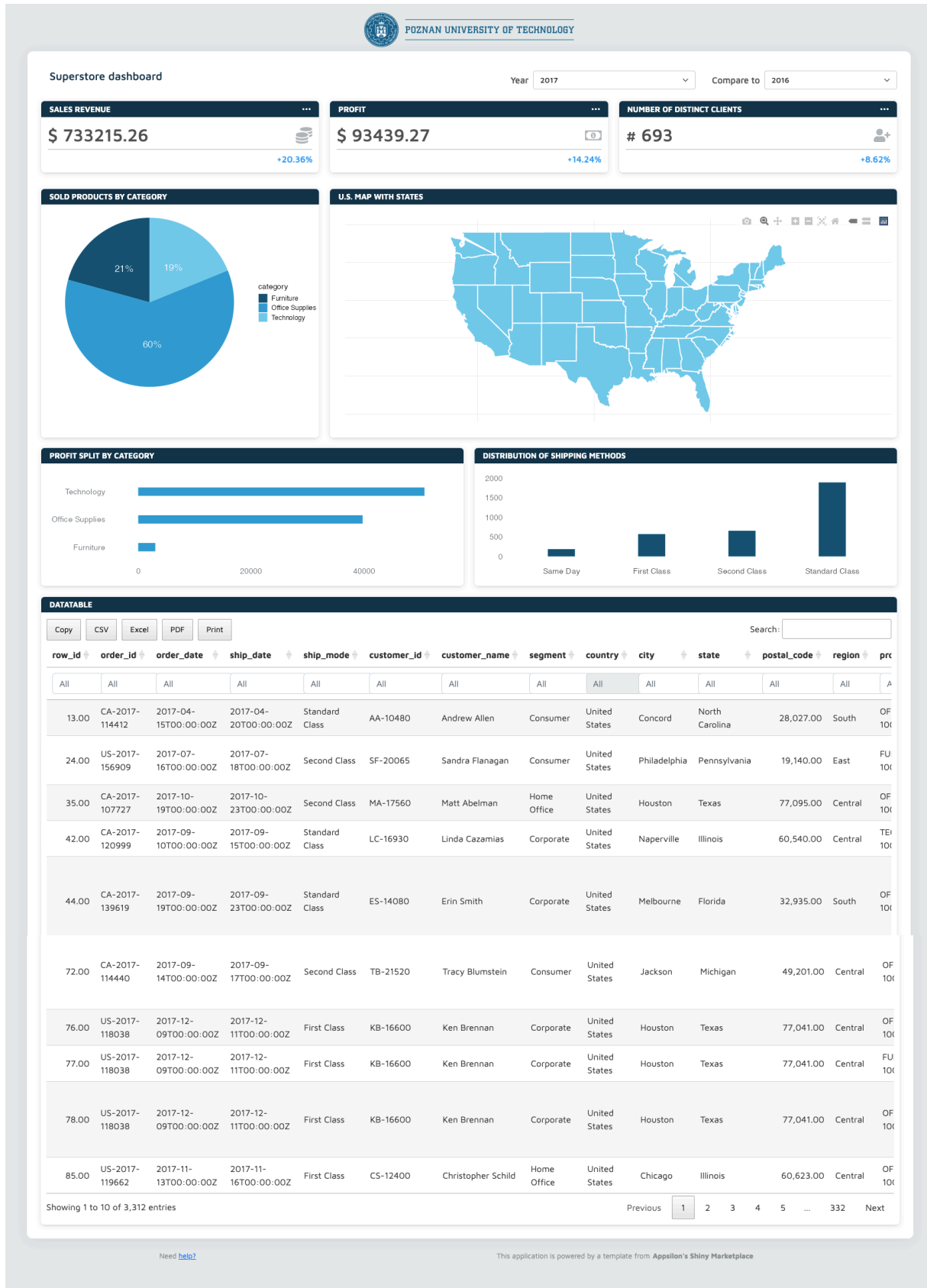
6. Detailed Data Analysis: The data table presents the complete dataset, allowing users to access detailed information about individual sales transactions. This facilitates in-depth analysis, identifying outliers, detecting patterns, and gaining a deeper understanding of the sales data.

Sketches

Implementation

Screenshots

Github

https://github.com/DominikLudwiczak/Data-Visualization/tree/main/4

Link to live demo

https://dominikludwiczak.shinyapps.io/shiny-enterprise-dashboard/