

Sales Dashboard

ID: 513673

This is a sales data from the online shopping website, recording orders data in the United States with 21 columns as below:

```
str(data)

'data.frame': 10194 obs. of 21 variables:
 $ Row.ID      : int  1 2 3 4 5 6 7 8 9 10 ...
 $ Order.ID    : chr  "US-2019-103800" "US-2019-112326" "US-2019-112326" "US-2019-112326" ...
 $ Order.Date  : chr  "1/3/19" "1/4/19" "1/4/19" "1/4/19" ...
 $ Ship.Date   : chr  "1/7/19" "1/8/19" "1/8/19" "1/8/19" ...
 $ Ship.Mode   : chr  "Standard Class" "Standard Class" "Standard Class" "Standard Class" ...
 $ Customer.ID : chr  "DP-13000" "PO-19195" "PO-19195" "PO-19195" ...
 $ Customer.Name : chr  "Darren Powers" "Phillina Ober" "Phillina Ober" "Phillina Ober" ...
 $ Segment    : chr  "Consumer" "Home Office" "Home Office" "Home Office" ...
 $ Country.Region: chr  "United States" "United States" "United States" "United States" ...
 $ City       : chr  "Houston" "Naperville" "Naperville" "Naperville" ...
 $ State.Province: chr  "Texas" "Illinois" "Illinois" "Illinois" ...
 $ Postal.Code : chr  "77095" "60540" "60540" "60540" ...
 $ Region     : chr  "Central" "Central" "Central" "Central" ...
 $ Product.ID  : chr  "OFF-PA-10000174" "OFF-BI-10004094" "OFF-LA-10003223" "OFF-ST-10002743" ...
 $ Category   : chr  "Office Supplies" "Office Supplies" "Office Supplies" "Office Supplies" ...
 $ Sub.Category : chr  "Paper" "Binders" "Labels" "Storage" ...
 $ Product.Name : chr  "Message Book, Wirebound, Four 5 1/2\" X 4\" Forms/Pg., 200 Dupl. Sets/Book" "GBC Standard Plastic Binding Systems Combs" "Avery 508" "SAFCO Boltless Steel Shelving" ...
 $ Sales      : num  16.45 3.54 11.78 272.74 19.54 ...
 $ Quantity   : int   2 2 3 3 3 9 2 3 2 4 ...
 $ Discount   : num   0.2 0.8 0.2 0.2 0.2 0.2 0.0 0.0 0.0 ...
 $ Profit     : num   5.55 -5.49 4.27 -64.77 4.88 ...
```

The data also includes a sub-table named “people”, showing the regional manager information:

Regional Manager	Region
Sadie Pawthorne	West
Chuck Magee	East
Roxanne Rodriguez	Central
Fred Suzuki	South

In this ‘Sales dashboard’, I designed three KPI to track: Sales, Profit, and Quantity. It shows the total current year’s sales, profit, and quantity, together with the increased percentage compared with last year (Year-Over-Year Change). Alongside with the number, trend lines are presented for better visualization.

The graph ‘Sales and Profit Distribution by States’ give a clear look on which state has relatively large sales and profit. I also add ‘Top 10 States Sales / Top 10 States Profit’ to make a quick detection.

Monthly [Total Current Year Sales/Profit/Quantity] by segment allows users to click ‘Select a Parameter’ and see monthly measurement in each segment. This is an area chart, and average sales/profit/qty and largest sales/profit/qty are marked in the graph.

Graph ‘Total Sales by location and manager’ used the information about regional manager, and compare their performance.

In the dashboard, a filter allows users to click ‘region button’ in the left-bottom, and see how other graphs changing with different regions (west, east, central and south). A highlight also allows users to hover around the U.S. map, and directly have a sense which region it belongs to.