

Prework

1. Check data and "clean" in Python
2. Create the final table that will be used with Tableau
3. Create the system Of KPI
4. Tableau 12 widgets, 2 of them reflect forecasted value
5. Dashboard

For Dashboard

Profit indicators:

- Total amount of sales for year in analysis (Y0)
- Forecast based on previous years (Y-1, Y-2)
- Number of customers (Y0) and forecast
- Shipping cost against sale price and maybe relation to item's dimensions (l x w x h)

Customer focus

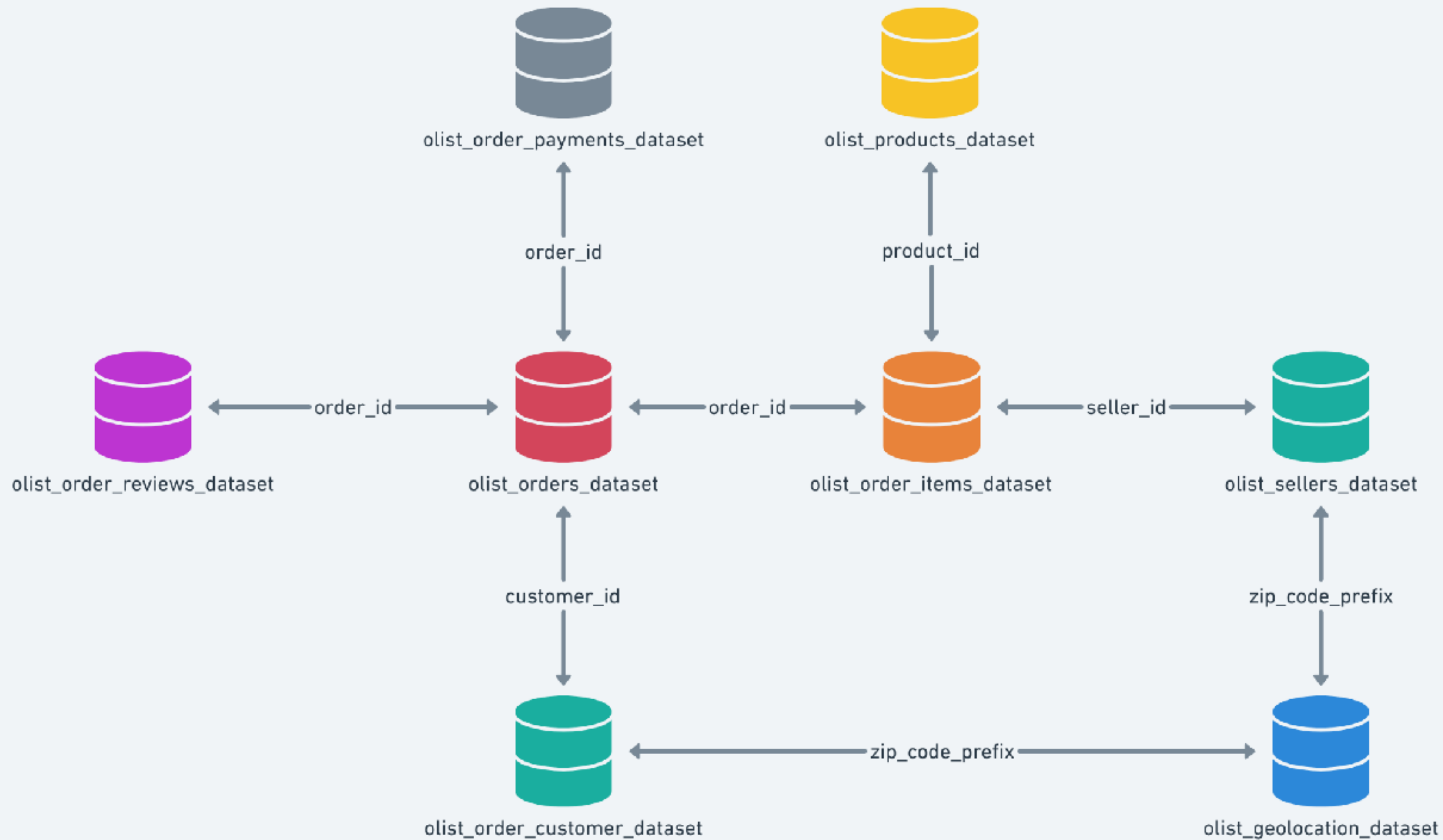
- How many sales per customer/city? (map)
- Customer count per city/region (map)
- Top 10 of products
- Pie chart - Payment methods

Shop Improvement

- Satisfaction of clients (by review score) (Marcia)
- Time between delivered to the carrier against delivered to the customer (Marcia)
- How photo quality of product works for sales ?

Seller focus

- Which seller has the best reviews



Title

Year

Sales

N°
orders

Total
shipping
cost

N° of
active
customers

Avg.
satisfactio
n of clients

Forecast of sales

Top 10 Sales per Product

Sales per Region

