

FARDIN'S DATA ANALYSIS AND VISUALIZATION PROJECT

KPI DASHBOARD FOR AUTOMOBILE RETAIL COMPANY

SALES INSIGHTS REPORT 2003-05

BUSINESS OBJECTIVE

- ▶ This is an automobile retail company chains across various cities and countries of India
- ▶ The Managing director / CEO of wants to incorporate 'Business and Data Intelligence' to identify and track the source of revenue for the company
- ▶ Hence, it is decided to develop a KPI Dashboard using Jan-03 to May-05 data, which can help track its revenue sources and other relevant KPIs across various dimensions
- ▶ It'll help the management take strategic business decisions based on the insights generated from the dashboard

PROBLEM STATEMENT / PROJECT SCOPE

- ▶ Identify the data sources pertaining to revenue management
- ▶ Clean and model the data as per requirement for analysis
- ▶ Create a revenue dashboard that measures important KPIs
- ▶ Relevant filters need to be provided to slice and dice the data
- ▶ The dashboard should depict both high level and granular insights

SOLUTION APPROACH

- ▶ The data consists of table provided for tracking revenue, which consists of sales, order date, order status, product line and countries.
- ▶ Power BI was the tool used for creating the visualization/dashboard
- ▶ The data was imported, analysed and transformed as per necessity within Power Query
- ▶ Importing data from a folder so that even if we add upcoming month's data it can be updated automatically.

SOLUTION APPROACH

- ▶ A few measures were created to calculate the KPIs as shown below:

Sales = Sum of sales from shipped items (in dollars)

Total Number of Orders = Count of Order ID from the table

Quantity Sold = Total number of products sold

Order Status = Count of orders status from the table

Quarters = Total Sales of each quarter from the table

2823

Number of Orders

\$10.03M

Sum of SALES

99K

Quantity Sold

COUNTRY

All

QUARTERS

1

2

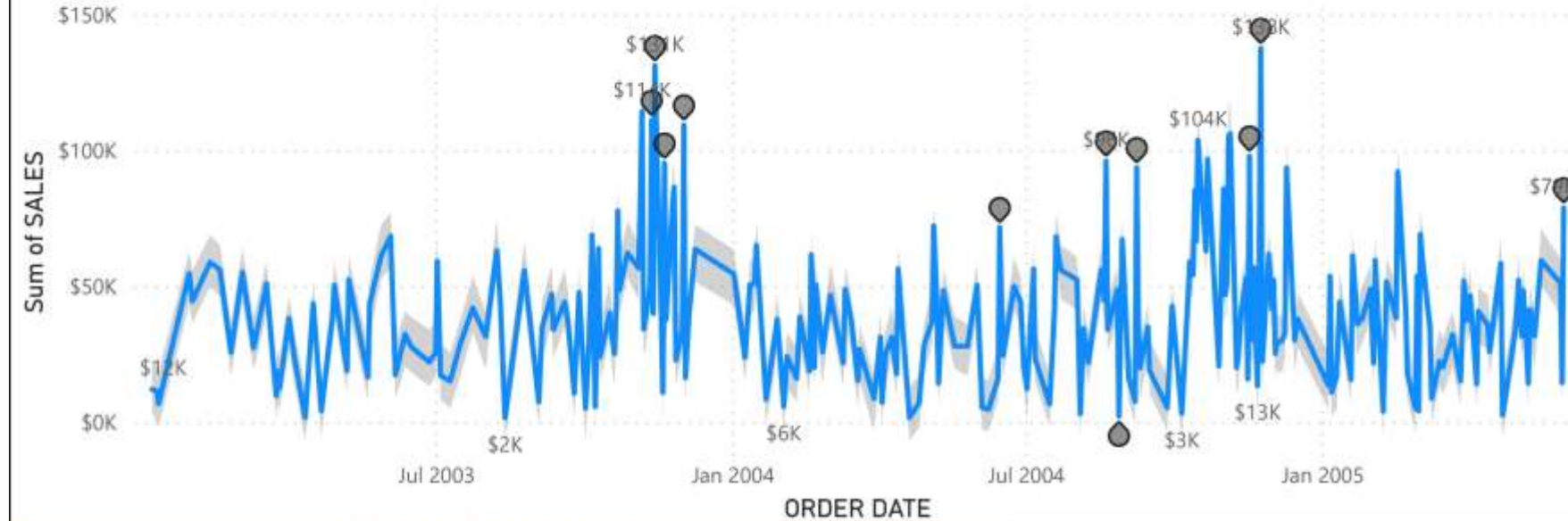
3

4

CUSTOMER NAME

All

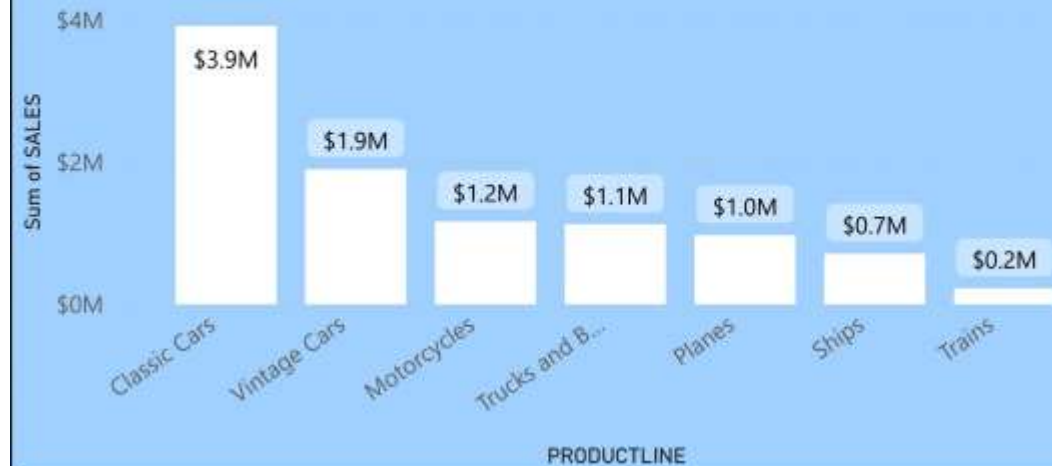
Sales over years



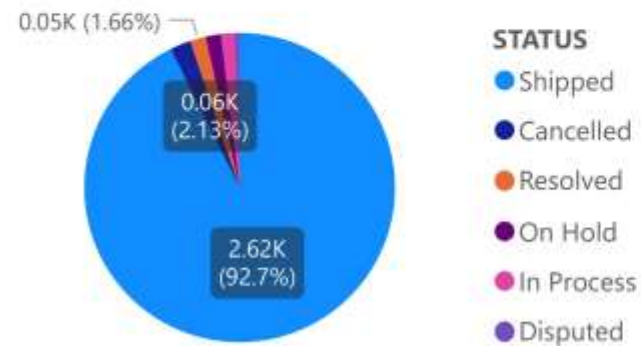
Sales by City



Sales by Product Line



Status of Orders



Sales by Deal Size



FEATURES OF THE DASHBOARD

- ▶ The following 5 visuals were provided:
 - ▶ **Sales over Years** = line chart shows the sales generated across various years
 - ▶ **Sales by City** = Clustered bar chart shows the sales of each city across different countries in the world
 - ▶ **Sales by Product Line** = Stacked column chart shows the distribution of sales by each product line type
 - ▶ **Order Status** = Pie chart shows the distribution of sales based on shipping status
 - ▶ **Sales by Deal Size** = A Treemap shows the size of deal of orders

FEATURES OF THE DASHBOARD

- ▶ A bunch of card visuals were placed in the left top to show the values of important KPIs
- ▶ The following filters were provided to slice and dice the data at right of dashboard:
 - ▶ COUNTRY
 - ▶ QUARTER
 - ▶ CUSTOMER NAME
- ▶ The theme of the dashboard is based on the theme of the presentation
- ▶ The visuals are interactive in nature
- ▶ Tooltips pop-up when hovering over a visual for more information about the data point

BUSINESS OUTCOMES

- ▶ The following are some important business insights derived from the sales dashboard:
 - ▶ Madrid generates highest revenue and Charleroi the least revenue during Jan 2003 to May 2005. Company need to focus on increasing the revenue in Charleroi.
 - ▶ The Classic Cars has highest sales percentage (39%) which is 1,632.5% is higher than Trains (lowest). Leverage this insight to increase revenue generated through Classic Cars.
 - ▶ 92% of the orders are shipped out while 2.13% of cancelled and 1.6% of on hold across all cities which means 92% of orders generate revenue for this company. Identify and analyse the reasons for cancellations and try to reduce them.

BUSINESS OUTCOMES

- ▶ The following are some important business insights derived from the revenue dashboard:
 - ▶ The company has generated highest sales of \$ 3.87M through Quarter 4 while least sales of \$ 1.76M through Quarter 3 of the all three years.
 - ▶ 49% of deals made by the company were of medium size with 60% of revenue followed by 45% of small with 26% of revenue and last 5.56 % of deals with revenue percentage of 13% is large size

CONCLUSION

- ▶ A revenue dashboard was built for automobile retail company depicting its various KPIs visually
- ▶ Relevant filters along with tooltips and interactions was provided in the dashboard
- ▶ This dashboard can be used for both high-level and in-depth analysis of KPIs across various dimensions

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THANK YOU

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