



Northwind Store Analysis

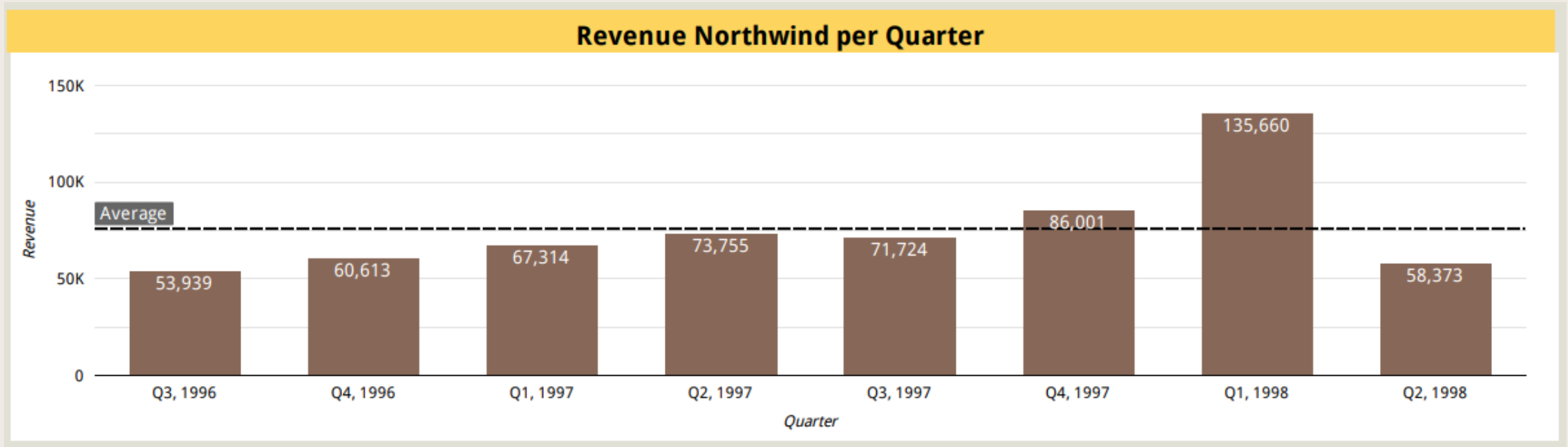
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Link Dashboard

Business Understanding

This dashboard was created to monitor the movement of Northwind stores, from company revenue to supplier company reports. This dashboard is interactive, can be filtered by date and country.





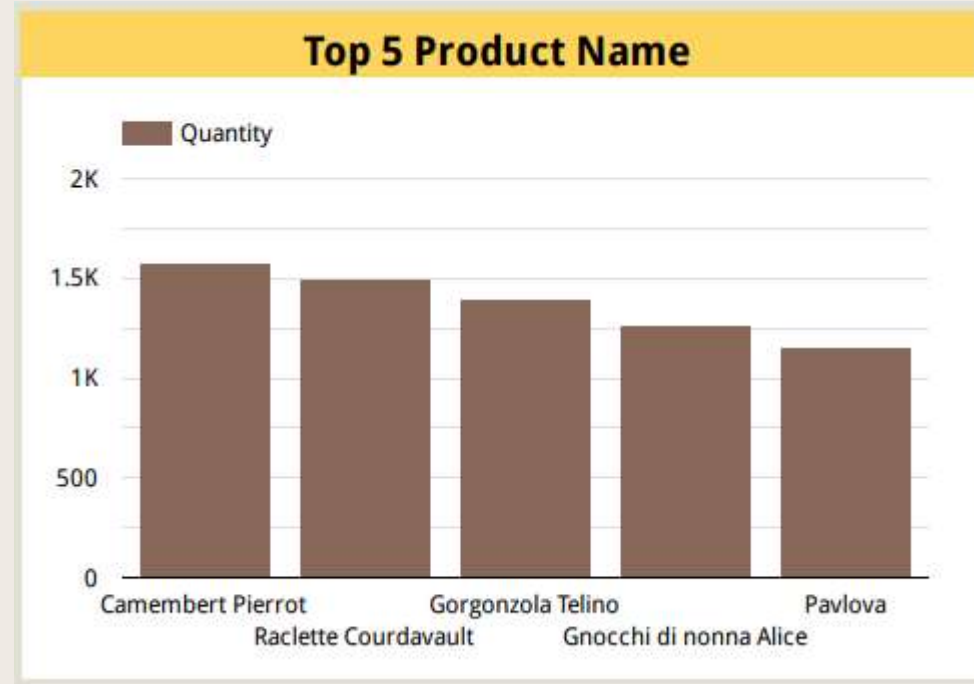
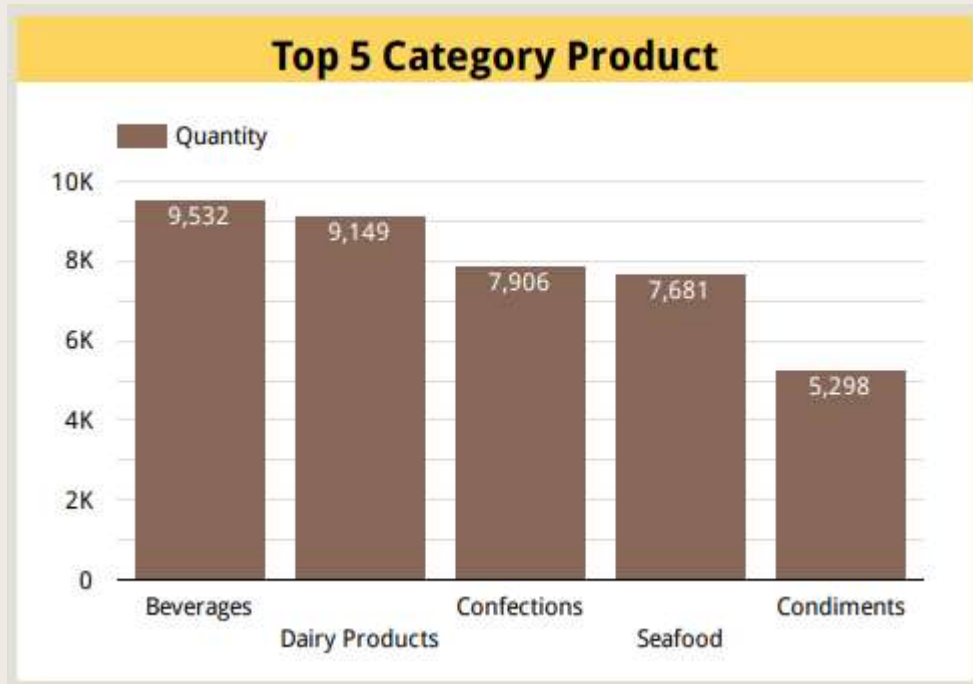
This bar chart is used to view the Northwind Store revenue report for each quarter. The auxiliary line (Average) is used as the desired revenue target.

Reason : Can display the revenue value of each quarter and can be compared



Suppliers company report which consists of Revenue and quantity of goods purchased from each supplier company.

Reason : Capable of displaying the amount of revenue as well as quantity in a supplier company



This bar chart is used to view the best-selling products and product categories at Northwind Store.

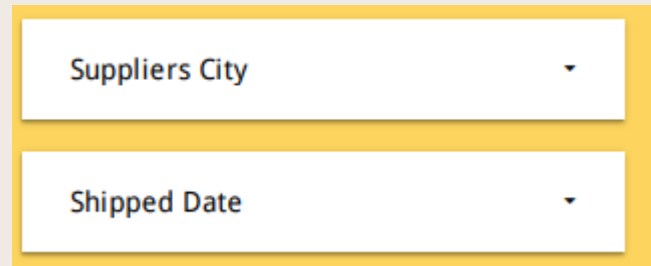
Reason: Using a bar chart to make it easy to see the comparison of each category



This Geo Chart is used to see which countries bring the most revenue to the Northwind store.

Reason: Using Geo charts to make it easy to see the identity of the country

Interactive Control

The image shows two white rectangular dropdown menus stacked vertically, each with a thin grey border and a small downward-pointing arrow on the right side. The top menu is labeled 'Suppliers City' and the bottom menu is labeled 'Shipped Date'. Both menus are set against a solid yellow background.

Interactive Control is used to filter the data that will be displayed. There are 2 controls used on this dashboard, including:

- City : Filtering a specific city
- Date: Filtering the transaction date range

Reason: Make it easy for users to determine the location and time data that they want to display.

Score Card



Score Card is used to display the results of aggregating data. There are 2 score cards used in this dashboard, including:

- Quantity: Displays the quantity of goods purchased from suppliers
- Revenue: Displays the amount of revenue generated by Northwind Store

Reason: Make it easy to calculate the overall value of quantity and revenue

Thank you

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