

# Creating an Insightful Tableau Dashboard for Olist Ecommerce Data

## Objective:

The goal of this Tableau project is to transform raw data from Olist Ecommerce into a visually appealing and informative dashboard. The dashboard will provide key insights into various aspects of Olist's business, helping stakeholders make data-driven decisions.

## Data Overview:

The dataset contains detailed information about Olist's ecommerce transactions, including customer details, order information, time and date details, product details, and financial metrics such as sales and profit.

## Dashboard Components:

### Weekend vs Weekday Orders Count:

Visualize the distribution of orders throughout the week, highlighting the difference between weekends and weekdays. This can provide insights into Olist's busiest days and help in resource allocation.

### Quarter Wise Profit:

Display the quarterly profits over time, identifying trends and seasonality. This visualization helps in understanding the financial performance of Olist throughout the year.

### Payment Type vs Revenue:

Explore the revenue generated from different payment types. This analysis can aid in optimizing payment processes and identifying preferred payment methods among customers.

### Top 5 States with Highest Number of Customers:

Showcase a geographical map or bar chart to highlight the states with the highest customer concentration. Understanding regional customer distribution is crucial for targeted marketing efforts.

**Number of Orders Review Score Wise:**

Represent the distribution of customer review scores and correlate it with the number of orders. Analysing customer satisfaction based on review scores can inform strategies for improving customer experience.

**Key Performance Indicators (KPIs):**

Present KPIs such as total orders, total sales, total profit, and any other relevant metrics. These KPIs offer a quick overview of Olist's overall performance.

**Key Benefits:**

**Decision Support:** Stakeholders can use the dashboard to make informed decisions based on various aspects of Olist's business performance.

**Performance Monitoring:** Continuous monitoring of KPIs provides insights into ongoing trends, helping in the identification of areas that require attention.

**Strategic Planning:** The visualizations aid in strategic planning by highlighting patterns and trends that may influence future business strategies.

This project aims to empower Olist Ecommerce with actionable insights, fostering a data-driven approach to decision-making.