

Dashboard Dojo

Data Lisboa



Who's your audience?

Who is going to use the dashboard?

The sales team

What's their purpose/context/device

There is an internal challenge organized to promote Vintage Cars.

The second most important category is the vintage cars, but it only has the 3rd highest growth. Your goal is to bring it to the 2nd position, just after the classic cars.

The sales team will use this dashboard to see how they perform on vintage cars and see if they are getting to the objective (110% of growth by 31 of December 2022)

Is the dashboard going to be used for large audience or personal usage?

It is going to be used by all the sales team, without a personalized space



Write the main goal in 1 sentence

The main goal should be SMART (specific, measurable, achievable, relevant, and time-bound)

The growth of Vintage cars should be above 110% by the 31 of December 2022.

> Christmas time so good time to make sales on this type of cars (“pleasure of the eyes one / good gift for Christmas...)



List the KPIs that will support your main objective

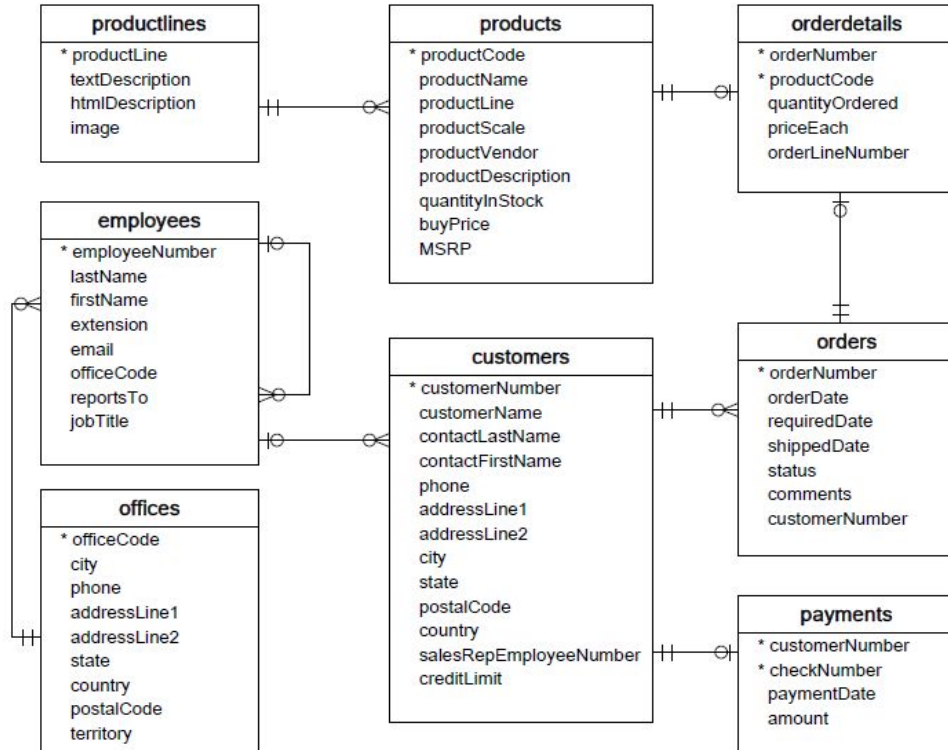
Write between 3 and 5 KPIs

- 1) Percentage of growth of the Vintage Cars (per month)**
- 2) 1st best sellers of Vintage cars (per month)**
- 3) 2nd best sellers of Vintage cars (per month)**



List the variables needed per KPI

Make sure to include source, type and range. What kind of [visualization](#) will you need?



- **Percentage of growth of the Vintage Cars (per month)** : productlines, products, orderdetails, orders

type : float

- **1st and 2nd best sellers of Vintage cars (per month)** : customers, employees

type : string, float



Write the story you want to tell with your data

Make it between 3 and 10 sentences.

- Welcome to the Vintage cars Sales Challenge!
- This category is underestimated although it is the 2nd most important category.
- Your goal is to make this category the 2nd largest category with the highest growth by December!
- The dashboard will help you track the growth and see who is the best seller
- Knowing that the best seller will get 10% bonus + a vintage car and the second best seller 5% bonus.
- Take advantage of Christmas to find clients who wants to have a beautiful gift under his christmas tree!
- LET'S MAKE THE VINTAGE CAR THE NEW FASHION



Is there some context that's going to be useful?

Decided the context to include based on the audience

There is an internal challenge organized to promote Vintage Cars!
The second most important category is the vintage cars, but they have the 3rd highest growth. Our goal is to make it to the 2nd position, just after the classic cars.
The sales team will use this dashboard to see how they perform on vintage cars and see if they can get to the objective (110% of growth by 31 of December 2022)



1st prize for the best seller: 10% bonus + a vintage car

2nd prize for the 2nd best seller: 5% bonus



Draw a dashboard draft

Where are all your data going to fit?





Now go code it
on streamlit!!



Final Check

1. 100 % consistency
2. same palette
3. round you numbers
4. add legend, axis_titles, titles
5. double your margins