



DASHBOARDING PROJECT FUNCTIONAL SPECIFICATION

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Purpose

My dashboard will focus on Tomorrowland's financial and logistical performance, specifically for merchandise, food, drinks, and overall costs and revenue. The main goal is to visualize where the most sales and revenue are generated and identify where costs or losses are highest.

Key areas to visualize:

- What are the total costs and revenue? (What is the total profit?)
- How have costs and revenue evolved over the past 3 years?
- Which weekend had the highest costs and which had the most revenue?
- Which foods and drinks are the bestsellers (most sales/revenue)?
- Which foods or drinks have the most waste?
- How is waste evolving over time (is it increasing or decreasing)?
- On which day of the weekend are sales highest?
- Which merchandise items are the bestsellers (most sales/revenue)?
- Which merchandise items are sold the most on which weekend?
- What is the evolution of the profit by year (Merchandise item, Vendor)?

This dashboard will provide comprehensive insights into sales trends, cost breakdowns, waste management, and stock performance, offering a view of Tomorrowland's financial and operational efficiency. By identifying key revenue drivers and highlighting areas where costs and losses are highest, such as through food and drink waste, the dashboard will empower decision-makers to make data-driven adjustments. These insights will help optimize future planning by ensuring that high-demand products are stocked appropriately, waste is minimized, and resources are allocated efficiently. Ultimately, this will lead to improved profitability, better event logistics, and a more streamlined, cost-effective operation.

Design Details

Star Schema





