Business Dashboard For Reviewing Annual Sales Performance

IMT562 Team 2

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Instacart's Services & Data

Lead A New Lifestyle

- Shop in favorite local grocery stores
- Schedule a delivery
- Get groceries delivered to you!

Data-driven Strategies For the Changing Market

Use big data in decision making process to form business strategies and adapt them to better meet customer needs

Sales Dataset (2017)

orders (415k rows)
order_id
user_id
order_number
order_dow
Order_hour_of_day
Days_since_prior_order

departments (21 rows)
department_id
department

orders_products (3.9M rows)
order_id
product_id
add_to_cart_order
reordered

products (50k rows)
product_id
product_name
aisle_id
department_id

aisles (134 rows)
aisle_id
aisle

We try to help them to translate their sales raw data into insights for multiple teams to make business decisions

Our Design Mission

Sales Team

- How's the business going?
- What's the peak order time?
- Schedule of salespersons / staff?

Executive Team

- Customer segmentation?
- Value proposition?

Marketing Team

- What are top popular products?
- What kind of campaigns should be launched?
- Possible cross-sale / up-sale?

Data Science Team

- Improvement for the recommendation algorithms?

→

Sales Overview
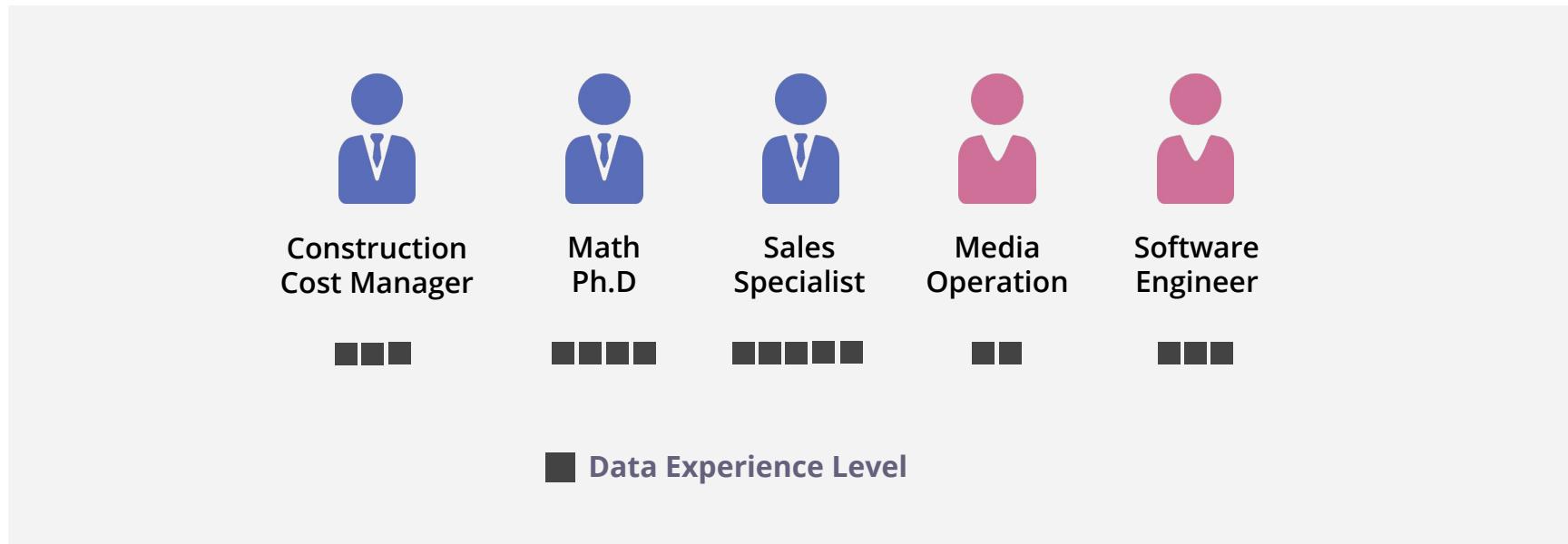
Department Overview

Customer Behavior

Product

![instacart]

Roleplay Usability Test

Context Intro, Q&A —> Per task every tab —> Overall Interview

Construction Cost Manager

■■■

Math Ph.D

■■■■

Sales Specialist

■■■■■

Media Operation

■■

Software Engineer

■■■

■ **Data Experience Level**

Findings & Iterations

Relative Tabs Shall Be Put Aside Each other

More Clear & Comprehensive Detail Designs
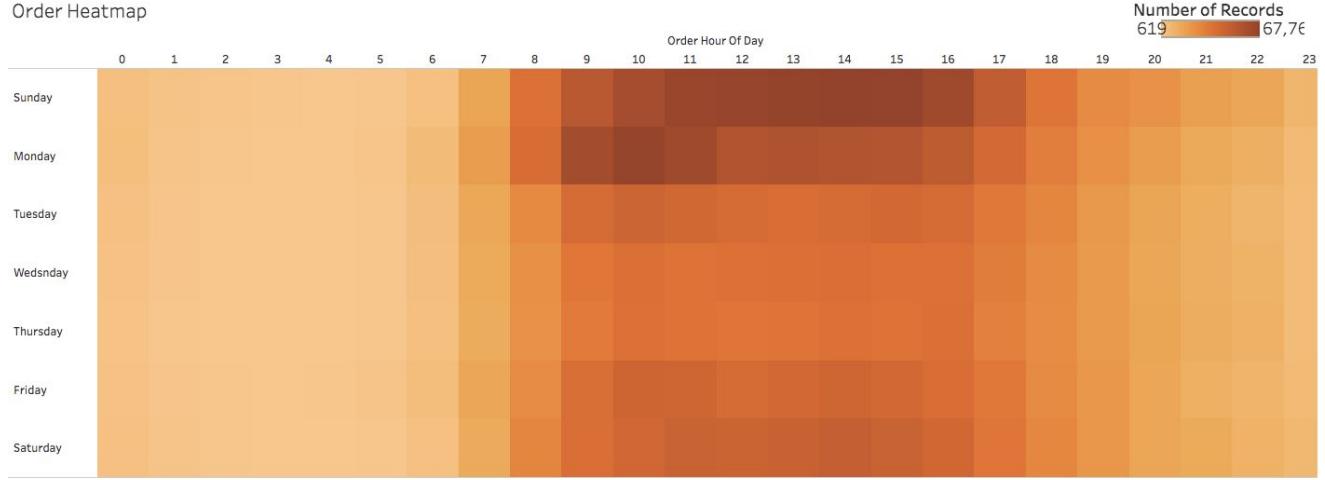
What's Instacart general sales information?
- For sales team, see several KPIs to have general idea.
- See peak time using heatmap from hour of day and day of week to determine staff distribution

Number of Records
619 — 67,76

Rank	Product Name	Reordered every X days
1	Pinot Grigio, Delle Venezie	16.5
2	Originale Amaretto	11.8

Challenges

Data Limitation
No Time Dimension, Unclear Attributes

Accuracy and Efficiency
Show the Right Data With Fewest Efforts

Translation of Instacart Teams' Needs
User clear IA and Data-vis

Demo