PRODUCT PERFORMANCE ANALYSIS

Objective:

Create a comprehensive dashboard to present an in-depth analysis of our products across various dimensions, including location, date, channels, and brand names. The dashboard aims to enable effective tracking and analysis of product performance, facilitating informed decision-making and strategic planning.

Key Components:

Location Analysis:

Visualization of product performance metrics.

Insights into regional sales trends and distribution patterns.

Date Analysis:

Analysis of product performance over time.

Identification of seasonal variations and sales patterns.

Channels Analysis:

Breakdown of product sales by different channels.

Comparison of sales performance across various distribution channels.

Dashboard Features:

Interactive visualizations to explore product performance data across dimensions.

Dynamic filters drill down into specific dates, channels, and brand names.

Comparative analysis tools to benchmark performance metrics against predefined targets or industry standards.

Highlighting of key insights and trends through data-driven storytelling techniques.

Export functionality to generate custom reports or share insights with stakeholders.