**Dashboard Overview for ShopMart Executives**

**Target Audience**

This dashboard is specifically designed for the executive team at ShopMart, including key decision-makers such as the CEO, CFO, and heads of various departments. The audience is expected to be individuals with a focus on strategic planning and a need for high-level insights into the company's sales performance.

**Visualizations and Decision-Making Support**

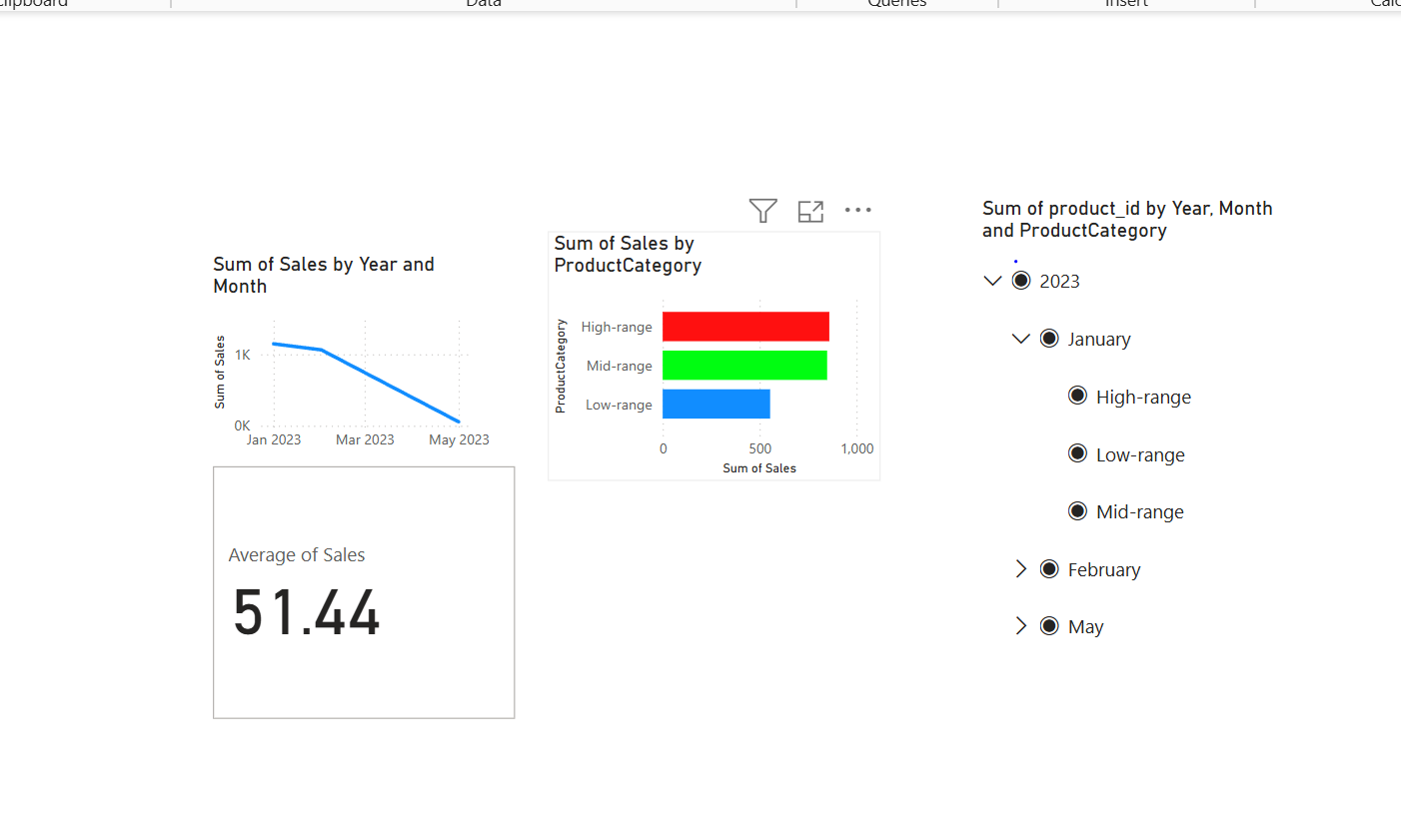
1. **Monthly Sales Trends**:
   * **Visualization**: Line chart.
   * **Description**: The line chart illustrates the sum of sales over the first five months of 2023.
   * **Support for Decision-Making**: This chart allows executives to quickly assess the overall sales performance and identify any fluctuations or trends over time. It provides a clear view of the sales trajectory, which is crucial for forecasting and strategic planning.
   * **Rationale**: The line chart is chosen for its ability to show continuous data over time, making it easy to visualize trends and changes in sales performance.
2. **Distribution of Sales by Product Category**:
   * **Visualization**: Bar chart.
   * **Description**: The bar chart displays the sum of sales by different product categories: High-range, Mid-range, and Low-range.
   * **Support for Decision-Making**: By showing the distribution of sales across various product categories, executives can identify which categories are contributing the most to revenue. This insight helps in making informed decisions about inventory management, marketing strategies, and product development.
   * **Rationale**: The bar chart is effective for comparing discrete categories, allowing for a quick visual comparison of sales performance across different segments.
3. **Average Transaction Size**:
   * **Visualization**: Card.
   * **Description**: The card presents the average sales amount, calculated as $51.44.
   * **Support for Decision-Making**: Understanding the average transaction size is key to assessing customer behaviour and the overall health of the business. It helps in setting targets for sales teams and in analysing the effectiveness of sales strategies.
   * **Rationale**: The card format is chosen for its simplicity and directness, making it easy to communicate a single key metric at a glance.

**Rationale Behind Design Choices**

1. **Simplicity and Clarity**:
   * The dashboard is designed with simplicity in mind, ensuring that executives can quickly grasp the key insights without needing extensive data interpretation. Each visualization is clearly labelled and formatted to ensure ease of understanding.
2. **Relevance of Insights**:
   * The visualizations are chosen to provide insights that are directly relevant to strategic decision-making. They cover critical aspects of sales performance, including trends over time, category performance, and transaction behaviour.
3. **Interactive Filtering**:
   * The interactive filters allow executives to drill down into specific periods and product categories. This interactivity supports a deeper understanding of the data and enables more informed decision-making by allowing exploration of specific areas of interest.

**Evaluation Criteria**

1. **Simplicity and Clarity**:
   * The dashboard is designed to be user-friendly, with clear labels and intuitive visualizations. Each element is easy to understand, ensuring that executives can quickly grasp the key insights.
2. **Relevance of Insights**:
   * The visualizations are directly aligned with the needs of the target audience. They provide actionable insights that can inform strategic decisions, making the dashboard a valuable tool for the executive team.
3. **Quality of the Explanation for Design Choices**:
   * The rationale behind each design choice is clearly explained, highlighting how each visualization supports the decision-making process. This transparency ensures that the dashboard is not only functional but also understandable, allowing executives to trust and effectively use the insights provided.

**APPENDIX  
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