**Studify Dashboard Course Orders Documentation**

**Introduction**

This dashboard provides a comprehensive analytical view of course order activity on the Studify platform. It is designed specifically for instructors and platform administrators to monitor sales trends, learner engagement, discount impact, and payment behavior. By consolidating key performance metrics and visual insights, the dashboard facilitates data-driven decisions related to content development, marketing strategies, pricing, and learner targeting.

The dashboard is divided into five analytical pages and a search interface. Each page focuses on a distinct aspect of course order performance, enabling targeted monitoring and strategy optimization.

**1. Sales Performance Page**

**Purpose**

To evaluate overall course sales performance and identify top-selling categories, titles, and revenue patterns.

**Target Audience**

Instructors, e-learning managers, and business analysts interested in understanding the volume and financial trends of course sales.

**Key Performance Indicators (KPIs)**

* **Course Revenue**: Represents the average revenue generated per course. It helps assess content value and pricing effectiveness.
* **Total Sales**: Reflects the total number of completed course orders, serving as a measure of demand.

**Visuals**

* **Total Amount by Year (Line Chart)**: Shows annual revenue trends, useful for identifying growth periods or revenue declines.
* **Total Sales by Category (Bar Chart)**: Displays which categories (e.g., Teaching, Health & Fitness) are generating the highest number of sales.
* **Total Amount by Category (Bar Chart)**: Highlights revenue performance by category, indicating which areas are most profitable.
* **Total Sales by Title (Bar Chart)**: Identifies specific courses with the highest sales volume.

**2. Status & Payment Method Page**

**Purpose**

To track order completion rates and understand payment preferences and trends.

**Target Audience**

Finance teams, operational managers, and product analysts seeking to monitor transaction behavior and improve order success rates.

**Key Performance Indicators (KPIs)**

* **Cancelled Orders %**: Measures the percentage of orders that were canceled. A higher rate may suggest usability or pricing issues.
* **Pending Orders %**: Indicates transactions that were initiated but not finalized.
* **Completed Orders %**: Represents the proportion of successfully completed orders.

**Visuals**

* **Payment Method Trend Over Time (Line Chart)**: Reveals how payment method usage (e.g., PayPal, credit card) has changed across years.
* **No. of Orders by Payment Method (Bar Chart)**: Displays total order count per payment option, informing financial logistics and support.
* **Total Amount by Status (Pie Chart)**: Breaks down revenue by order status, helping assess revenue loss due to incomplete or cancelled transactions.

**3. Course Performance Page**

**Purpose**

To analyze course engagement by user demographics and identify high-performing course content.

**Target Audience**

Instructors, content developers, and curriculum managers who want to assess the reach and effectiveness of their courses.

**Key Performance Indicators (KPIs)**

* **Average Users**: Measures the average number of learners per course. High numbers may indicate wide appeal or strong engagement.
* **Total Amount**: Total revenue generated from all courses.

**Visuals**

* **Top 10 Countries by Total Amount (Map)**: Displays revenue distribution geographically, guiding international marketing efforts.
* **Total Courses by Age Group (Line Chart)**: Shows how course consumption varies by learner age group.
* **Top 10 Courses by Total Amount (Bar Chart)**: Highlights the most financially successful courses on the platform.

**4. Discount Analysis Page**

**Purpose**

To assess the effectiveness of discount strategies across various categories and subcategories.

**Target Audience**

Marketing teams, pricing strategists, and campaign managers evaluating promotion efficiency.

**Key Performance Indicators (KPIs)**

* **Orders with Discount**: Total number of orders that applied a discount.
* **Min Discount % / Max Discount %**: Range of discount values applied, used to evaluate pricing flexibility and perceived value.

**Visuals**

* **Total Sales by Category & Subcategory (Sankey Diagram)**: Visualizes flow and volume of sales across course structures.
* **Avg Discount by Category & Subcategory (Treemap)**: Shows average discounts per category, supporting pricing optimization and budget planning.

**5. Order Performance Page**

**Purpose**

To track detailed order behavior across time, demographics, and pricing structures.

**Target Audience**

Instructors and operations teams aiming to identify behavioral patterns in purchasing decisions.

**Key Performance Indicators (KPIs)**

* **Total Orders**: Overall number of course orders.
* **Min Order Price / Max Order Price**: Identifies price range of purchases, informing pricing tiers.

**Visuals**

* **No. of Orders by Month (Line Chart)**: Displays seasonal trends in ordering behavior.
* **No. of Orders by Day of Week (Area Chart)**: Shows which days learners are most active in purchasing courses.
* **No. of Orders by Age Group (Pie Chart)**: Breaks down order volume by learner age, assisting with content personalization.

**6. Search Page**

**Purpose**

To enable natural-language interaction with the dataset, allowing non-technical users to explore data dynamically.

**Target Audience**

All dashboard users, especially instructors or analysts who require quick insights without technical filters or manual navigation.

**Features**

* **Search Suggestions (Card Grid)**: Offers quick-start query prompts such as:
  + “Show me total sales for the last week”
  + “Top 5 dim quizzes by total amount”
  + “Top course levels by cancelled rate”  
    These suggestions simplify access to key insights and reduce the time required for manual filtering.

**Conclusion**

The Studify Instructor Dashboard for Course Orders serves as a centralized, interactive analytics tool for tracking sales, learner behavior, pricing impact, and performance trends. Through its structured pages and intuitive search feature, instructors and stakeholders can draw actionable insights to enhance educational content, optimize promotions, and improve learner engagement.