**Studify Course Order Excel Dashboard Documentation**

**1. Introduction**

The **Course Order Overview Dashboard** is designed to analyze course purchase patterns across different dimensions such as **time, location, payment methods, categories**, and **price levels**. Built using **Excel Pivot Tables and Charts**, this dashboard provides a dynamic and easily navigable interface to help stakeholders monitor course sales performance.

This dashboard supports slicing data by **country** and **category**, offering flexibility for region-specific or subject-specific analysis. It’s intended for operational and strategic teams within Studify who aim to optimize sales strategies, track user preferences, and identify market trends.

**2. Target Audience**

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| --- | --- |
| **Role** | **Use Case** |
| Sales & Revenue Teams | Track sales trends and payment method usage |
| Marketing Teams | Identify high-performing cities and categories |
| Product Managers | Evaluate pricing across course levels |
| Regional Managers | Focus on country/city-level performance |
| Financial Analysts | Monitor purchase amounts and yearly growth |

**3. Dashboard Components and KPI Explanations**

**A. Total Amount by Years**

**Chart Type:** Line Chart  
**Metric:** Total order amount from 2020 to 2025

* **Purpose:** Shows growth or decline in course orders over time.
* **Insight:** A sharp rise is visible from 2021 to 2022, followed by a plateau and then a dip in 2025.
* **Action:** Investigate what drove growth in 2022 and reasons for decline in 2025. Align marketing/promotion cycles with peaks.

**B. Total Amount by Payment Method**

**Chart Type:** Pie Chart  
**Metric:** Distribution of revenue by payment method (Bank Transfer, Credit Card, Debit Card, PayPal)

* **Insight:** One payment method (likely Credit Card or Debit Card) overwhelmingly dominates transactions.
* **Action:** Ensure that top-performing methods are supported and optimized across all countries. Consider incentivizing underused methods (e.g., PayPal promotions).

**C. Average of Original Price by Course Level**

**Chart Type:** Donut Chart  
**Metric:** Average course price segmented by difficulty level (All, Beginner, Intermediate, Expert)

* **Insight:** Expert-level courses have higher average prices, as expected, indicating value perception based on difficulty.
* **Action:** Explore bundling or tiered pricing for lower-level courses to encourage upgrade paths.

**D. Total Sales by Category**

**Chart Type:** Horizontal Bar Chart  
**Metric:** Number of sales by course category

* **Top Categories:** IT & Software, followed by Business and Design.
* **Insight:** Technical and professional development categories drive the highest volume.
* **Action:** Allocate content development resources toward high-performing categories. Investigate ways to boost weaker categories (e.g., Photography, Teaching).

**E. Total Amount by City**

**Chart Type:** Vertical Bar Chart  
**Metric:** Total revenue generated from each city

* **Top City:** Geelong leads, followed by Melbourne and Newcastle.
* **Insight:** Significant concentration of revenue in specific urban areas.
* **Action:** Explore why these cities perform well (demographics, marketing reach). Expand successful strategies to similar cities.

**4. Filtering Capabilities**

* **Country Filter (Slicer):** Enables regional drill-down for localized performance tracking.
* **Category Filter (Slicer):** Allows course managers to focus analysis on specific subject areas.

These filters allow real-time data interaction and segmentation directly within Excel, enhancing usability for non-technical stakeholders.

**5. Technical Implementation**

* **Platform:** Microsoft Excel
* **Data Source:** Structured tabular dataset
* **Tools Used:**
  + Pivot Tables for data aggregation
  + Slicers for interactivity
  + Pivot Charts for visualization
  + Conditional formatting and chart formatting for clean design

**6. Key Takeaways and Recommendations**

|  |  |  |
| --- | --- | --- |
| **Area** | **Insight** | **Action Item** |
| Sales Trend | Peak in 2022, decline in 2025 | Analyze marketing, course launches, or market shifts |
| Payment Methods | One method dominates | Strengthen support and UX for that method; incentivize others |
| Pricing | Expert-level priced highest | Offer value-added bundles or certifications |
| City Distribution | Geelong is top-performing | Localize marketing in top cities |
| Category Sales | IT & Software dominates | Double down on tech content development and partnerships |

**7. Conclusion**

This Excel-based Course Order Overview Dashboard offers a powerful and interactive summary of sales performance. Its pivot-driven structure allows users to analyze course performance across time, geography, category, and pricing levels with ease. It serves as a valuable tool for decision-making across marketing, finance, and product teams, helping Studify align its offerings with user behavior and demand trends.