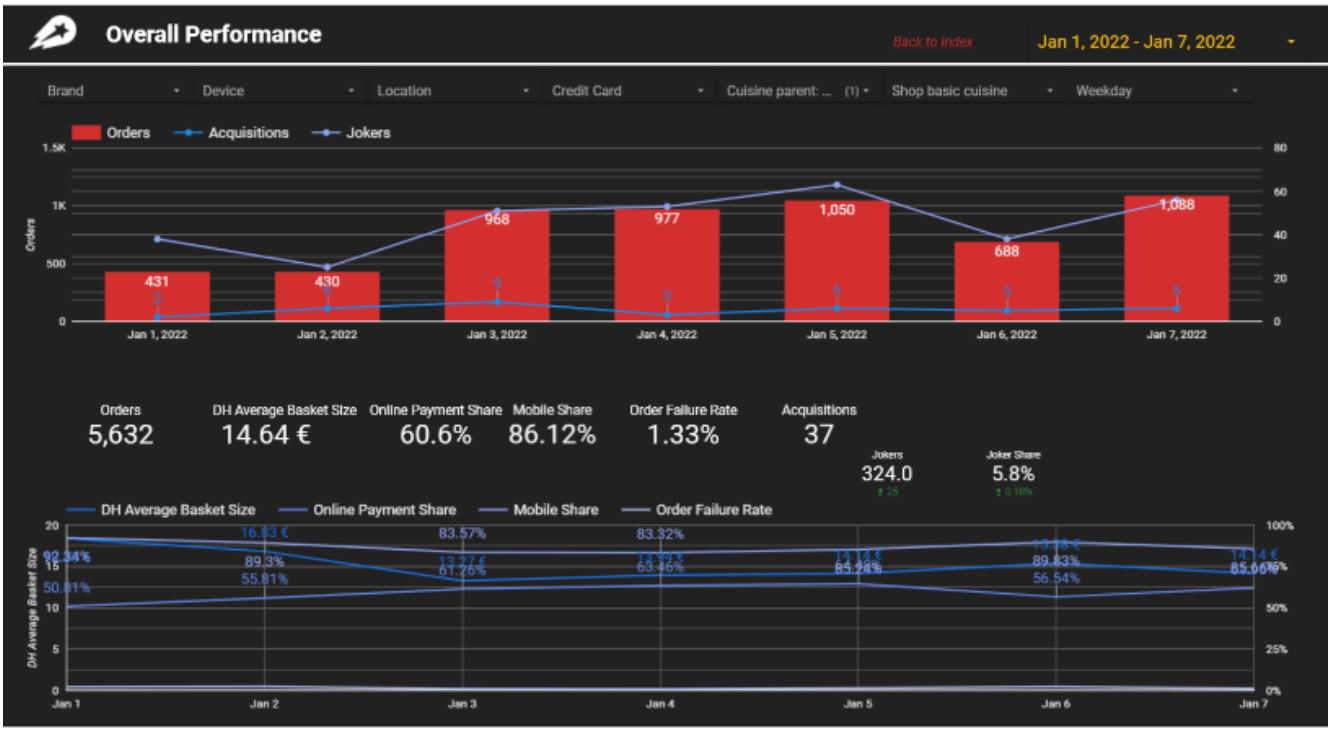
Part III – Visualization

23-MAY-22

Please find screenshots taken from 2 slides of a dummy Dashboard, that gives an overview of efood Performance to the C-level Management.

- Write your comments about the existing layout and suggest improvements.

- What is the outcome you gained from these slides?



The picture above shows 2 plots, that describe a lot of metrics. Firstly, we can comment on the layout. These are graphs that show the performance by location and they are indicators of that. On the contrary, looking at the table (that follows), we can compare different regions easier, given the fact that all the cities are displayed alongside their performances.

The metrics on the first graph are **Orders**, **Acquisition** and **Jokers**. We can get valuable information from the first graph. Hence, it's really informative and gives swiftly and (almost) straightforward, the info someone could ask for. Some improvements could be the addition of the percentage sign on the right y-axis, as we probably deal with percentages. A small documentation describing the metrics and how the chart works in that page would be also helpful. From my current experience, when you create a deliverable for a client or a stakeholder (in this case the C-level Management), it is helpful and appreciated to

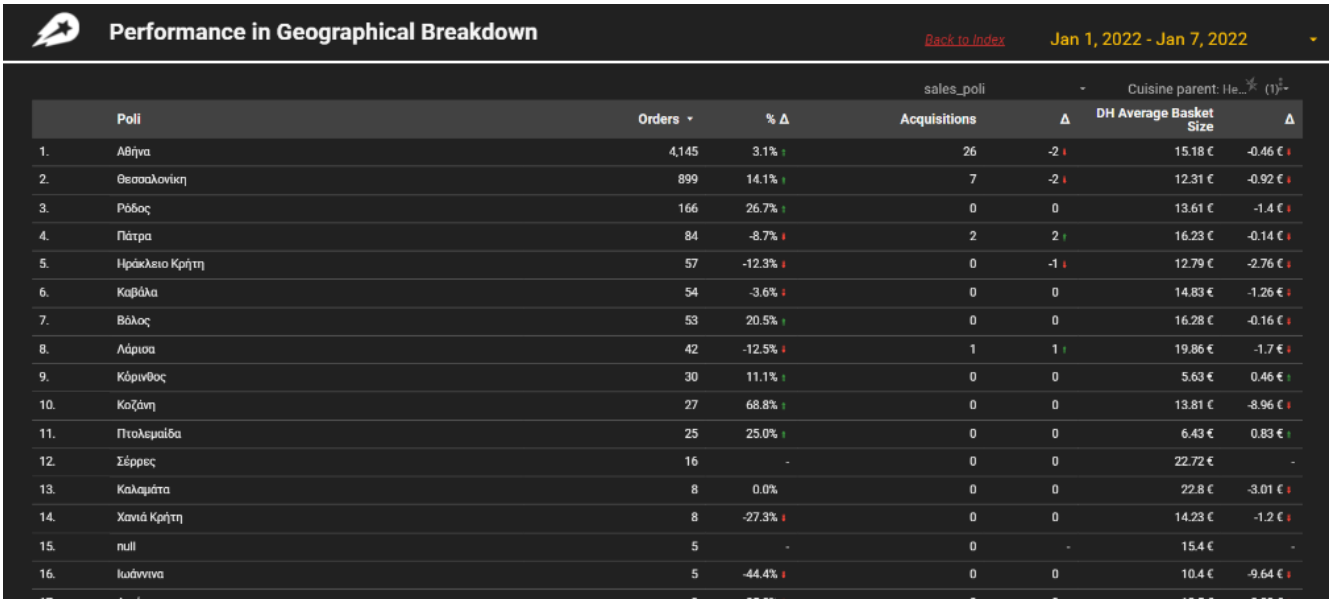
accompany this deliverable with a small section of Notes. Another simple but important element for improvement, could be the change of colors for the 2 trendlines, for Acquisitions and Jokers. They should be easily separatable, which now they are not. In general, the combo chart is a nice solution when you want to combine data, however another idea would be to use bubble charts, in order to describe 3 dimensional values e.g the bubble size could be the number of orders and the position on the chart could show the number of acquisition. By doing that we make the chart less “heavy” and easier to “digest”. Lastly, another suggestion would be to let the user select the metrics to be shown in the chart, in order to make it dynamic. Although in a presentation this is not feasible. Another thing to notice is that in the right upper section, the year of analysis element is provided, so in the x-axis there is probably no need for using it. Overall, though, it is a nice visualization.

For the second plot, it is easy to highlight the wrong selection on the colors of our metrics, which makes it almost impossible to collect any information, in fast and concrete way. Additionally, choosing the same chart type (trend line) for all the metrics, makes it harder to understand the differences. Also, the use of big labels in the graph is not preferable, especially when combining different kinds of labeling e.g. euros, percentages. The use of percentages on the right y-axis assists the user though. As an improvement, we could use different types of charts as in the graph above e.g bar charts or column charts combined with trendlines. Last but not least, labels used for the x-axis are missing the year element, which seems correct as the year reference is visible in the right upper section of the dashboard.

Finally, the filters in the upper section are of great importance. Another way would be to use slicers, but the drop-down menu works better for a filter with many values.

From the first graph we can deduce that the orders are reduced during the first days of January. This is probably happening, due to the fact that the first and second day of January, the users are not so active, as it is right after New Year's Eve. This is to be expected. Also expected, is to see a decline in the orders on the 6th of January, as it is another big big religious date, the Epiphany. During these days, people tend to get together in homes or out at restaurants etc, so order declining seems reasonable. Also, the acquisition metric, which is related to the traffic/visits probably in an app or the site, follows the same trend as the orders and again this is something to be expected..

From the second graph, not a lot of insight can be deduced. Although, for the DH average basket, we observe that the same trend as the orders is followed, for the same days, which can be explained using the same reasoning i.e., the festive days after New Year’s Eve and the Epiphany day.



Performance in Geographical Breakdown

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sales_poli | Cuisine parent: He... (1)

	Poli	Orders	% Δ	Acquisitions	Δ	DH Average Basket Size	Δ
1.	Αθήνα	4,145	3.1%	26	-2	15.18 €	-0.46 €
2.	Θεσσαλονίκη	899	14.1%	7	-2	12.31 €	-0.92 €
3.	Ρόδος	166	26.7%	0	0	13.61 €	-1.4 €
4.	Πάτρα	84	-8.7%	2	2	16.23 €	-0.14 €
5.	Ηράκλειο Κρήτη	57	-12.3%	0	-1	12.79 €	-2.76 €
6.	Καβάλα	54	-3.6%	0	0	14.83 €	-1.26 €
7.	Βόλος	53	20.5%	0	0	16.28 €	-0.16 €
8.	Λάρισα	42	-12.5%	1	1	19.86 €	-1.7 €
9.	Κόρινθος	30	11.1%	0	0	5.63 €	0.46 €
10.	Κοζάνη	27	68.8%	0	0	13.81 €	-8.96 €
11.	Πτολεμαΐδα	25	25.0%	0	0	6.43 €	0.83 €
12.	Σέρρες	16	-	0	0	22.72 €	-
13.	Καλαμάτα	8	0.0%	0	0	22.8 €	-3.01 €
14.	Χανιά Κρήτη	8	-27.3%	0	0	14.23 €	-1.2 €
15.	null	5	-	0	-	15.4 €	-
16.	Ιωάννινα	5	-44.4%	0	0	10.4 €	-9.64 €

From the table above , the information is quite clear and straightfoward. This format resembles the QlkiView app's tables and it is easy to comprehend, due to the fact that we have our metrics and next to them their deltas (differences). Although, deltas do not state specifically which difference do they resemble, meaning that we cannot get the point of reference, for which the difference occurs. So, we could again add documentation, notes or extra information on the names of the columns, to state clearly the comparisons that occur. Apart from that, we can easily make comparisons between locations and regions, so the table is an insightful data preview, that gives us easily the insight we want. Tables in general could be a good visual tool for comparisons, even though we always select fancy graphs and outlines. However, we could create a bar chart from that, used for comparisons that could help the C-level Management digest the information easier. Finally, null should be avoided in a formal presentation, so we should replace it.