

Dashboard Task

Dashboard 1

- 1. Customer Analysis:** provide insights into the profit generated from male and female customers, and breaks down the average spending by customer age groups, showing which age groups are most profitable.
- 2. Profitability over Time:** This includes a profit trend and month-over-month growth rate, which could help in identifying seasonal patterns or trends in sales effectiveness.
- 3. Profitability by Weekday:** Analyzes which days of the week generate the most profit, useful for staffing and marketing efforts.
- 4. Product Analysis:** Details the top-selling and most profitable products, as well as product return and refund rates. This is critical for inventory management and identifying which products are most valuable to the business.

Dashboard 2

- 1. Store Budget vs Revenue:** Presents a comparison of revenue vs. target for each store, which helps in understanding which stores are under or over-performing against their targets.
- 2. Month-by-Month Analysis:** Offers a detailed month-by-month breakdown of total revenue and targets, highlighting variances. This can be important for financial planning and performance management.

Dashboard 3

- 1. Quarterly Revenue Analysis:** Shows revenue generated per quarter against the average, providing a quick view of performance relative to the norm. .
- 2. Weekday/Weekend Revenue Analysis:** Gives a comparison of revenue generated on weekdays versus weekends, which can help in making staffing and operational decisions. .
- 3. Monthly Revenue vs Target:** Tracks monthly performance against goals, which is fundamental for short-term financial planning and adjustments.