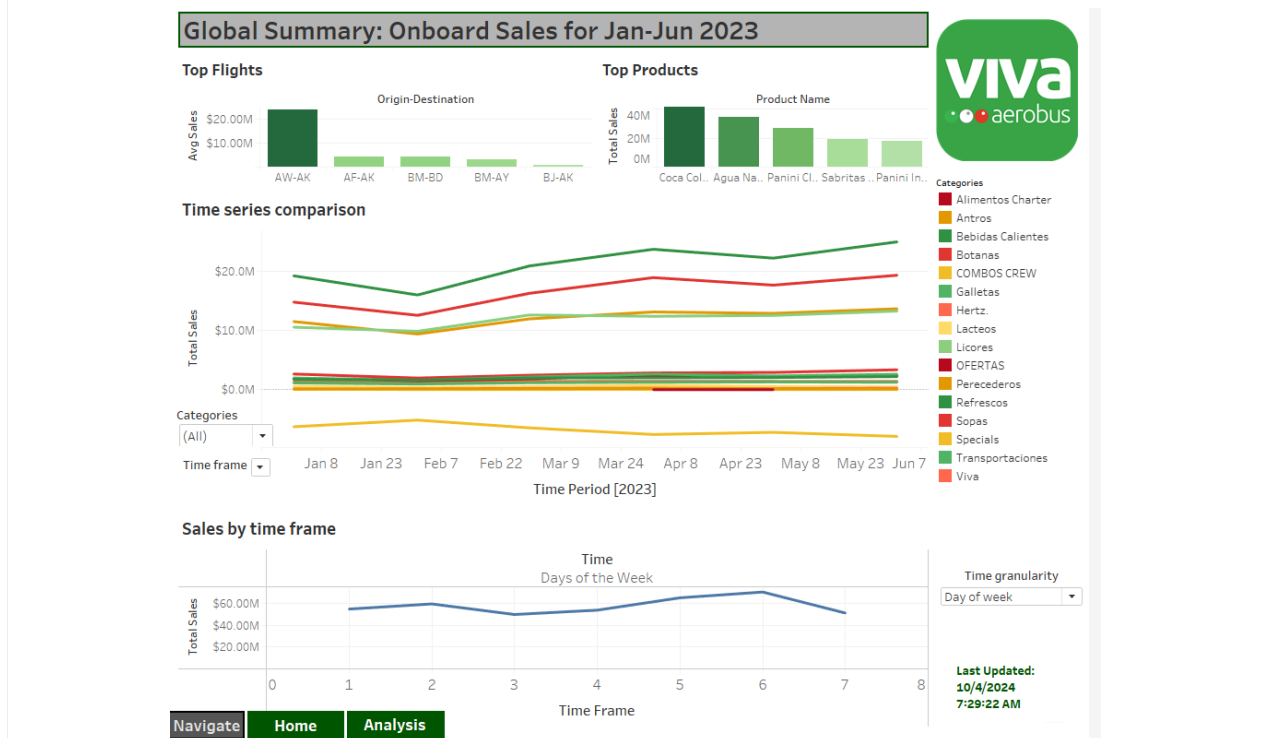


# Onboard Sales Performance Dashboard



1: Dashboard Main Page

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## Introduction

The onboard sales performance dashboard is designed to provide comprehensive insights into the sales dynamics of onboard products. This documentation outlines the structure, functionality, and analytical capabilities of the dashboard, ensuring users can effectively use it for relevant business decisions.

## Dashboard Structure

The dashboard is divided into two main tabs:

**Home: Global Summary**  
**Analysis: Detailed Data Analysis**

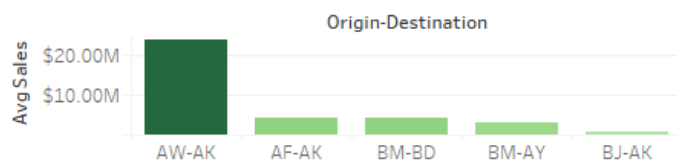
## Home Tab

The Global Summary tab provides an overall view of the onboard sales performance. It includes the following sections:

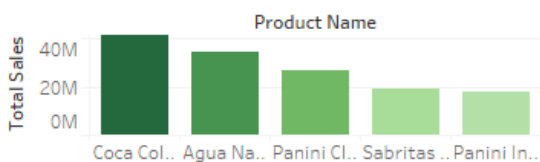
### Top Metrics Overview

- Visualization:** Bar plots
- Metrics**
  - Top five flights with the highest sales volume.
  - Top five products ranked by sales volume.
- Purpose:** Quickly identify the most successful flights and products to replicate successful strategies across other offerings.

#### Top Flights



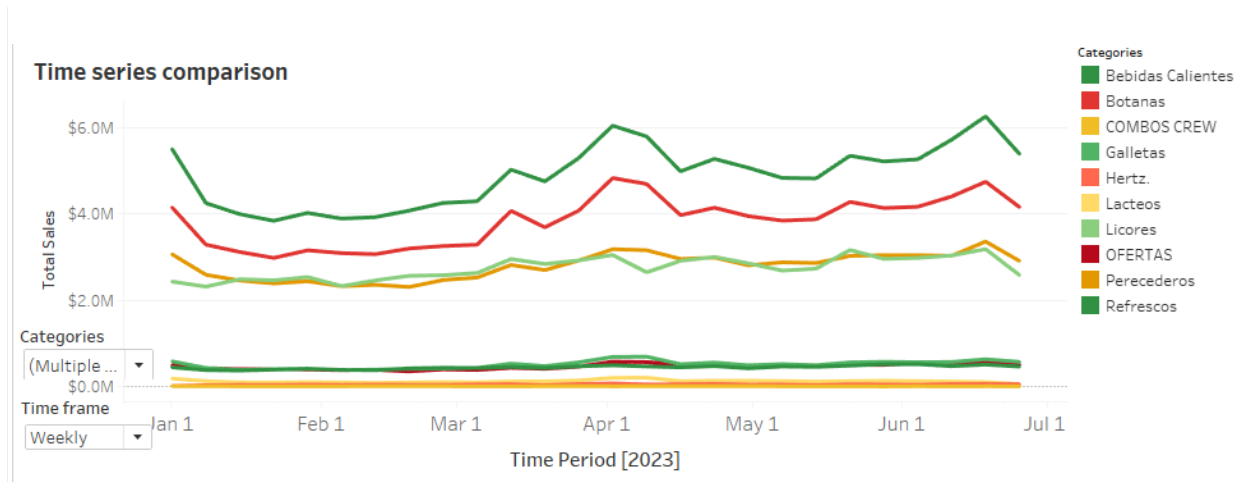
#### Top Products



2: Top Flights-Products

### Time Series Comparison

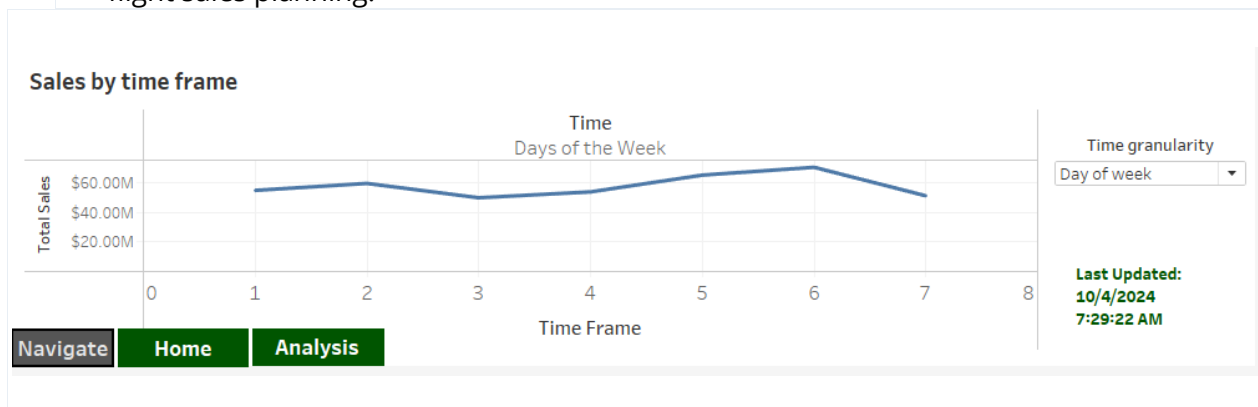
- Visualization:** Time series plot.
- Metrics:** Sales data by product type over the specified time frame.
- Purpose:** Understand seasonal trends and product performance during specific periods.



3: Time Series By Category

## Sales Behavior Analysis

- **Visualization:** Line plots.
- **Metrics:** Sales data by day of the week and day of the month.
- **Purpose:** Identify sales patterns related to specific days, providing aid in logistics and flight sales planning.



4: Line plot by week and month day

## Analysis Tab

This tab allows for deeper exploration of the sales data through interactive features:

Interactive Filters

- Filters:** Flight origin, destination, product type, and time frame granularity.
- Purpose:** Enable users to customize their analysis based on specific criteria.

Destination

(All)

Origin

(All)

Time frame

Weekly

Product Type

(All)

5: Main available filters

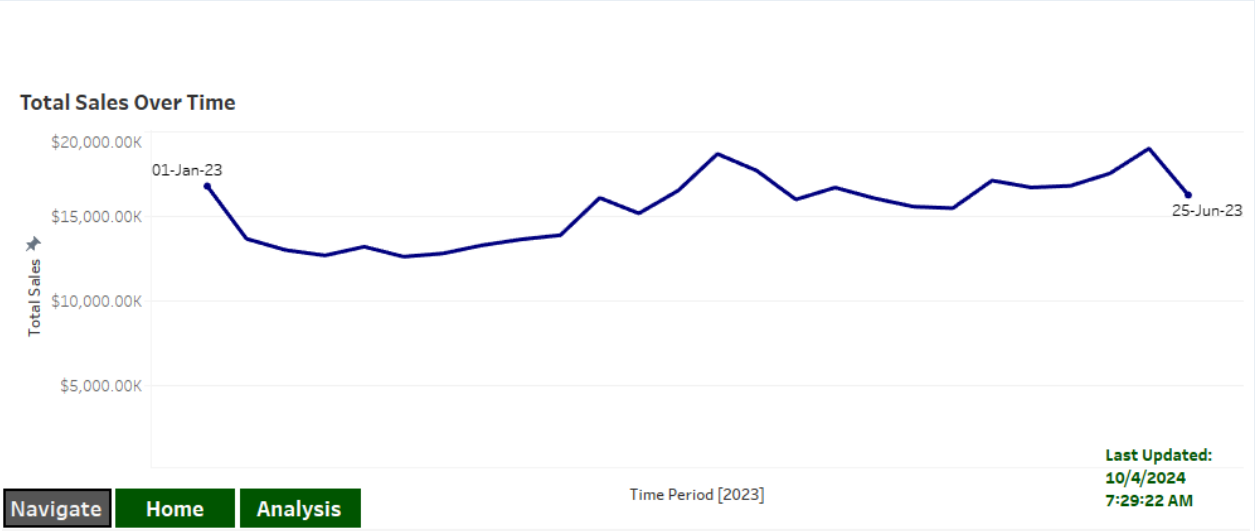
Scorecards

- Metrics:**
  - Top 3 products by sales
  - Total sales
  - Total quantity of products sold
- Purpose:** Provide a quick snapshot of key performance indicators based on user-selected filters.



Sales Trend Analysis

- **Visualization:** Time series plot
- **Metrics:** Sales trends over time with adjustable granularity (monthly, weekly, daily)
- **Purpose:** Facilitate accurate forecasting of future sales trends based on selected destinations and product types.



Usage:

1. **Navigating Between Tabs:** Users can switch between the Global Summary and Detailed Analysis tabs using the navigation pane tabs.
2. **Applying Filters:** Use the interactive filters on the Detailed Analysis tab to customize the data view.
3. **Interpreting Visualizations:** Each section provides specific insights into sales performance, aiding in strategic decision-making.

Summary

The onboard sales performance dashboard is a powerful tool for analyzing sales data, identifying trends, and making informed business decisions. By leveraging the insights provided, the company can optimize its sales strategies and enhance product offerings across various routes.