

Exercise 1 - Review and Critique

This exercise is to:

- Review the following dashboards
- Evaluate each dashboard for:
 - Style
 - Use of colour
 - Spacing
 - Information available

The example dashboards are available on your PC.

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Selection Criteria

- CalendarYear: 2021
- RegionName: United States

Reseller

Distinct Resellers by Territory

Territory	Count
Southwest	131
Northwest	92
Southeast	85
Central	63
Northeast	56

Internet

Order Quantity by MonthTitle

MonthTitle	Quantity
January	100
February	270
March	1017
April	1334
May	1472
June	1462
July	1842
August	1685
September	1640
October	1695
November	1788
December	2044

Customers

Customer By Last Order Range

Range	Count
1-Current Year	887
2-Previous Year	5386
3-More the 2 years	1546

Reseller Quantity by Territory

Territory	Quantity
Southwest	21K
Northwest	14K
Central	9K
Northeast	9K
Southeast	8K

Top 5 States By Order Quantity

State	Quantity
California	10K
Washington	8K
Texas	7K
Colorado	3K
Florida	3K

Web Quantity by Territory

Territory	Quantity
Southwest	9K
Northwest	7K
Southeast	0K
Northeast	0K
Central	0K


Web Customers By Territory

Territory	Count
Southwest	4.45K
Northwest	3.34K
Southeast	0.01K
Central	0.01K
Northeast	0.01K

Distinct Resellers by Territory

Territory	Count
Southwest	99
Northwest	72
Southeast	65
Central	50
Northeast	44

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RegionName

Australia

Canada

France

Germany

United Kingdom

United States

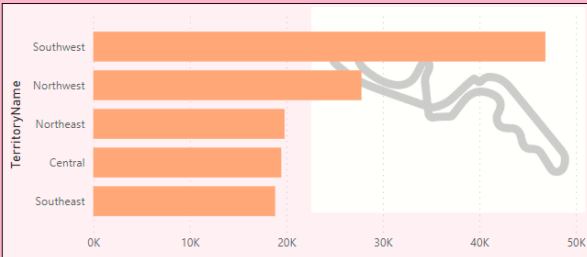
All Sales

Reseller Sales

Internet Sales

Customers

Territory Sales



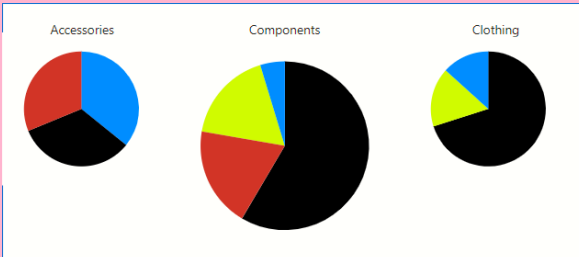
TerritoryName	Sales (K)
Southwest	48
Northwest	38
Northeast	20
Central	19
Southeast	18

Product Sales

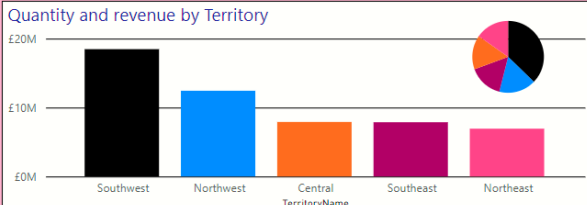
Accessories

Components

Clothing

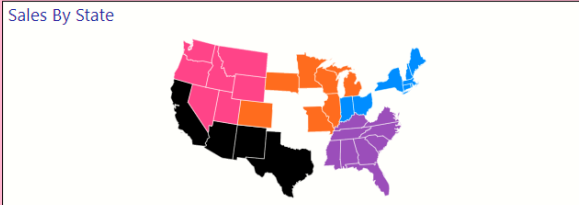


Quantity and revenue by Territory



TerritoryName	Revenue (£M)
Southwest	20
Northwest	12
Central	8
Southeast	7
Northeast	6

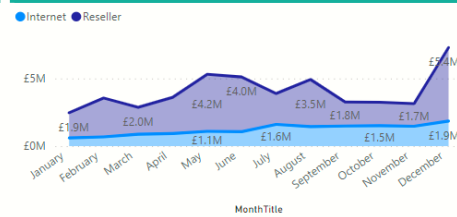
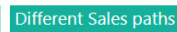
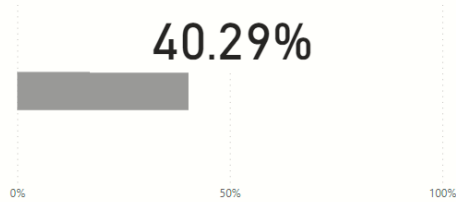
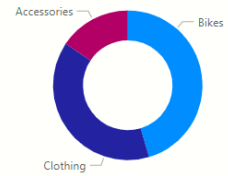
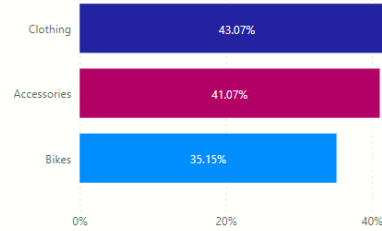
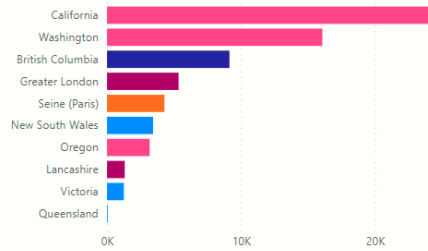
Sales By State



[illegible]


Example 3:

Executive Summary Scorecard




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[illegible]




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Items Listed By Colour




Colour	Percentage
Black	50%
Yellow	25%
Red	15%
Blue	10%

Quantity by Colour



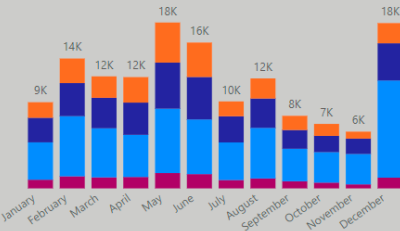
Colour	Percentage
Black	50%
Yellow	25%
Red	15%
Blue	10%

Items Listed By Category



CategoryName	Percentage
Bikes	40%
Components	30%
Accessories	20%
Clothing	10%

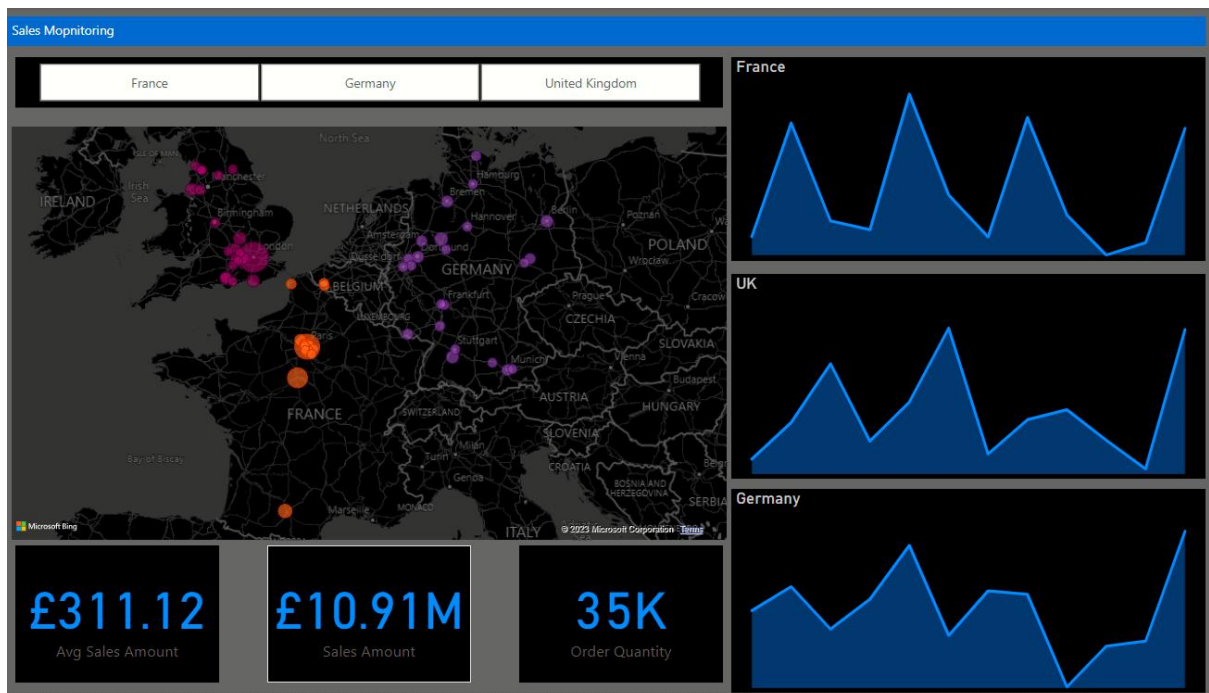
Items Listed By Category By Month



MonthTitle	Accessories	Bikes	Clothing	Components	Total
January	1K	3K	2K	3K	9K
February	1K	4K	3K	6K	14K
March	1K	3K	2K	6K	12K
April	1K	3K	2K	6K	12K
May	1K	4K	3K	10K	18K
June	1K	4K	3K	8K	16K
July	1K	2K	2K	5K	10K
August	1K	3K	3K	5K	12K
September	1K	2K	2K	3K	8K
October	1K	2K	2K	2K	7K
November	1K	2K	2K	1K	6K
December	1K	4K	3K	10K	18K

[illegible]

Example 5:

[illegible]

Example 6:



The dashboard provides a comprehensive overview of bicycle sales. The 'Overall' section shows a stacked bar chart of sales by quarter. The 'Product Breakdown' donut chart details the distribution across various bicycle components. The 'Sum of SalesAmount by RegionName and StateProvinceName' treemap visualizes sales by geographic region. Finally, the 'Top 10 States' bar chart and the 'States and Quantities' map highlight the most significant sales markets.

Overall

Product Breakdown

Sum of SalesAmount by RegionName and StateProvinceName

Top 10 States

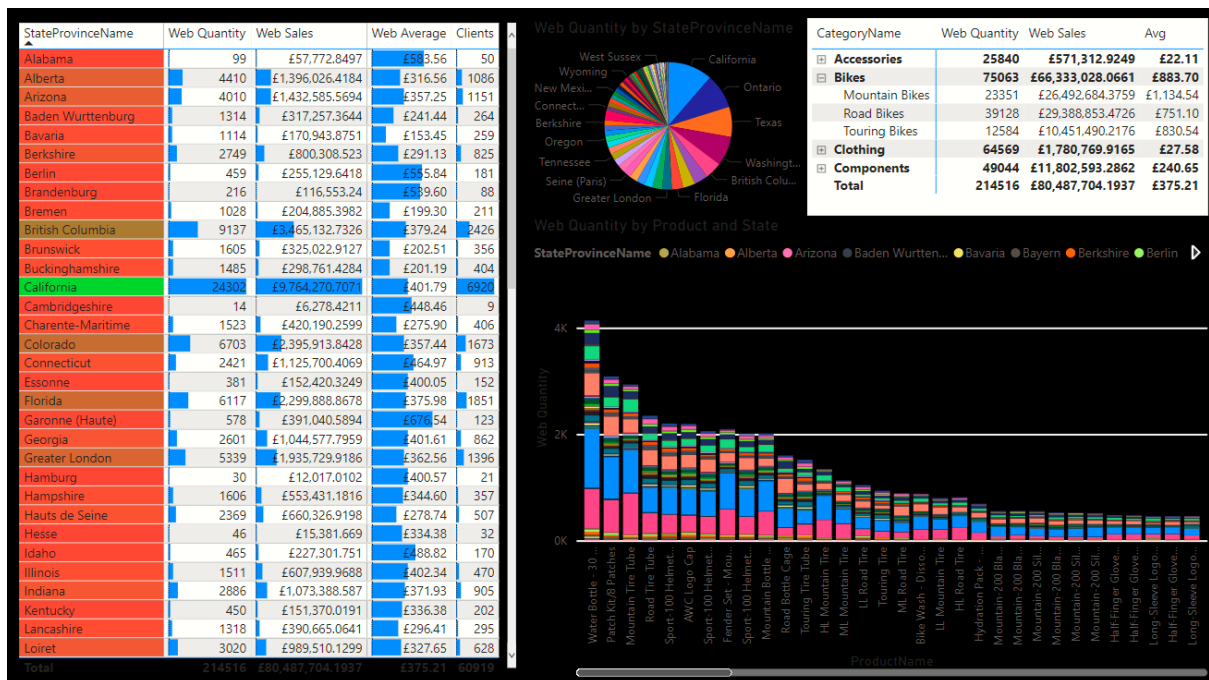
States and Quantities

[illegible]

Example 8:

[illegible]

Example 9:

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