A MINI PROJECT REPORT

Submitted by:

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in

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under the supervision of

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CERTIFICATE

Certified that this project report "**Business Summary Dashboard**" is the work of "**Ritu Bala**" who has carried out the project work under my supervision.

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1. Project Overview

The Business Summary Dashboard is designed to provide a comprehensive view of key financial and operational performance metrics. It aims to assist decision-makers by presenting critical data regarding revenue, shipment volumes, and sales performance across different regions and salespersons. This report outlines the structure, features, and usage of the dashboard.

2. Objectives

- To track and visualize key performance indicators (KPIs) relevant to the business's financial health.
- To provide insights into geographical sales distribution and identify top-performing salespersons.
- To facilitate data-driven decision-making through interactive visualizations and filters.
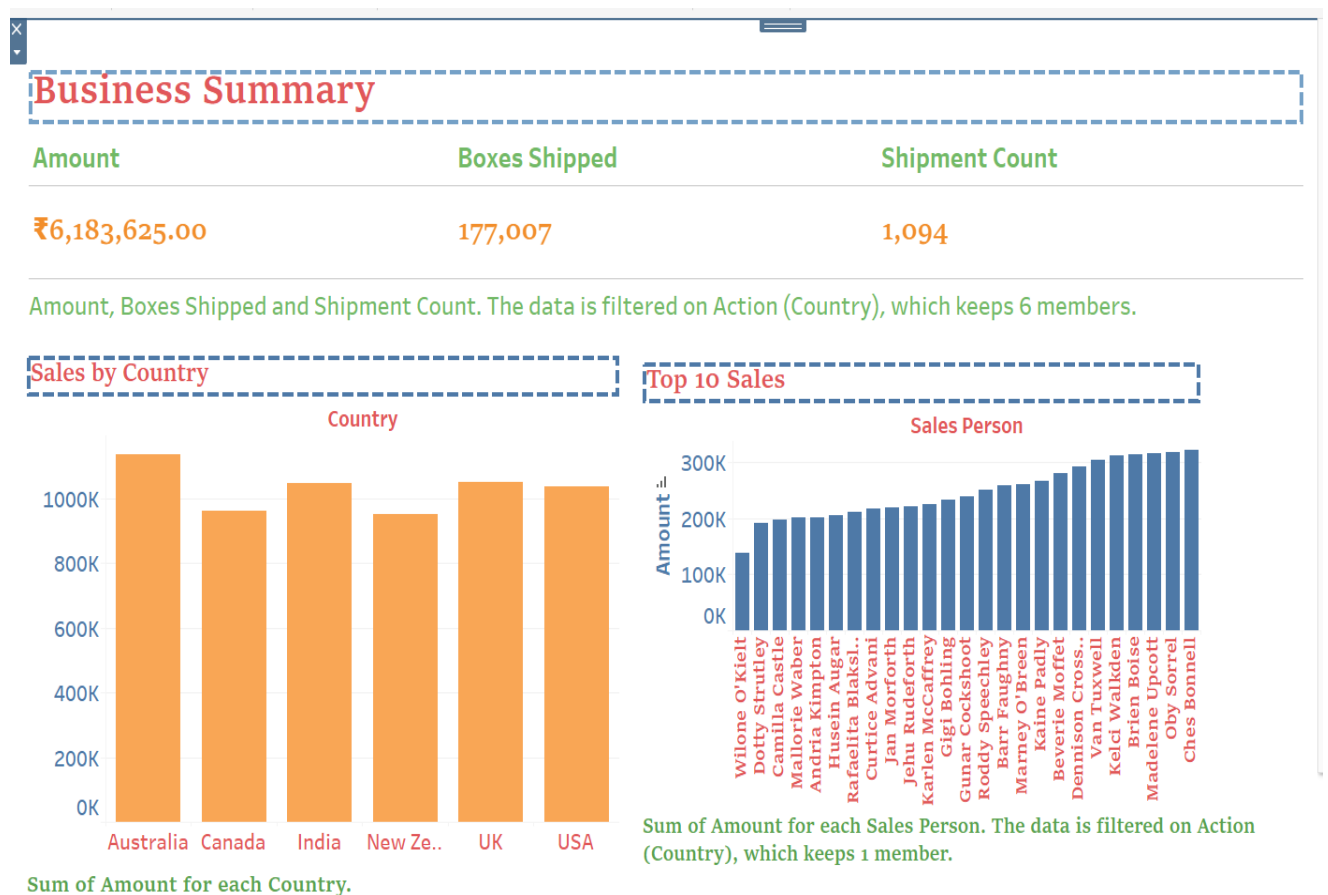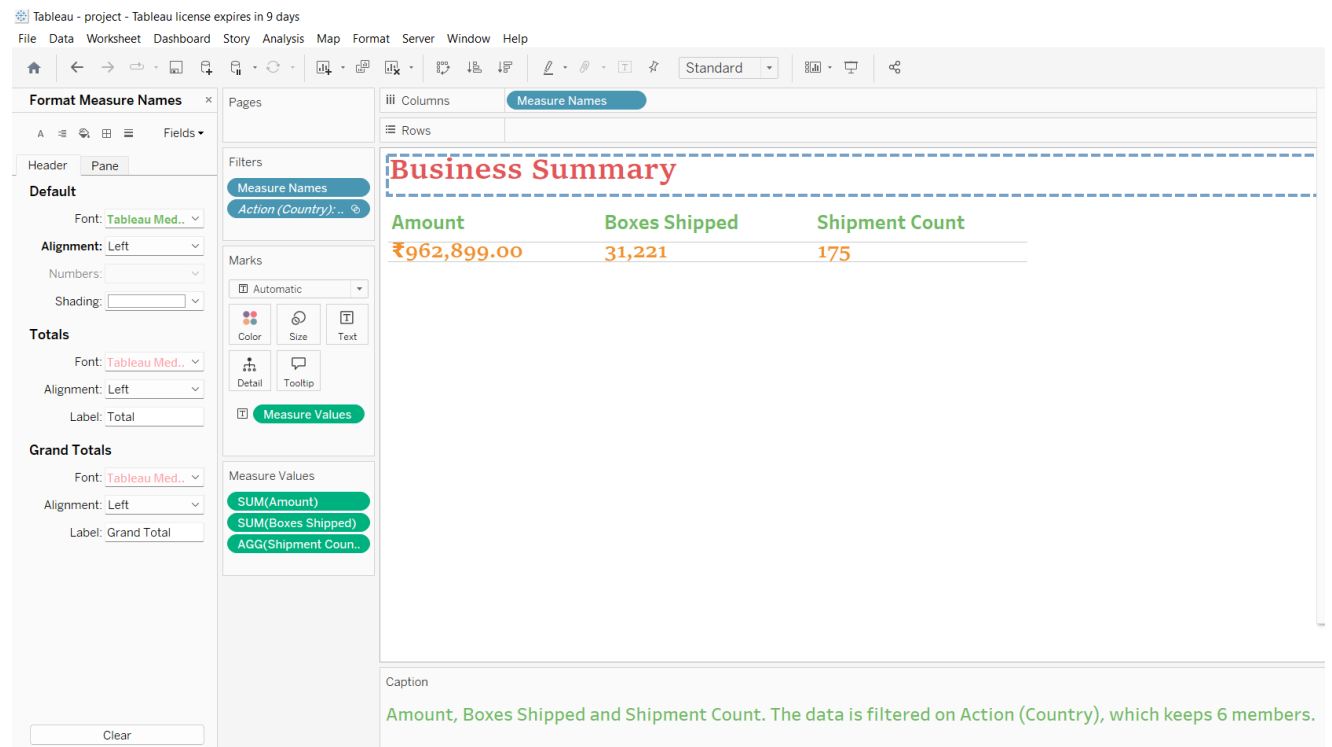
3. Dashboard Structure

Fig.3.1 Dashboard

The dashboard is organized into four main sections:
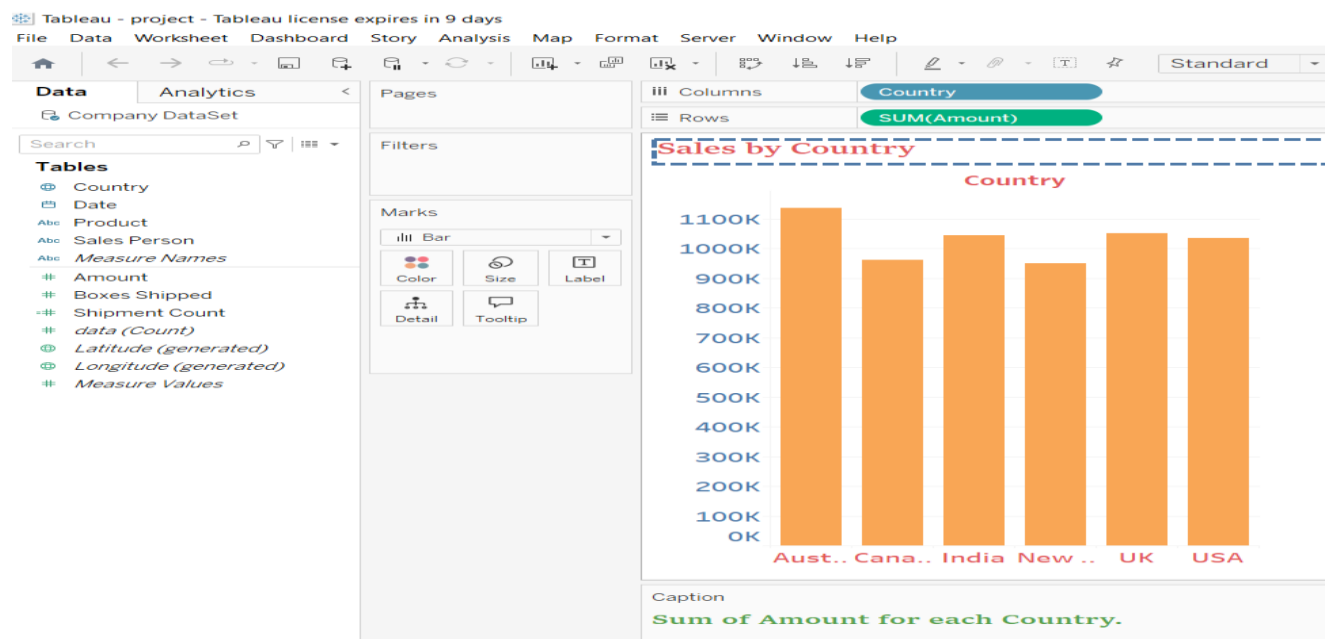
3.1 Key Performance Indicators (KPIs)

Fig.3.1.1 Key Performance Indicators

- **Amount:** Represents the total revenue generated, which is ₹6,183,625.00.
- **Boxes Shipped:** Indicates the total number of boxes shipped, recorded at 177,007 boxes.
- **Shipment Count:** Reflects the total number of shipments fulfilled, totaling 1,094.

These KPIs are crucial for assessing the business's performance in terms of revenue generation and operational capacity.

3.2 Visualizations

Fig. 3.2.1 Sales by Country

3.1.2. Sales by Country

- **Description:** A bar chart displaying total sales amounts for each country.
- **Axis Information:**
    - o **X-axis:** Represents various countries (e.g., Australia, Canada, India).
    - o **Y-axis:** Shows sales amounts in local currency, scaled to thousands (K).
- **Interpretation:** This chart helps identify high-performing regions, enabling the company to focus its sales strategy accordingly.
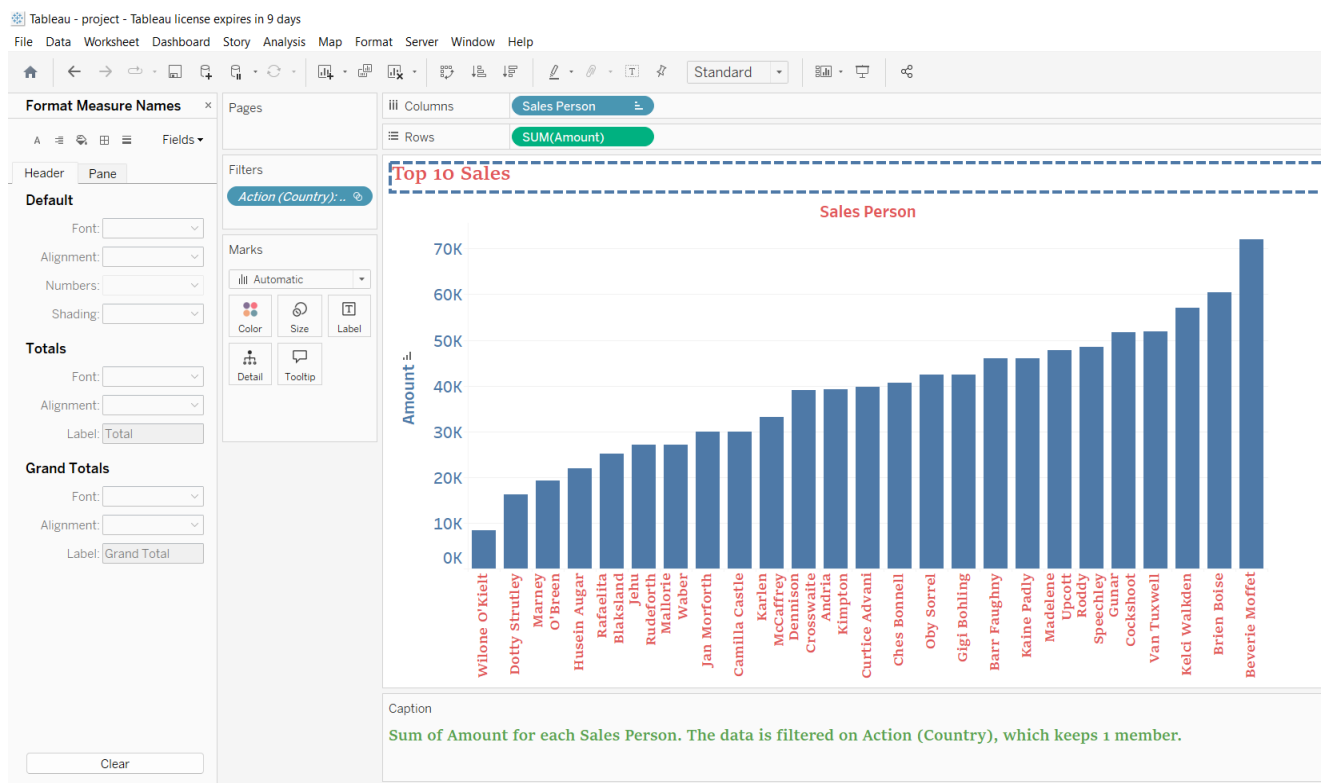
3.2.3 Top 10 Salespersons

Fig. 3.2.2 Top 10 Salespersons

- **Description:** A horizontal bar chart listing the top 10 salespersons based on sales revenue generated.
- **Axis Information:**
    - o **X-axis:** Amount in local currency (₹), scaled up to 300K.
    - o **Y-axis:** Names of the top salespersons.
- **Interpretation:** This visualization highlights individual performance, which aids in management decisions regarding incentives, training, and performance recognition.

3.3 Filters and Data Context

- **Current Filters:** The dashboard currently filters data by Country, retaining 6 selected members, focusing visualizations on specific countries.
- **Contextual Information:** Descriptive text beneath each chart provides clarity about the data visualized, enhancing user understanding.

3.4 Additional Elements

- **Chart Type Selection Pane:** A customizable feature allowing users to switch between different visualization types (e.g., bar charts, line charts, symbol maps), enhancing user interaction.

5. Usage Instructions

5.1 Navigation

- Users can scroll through the dashboard to view different metrics and visualizations.
- Hovering over chart elements reveals detailed values, allowing for deeper insights into specific data points.

5.2 Customizing Data Views

- Utilize the filter options to adjust the data presented based on country, date, or other relevant dimensions, enabling exploration of various trends.

5.3 Interpreting the Data

- The dashboard allows users to identify high and low-performing regions and salespersons, assess regional performance discrepancies, and evaluate individual contributions to sales targets.

6. Conclusion

The Business Summary Dashboard serves as an essential tool for tracking business performance and making informed decisions. With its interactive visualizations, KPIs, and customizable features, it provides a holistic view of the company's financial and operational health.

7. Future Enhancements

- Incorporate additional metrics such as customer satisfaction scores or return rates for a more comprehensive overview.
- Implement advanced data analysis features, such as predictive analytics to forecast future sales trends based on historical data.
- Enhance user interface elements to improve overall user experience and accessibility.