SAMBA E-commerce

Executive Dashboard

Objective

Create an interactive executive dashboard, to get insights and make it easier for C levels to make decisions based on data.

Dataset: *Click here*

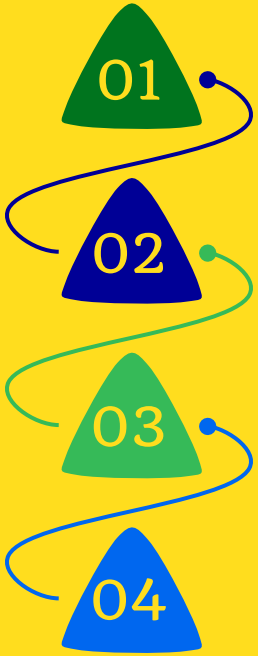
Business Requirement

Users

The CEO of Samba E-commerce, but other C levels can also use this dashboard for monitoring purposes.

Case Example

Our CEO wants to increase sales in 2022, for that he needs insights from current business conditions such as AOV, total orders and others that can make it easier for him in future business strategies.



Aim

To get an overview of the current conditions of the business situation, and take deep insights for later use in decision making.

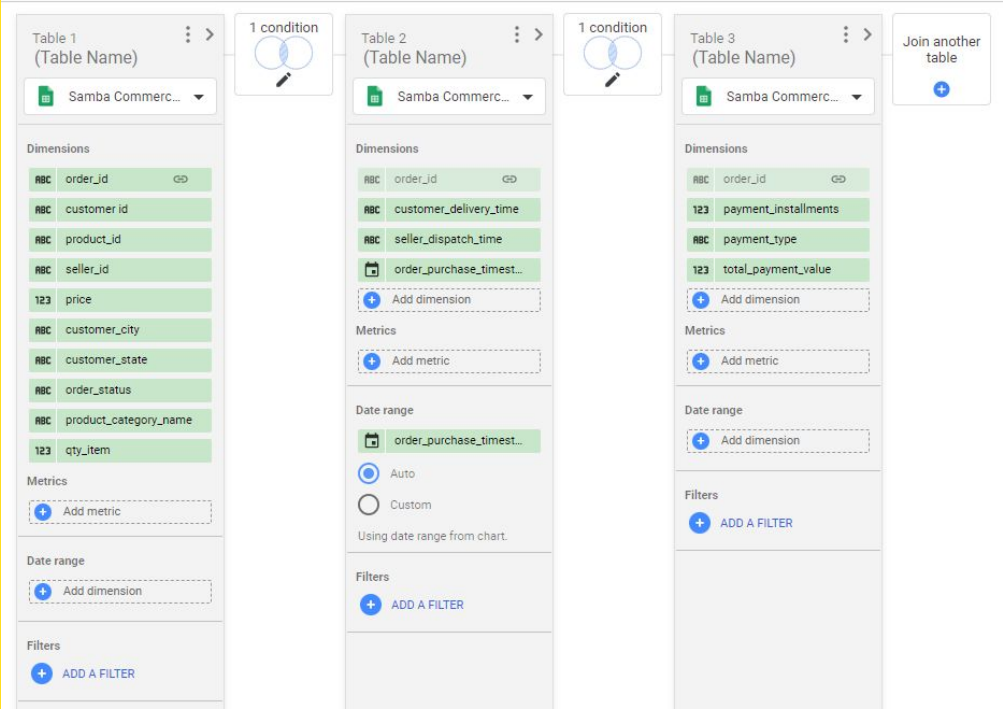
How to Use

Users will use this dashboard to monitor business performance per month, and compare it to the beginning of the year.

01

Looker Studio

Dataset Preparation

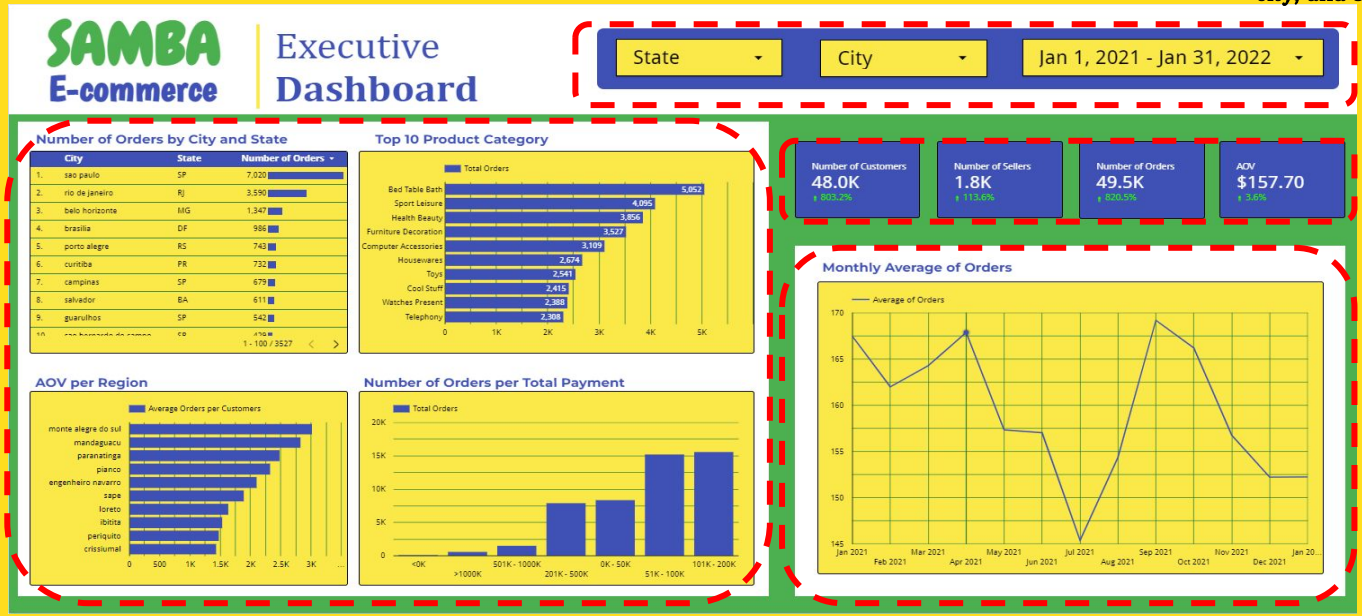


- All data sets are blended, to make it easier to make dashboards.
- In addition, typo repairs were carried out on product category variables.

Dashboard Overview

Dashboard: [Click here]

Control Filter To filter data based on time-series, city, and state



Bar Charts and Interactive Table

To find out business performance based on total orders, top category, and payment segmentation.

Scorecards

To know the conclusion of business performance.

Time-series Graph

To find out the average of orders per month.

Insights

There was an **increase in the number of customers, number of sellers, number of orders, and average orders per customer** that occurred in January 2022 compared to December 2021.

Insights

The highest total orders were in the city of Sao Paulo with 7,020 orders. However, the **highest average order per customer is in the city of Monte Alegre do Sul with an AOV of 3,024 USD**. The most sold categories are Bath Table and Bath.

Insights

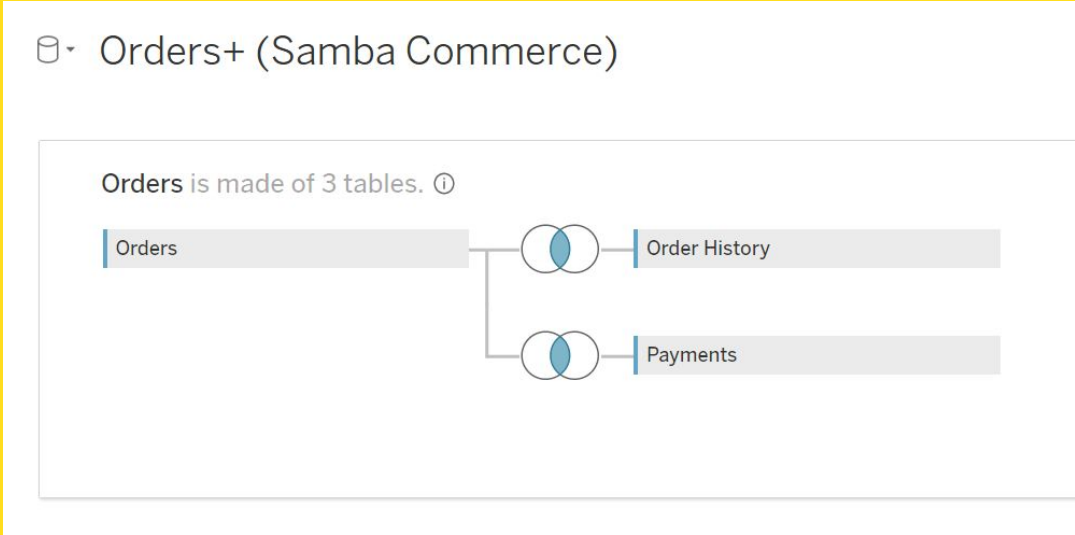
During 2021, tram average orders fluctuated. It was at its **highest in September 2021, and after that it continued to decline until the end of the year**.

02

Tableau

Dataset Preparation

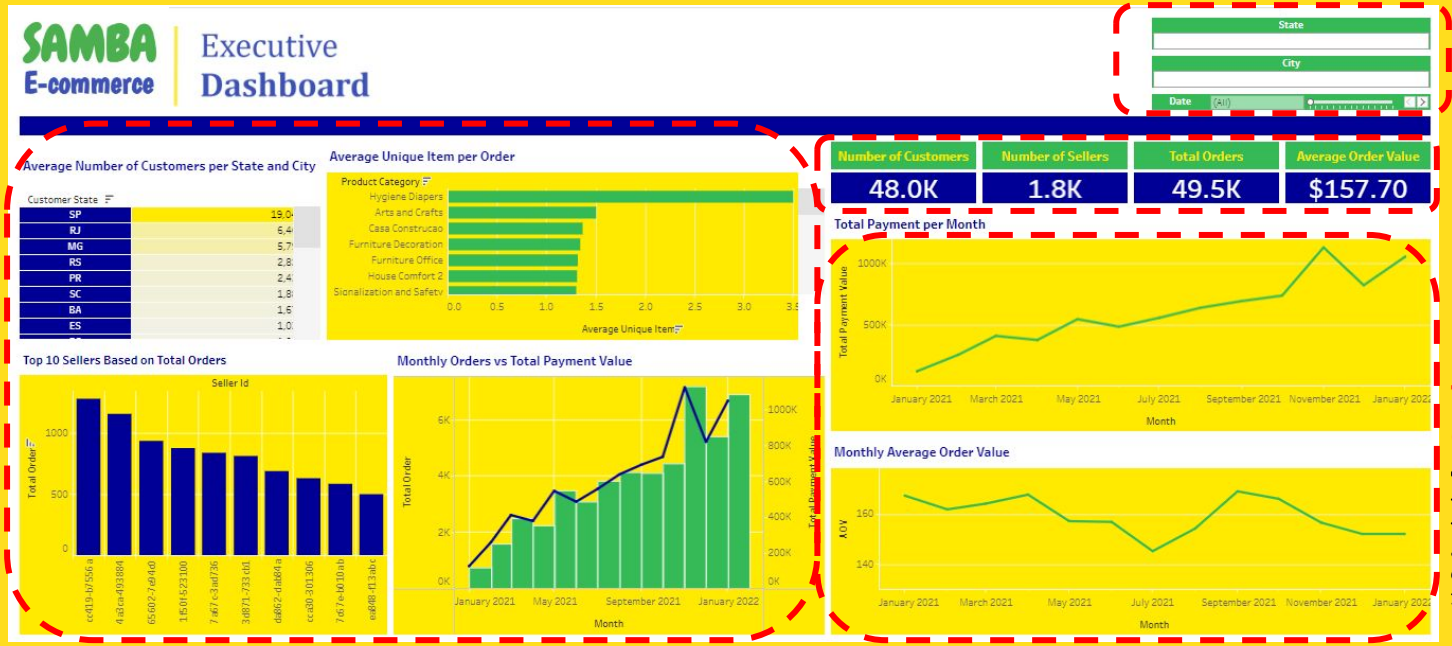
- Same as looker studio, all data sets are joined using inner join to make it easier to make dashboards.
- Because the dataset is clean, data cleaning will not be done.



Dashboard Overview

Dashboard: [Click here]

Control Filter To filter data based on time-series city, and state



Bar Charts and Interactive Table

To find out business performance based on average customers, top sellers, unique item per order, and monthly order vs total payment.

Scorecards

To know the conclusion of business performance.

Time-series Graph

To find out the trend of total payment value and average order value per month.

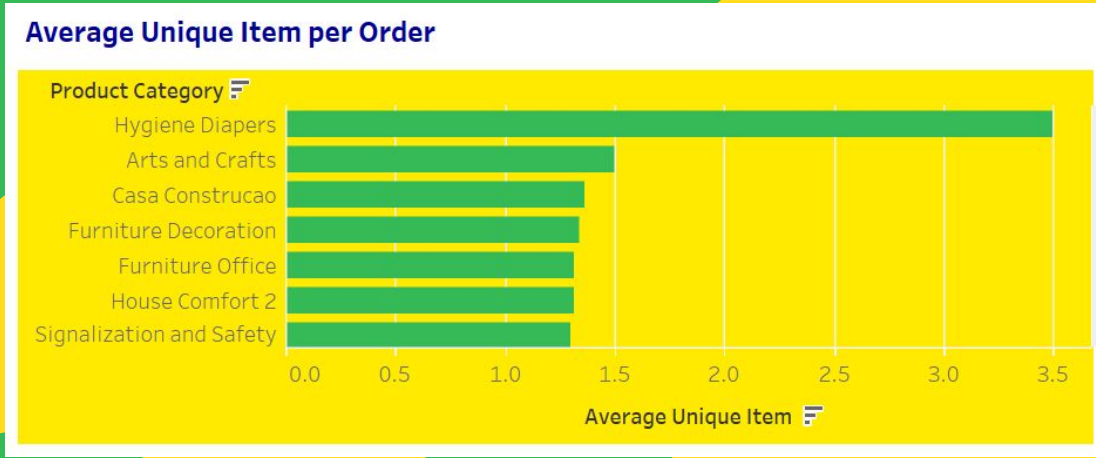
Insights

Average Number of Customers per State and City

Customer State	
SP	19,048
RJ	6,468
MG	5,796
RS	2,826
PR	2,436
SC	1,880
BA	1,676
ES	1,036
GO	1,003

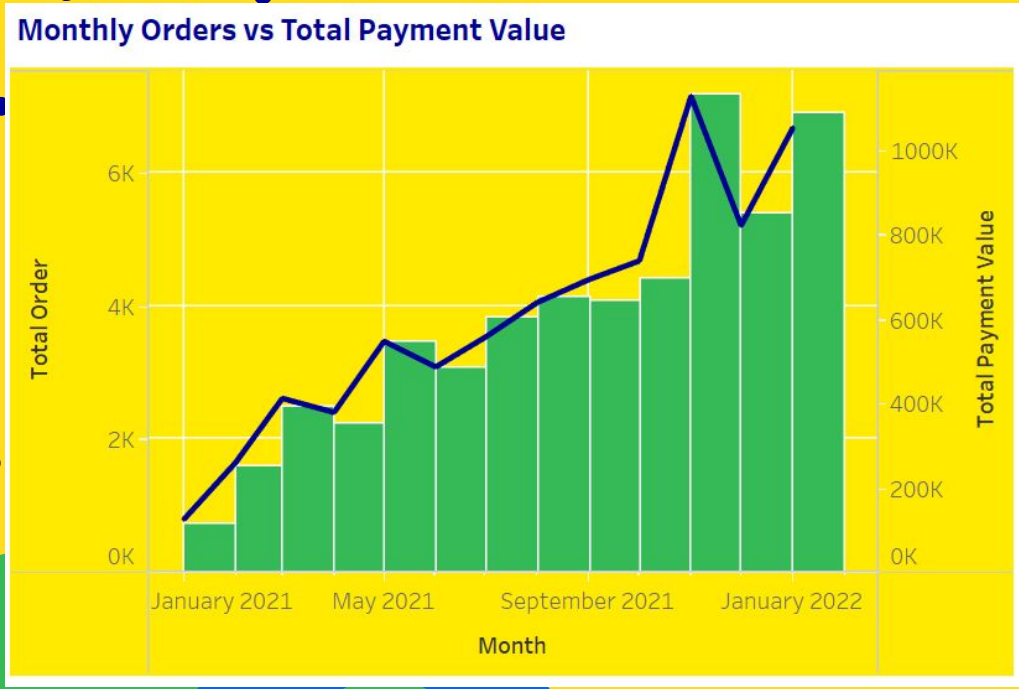
The largest average number of customers is in the SP state and the City of Sao Paulo with an **average number of customers of 19,048**. This figure is very large when compared to other countries.

Insights



Hygiene Diapers category products are products **with the largest average number of items purchased by customers**. The number of purchases of these products is twice as much as other products.

Insights



In general, the total payment value continues to grow as the number of orders increases. **From January 2021 to January 2022 there were fluctuations** in the number of orders and payment values, **but in general both of them increased**.

Recommendation

Based on the dashboard that has been created, we can maximize sales by recommending our **top products and marketing them in Sao Paulo**. To support this program, we also need to **carry out campaigns that can attract our consumers' buying interest**.

Thanks

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