I'll structure it like:

✅ Dashboard Tabs
✅ What each tab shows
✅ What graphs inside
✅ What columns used
✅ What insights user gets

🧭 🟢 COMPLETE DASHBOARD PLAN (Python Dash)

Your dashboard will have **6 MAIN TABS**.

Think of it like a story:

👉 Overview → Pipeline → Revenue → Customers → Timeline → Performance

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🟦 TAB 1 — Executive Overview (MAIN SUMMARY)

This is the **landing page** of your dashboard.

Goal:
👉 High-level understanding in 5 seconds.

📊 Graphs inside Tab 1

✅ KPI CARDS (Top Row)

Use:

- Lead Id
- Lead Status
- Value in Rs (Lakhs)
- Contracted Price

Show:

- Total Leads
- Active Leads
- Contracted Leads
- Total Pipeline Value

- Contracted Revenue

📊 Lead Type Distribution

Columns:

- Lead Type

Graph:
👉 Donut Chart

Insight:
Defence vs Civil workload.

📊 Leads by Business Unit (SBU)

Columns:

- UNIT/SBU

Graph:
👉 Horizontal Bar Chart

Insight:
Which SBU handles most work.

📊 Monthly Lead Creation Trend

Columns:

- Creation Date

Graph:
👉 Line Chart

Insight:
Tender activity timeline.

🟦 TAB 2 — Lead Pipeline & Funnel

This tab shows how leads move through stages.

Goal:
👉 Understand drop-offs.

📊 Graphs

🔥 Funnel Chart (Main Visual)

Columns:

- Lead Stages

Stages example:

Initiated → Evaluation → Bid → Contract

Insight:
Where leads fail.

📊 Lead Status Breakdown

Columns:

- Lead Status

Graph:
👉 Pie Chart

📊 Stage vs Business Unit

Columns:

- Lead Stages
- UNIT/SBU

Graph:
👉 Stacked Bar Chart

Insight:
Which SBU progresses leads better.

🟦 TAB 3 — Revenue & Financial Analytics

This tab is VERY important for decision makers.

Goal:
👉 Understand money flow.

📊 Graphs

📊 Revenue by Customer

Columns:

- Main Customer
- Value in Rs (Lakhs)

Graph:
👉 TreeMap

Insight:
Top revenue sources.

📊 Contracted vs Pipeline Value

Columns:

- Lead Status
- Value in Rs (Lakhs)

Graph:
👉 Stacked Column Chart

Insight:
Future vs secured revenue.

📊 Revenue by SBU

Columns:

- UNIT/SBU
- Contracted Price(in Lakh)

Graph:
👉 Bar Chart

Insight:
Top performing unit.

📊 Forecast Year Analysis

Columns:

- Fore cast Year
- Value in Rs

Graph:
👉 Column Chart

Insight:
Future business projection.

🟦 TAB 4 — Customer & Market Insights

Goal:
👉 Understand customer behaviour.

📊 Graphs

📊 Leads by Main Customer

Columns:

- Main Customer

Graph:
👉 Bar Chart

📊 Lead Type vs Customer

Columns:

- Lead Type
- Main Customer

Graph:
👉 Stacked Bar Chart

Insight:
Which customer prefers defence/civil.

📊 Single Vendor vs Multi Vendor

Columns:

- Single/Multi Vendor

Graph:
👉 Pie Chart

Insight:
Competition level.

📊 Business Segment Distribution

Columns:

- Business Segment

Graph:
👉 Donut Chart

Insight:
Market focus areas.

🟦 TAB 5 — Timeline & Delay Analytics

Goal:
👉 Understand tender lifecycle.

📊 Graphs

📊 Lead Timeline

Columns:

- Issue Date
- Due date
- Extended due date

Graph:
👉 Gantt-style Timeline

Insight:
Tender duration.

📊 Delay Analysis

Compare:

- Due date vs Extended due date

Graph:
👉 Bar Chart (Delay Days)

Insight:
How many tenders got extended.

📊 Milestone Tracking

Columns:

- Tech. Bid Open Date
- Comm. Bid Opening Date
- PNC Conclusion Date

Graph:
👉 Timeline Scatter Plot

Insight:
Process speed.

🟦 TAB 6 — Team Performance & Ownership

Goal:
👉 Understand employee performance.

📊 Graphs

📊 Leads per Owner

Columns:

- Lead Owner .1

Graph:
👉 Bar Chart

📊 Contract Value by Owner

Columns:

- Lead Owner .1
- Contracted Price

Graph:
👉 Column Chart

Insight:
Top closers.

📊 Owner Success Rate

Columns:

- Lead Owner .1
- Lead Status

Graph:
👉 Stacked Bar

Insight:
Who wins vs regrets.

📊 Marketing Officer Activity

Columns:

- Created Name

Graph:
👉 Horizontal Bar Chart

🎛️ GLOBAL FILTERS (Very Important in Dash)

Add filters at top:

✅ Lead Type
✅ UNIT/SBU
✅ Main Customer
✅ Lead Status
✅ Forecast Year

These filters should control ALL tabs.

📊 1️⃣ Stacked Charts — When to Use in YOUR Data

👉 Use stacked charts when you want to compare **multiple categories inside one main category**.

✅ Case 1 — Customer vs Lead Status

X-axis: Main Customer
Stack: Lead Status (Approved / Open / Closed)

What you learn:

- Not just how many leads NAVY has
- But how many are still active vs completed

Example Insight:

NAVY may have many leads, but most could be still “In Progress”.

✅ Case 2 — Forecast Year vs Lead Stage

X-axis: Forecast Year
Stack: Lead Stages

Shows:

- Pipeline maturity across years.

✅ Case 3 — Business Unit vs Enquiry Type

X-axis: UNIT/SBU
Stack: RFP / RFQ / Budget Quote

Useful for management reporting.

📊 2️⃣ Horizontal Bar Charts — When to Use

👉 Use horizontal bars when:

✓ Category names are long
✓ Many categories exist
✓ You want easy readability

Your dataset has long names like:

- Lead Owner
- Lead Name
- Main Customer

✅ Case 1 — Leads by Lead Owner

Horizontal bars work BEST here.

Why?

- Owner names may be long.
- Easy comparison.

✅ Case 2 — Value by Customer

Sort descending and plot horizontally.

Managers quickly see:
👉 Highest-value customers at top.

✅ Case 3 — Lead Count by Enquiry Description

If you have many enquiry types, horizontal layout avoids crowding.

🍩 3️⃣ Donut Charts — When to Use

👉 Use donut charts for **percentage distribution** (simple overview).

Avoid using for too many categories.

✅ Case 1 — Lead Status Distribution

Example:

- Approved
- Active
- Regret

Quick executive snapshot.

✅ Case 2 — Single vs Multi Vendor

Use column:

👉 Single/Multi Vendor

Shows procurement style distribution.

✅ Case 3 — Lead Classification Breakdown

Example:

- Capital
- Service
- Upgrade

🫧 4️⃣ Bubble Charts — When to Use

👉 Bubble charts are perfect when you want to show **3 variables together**.

In your data you have:

- Customer
- Value
- Quantity

- Stage
- Owner

So this chart is very powerful.

✅ Case 1 — Customer vs Value vs Quantity

- X-axis → Customer
- Y-axis → Value in Rs
- Bubble Size → Quantity

Shows:
👉 Which customers bring high value AND high volume.

✅ Case 2 — Lead Owner Performance

- X-axis → Lead Owner
- Y-axis → Contracted Price
- Bubble Size → Number of Leads

Very good medium-level analytics idea.

✅ Case 3 — Timeline Risk Analysis

- X-axis → Due Date
- Y-axis → Creation Date
- Bubble Size → Value

Shows delayed high-value projects.

🔻 5️⃣ Funnel Charts — BEST Chart for YOUR DATASET

Honestly — funnel chart is the MOST PERFECT chart for this data.

Why?
Because your columns include:

👉 Lead Stages
👉 Enquiry lifecycle (RFP → Bid → Contract)

✅ Case 1 — Lead Pipeline Funnel

Stages example:

1. Created
2. Proposal
3. Technical Bid
4. Commercial Bid
5. Negotiation
6. Contracted

Shows:

⭐ Drop-off between stages
⭐ Conversion rate

This is EXACTLY how enterprise sales dashboards look.

✅ Case 2 — Value Funnel (Advanced Medium Level)

Instead of count — use:

👉 Sum(Value in Rs Lakhs)

Shows:

- How total money reduces across stages.

Very impressive dashboard feature.