Dataset Description:

The dataset contains information about online retail sales transactions. It includes the following columns:

- Customer_id: Unique customer ID
- Age: Customer's age
- Gender: 0 for Male, 1 for Female
- Revenue_Total: Total sales by customer
- N_Purchases: Number of purchases to date
- Purchase_DATE: Date of the latest purchase (in mm/dd/yy format)
- Purchase_VALUE: Latest purchase amount in €
- Pay_Method: Payment method (0 for Digital Wallets, 1 for Card, 2 for PayPal, 3 for Other)
- Time_Spent: Time spent on the website (in seconds)
- Browser: Type of browser used (0 for Chrome, 1 for Safari, 2 for Edge, 3 for Other)
- Newsletter: Subscription status for newsletter (0 for not subscribed, 1 for subscribed)
- Voucher: Voucher usage status (0 for not used, 1 for used)

Steps:

The main task is to create an interactive dashboard using Looker to visualize key insights from the provided dataset by following the steps below.

Data Exploration:

- I began by exploring the dataset to understand its structure and contents.
- Identified potential data quality issues that needed to be addressed and fixed.

Dashboard Design:

- Designed a dashboard layout that highlights key metrics and trends related to online retail sales transactions.

Dashboard Components:

Included the following visualization components in my dashboard:

- A line chart showing trends in revenue over time.
- A bar chart comparing the distribution of purchase values across different payment methods.
- A pie chart illustrating the gender distribution of customers.
- A scatter plot showing the relationship between age and purchase value.
- A KPI scorecard summarizing key performance indicators such as total revenue, average purchase value, and number of purchases.

Interactivity:

- Implemented interactive features such as slider and date range control to allow users to explore the data dynamically.

Dashboard Presentation:

- Ensured that my dashboard is visually appealing, easy to navigate, and effectively communicates key insights from the dataset.