**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.