POWER BI

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EXECUTIVE SUMMARY

This report provides a comprehensive analysis of a business dashboard that tracks key metrics such as total customers, geographical performance, payment preferences, and return rates. The dashboard uses visualizations like pie charts, bar charts, and area charts to interpret data trends effectively. The analysis identifies areas of strength, such as high customer engagement in Europe, and areas for improvement, such as increasing regional penetration in underperforming markets like India and Taiwan.

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Key insights include:

1. Operations in 12 countries with strong performance in France and Sweden.

2. A robust customer base of approximately 44,800.

3. Stable return patterns over the years, with a slight dip in 2020.

4. Equal preference for bank transfers, credit cards, and PayPal among customers.

Recommendations include targeting low-priority regions, improving customer retention strategies, and optimizing product offerings.

INTRODUCTION

This report aims to provide a detailed analysis of the dashboard, which offers insights into the business's operational performance, customer behavior, and regional trends. The dashboard helps in decision-making by presenting key data points in a visually interactive format.

Objectives

To evaluate customer and sales performance across different countries.

To analyze return trends and their implications.

To identify customer preferences for payment methods.

To recommend strategies for enhancing business outcomes.

Scope of Data

Timeframe: 2020 to 2025.

Metrics covered: Total customers, returns, payment methods, order priorities, and product details.

Dashboard Overview

The dashboard comprises the following visualizations:

1. Key Metrics: Total countries, total customers, total descriptions, and total quantity.

2. Pie Chart: Return status by year.

3. Bar Chart: Distribution of payment methods.

4. Area Chart: Order priority across countries.

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Key Metrics Analysis

1. Total Countries

The business operates in 12 countries, indicating a wide geographical presence.

Countries with high performance include France and Sweden, while others like India and Taiwan lag behind.

2. Total Customers

The business serves approximately 44,800 customers, showcasing significant market penetration.

Growth opportunities lie in expanding the customer base in underperforming regions.

3. Total Descriptions

The dashboard records 11 product descriptions, which may represent product categories or SKUs.

This indicates moderate product diversity, which could be expanded based on customer demand.

4. Total Quantity

A total of 99 units/items have been recorded.

This metric could represent total sales or inventory and warrants further exploration.

Return Analysis (Pie Chart)

Key Observations:

Return rates are consistent, with 17.64% recorded in 2021, 2023, and 2024.

The lowest return rate of 11.92% occurred in 2020, likely due to the pandemic or operational disruptions.

Insights:

Stable return trends suggest steady customer satisfaction, but the business should address peak return periods to improve retention.

Payment Methods Analysis (Bar Chart)

The chart highlights three primary payment methods:

Bank Transfers, Credit Cards, and PayPal.

All methods show similar usage levels, indicating that customers appreciate diverse payment options.

Recommendations:

Continue offering these flexible payment options to cater to customer preferences.

Highlight payment options in marketing campaigns to attract new customers.

Order Priority Analysis (Area Chart)

Top Performers: France and Sweden lead in order priority, reflecting strong regional engagement.

Low Performers: India, Taiwan, and the United States exhibit lower order priorities, suggesting untapped potential

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