# Comprehensive Commercial Dashboard

📘 Technical Documentation – Comprehensive Commercial Dashboard  
  
🎯 General Objective  
This dashboard allows analyzing product and category performance from multiple angles: revenue, profitability, customer experience, and logistics efficiency.   
It is divided into five thematic pages that answer key business questions and support informed decision-making.

## Page 1: Commercial Analysis by Product and Category

🎯 Objective  
Identify the most valuable products and categories by revenue, margin, and satisfaction.  
  
📊 Visuals  
- Bar chart: revenue by category  
- Bar chart: estimated margin by category  
- Pareto 80/20 chart: cumulative revenue by product  
- Table: top products by revenue, margin, and reviews  
- Slicer: product category  
  
🧠 DAX Measures  
1. Revenue by Product – calculates total revenue per product.  
2. Estimated Margin – applies a fixed margin (25%) over product price.  
3. Average Review by Product – measures customer satisfaction per product.  
4. Product Ranking – ranks products by revenue for Pareto analysis.  
5. Cumulative Revenue – computes cumulative revenue by ranking.  
6. Cumulative % – percentage of cumulative revenue over total (80/20 principle).

## Page 2: Revenue by Channel and Region

🎯 Objective  
Visualize geographic and channel revenue distribution.  
  
📊 Visuals  
- Bar chart: revenue by state  
- Column chart: revenue by payment type  
- Line chart: revenue evolution by month  
- Slicer: date range

## Page 3: Logistics and SLA

🎯 Objective  
Evaluate logistics efficiency and delivery time compliance.  
  
📊 Visuals  
- Map: average delivery time by state  
- Column chart: % of orders out of SLA  
- Horizontal bar chart: % freight vs. average ticket

## Page 4: Customer Satisfaction and Experience

(Already covered above)

## Page 5: Executive KPIs and Summary

🎯 Objective  
Present key business indicators in an executive view.  
  
📊 Visuals  
- KPI cards: total revenue, estimated margin, avg. review, % SLA compliance  
- Scatter plot: margin vs. satisfaction per product  
- Narrative text: key insights  
- Global slicer: category, state, channel  
  
🧠 DAX Measures  
- Total Revenue  
- Total Estimated Margin  
- Global Average Review  
- SLA Compliance %  
  
🗣 Final Narrative  
This dashboard provides a comprehensive business view, combining commercial, logistics, and customer experience analysis.   
DAX measures are designed to answer key business questions with clear logic and direct connection to the data model.   
Each page facilitates strategic and operational decisions for portfolio and executive presentations.