

# Dashboard Dojo

Data Lisboa



# Who's your audience?

Who is going to use the dashboard?

- The CEO of the Company.

What's their purpose/context/device:

- Know more insights about the company, more specifically the sales in the company in the different categories.

Is the dashboard going to be used for large audience or personal usage?

- For personal usage, only for the Director.



## Write the main goal in 1 sentence

The main goal should be SMART ( specific, measurable, achievable, relevant, and time-bound)

Visualize the sails on the categories and make decisions based on that for the future of the company. Decide on which areas the company will focus more on the future, and the ones that maybe will be discarded.



# List the KPIs that will support your main objective

Write between 3 and 5 KPIs

1. The number of products sold by category.
2. The stock of the 5 most ordered products.
3. Table with more insights on the products.



## List the variables needed per KPI

Make sure to include source, type and range. What kind of [visualization](#) will you need?

- Different Categories (String)
- Number of Orders in the Company in the last 3 years (Integer)
- All the Products in the Company (String)
- Quantity in stock of each Product (Integer)



# Is there some context that's going to be useful?

Decided the context to include based on the audience.

- It is a more direct to result and conclusions presentation because it is for the CEO that already knows the company.
- The data is from 2020, 2021 and 2022 but 2020 and 2022 are not complete.



# Write the story you want to tell with your data

Make it between 3 and 10 sentences.

- This dashboard supports the theory that we should evaluate the possibility of increasing the stock of 1992 Ferrari 360 Spider red, on increasing the stock of Classic Cars and Vintage Cars because they are our best products and categories, respectively, and there is space for improving in the sales by increasing the quantity in stock.
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## Topics

- Classic Cars is the category with most sales followed by Vintage Cars.
- Trains is the category with least sales by far.
- Motorcycles, Planes, Ships, Trucks and Buses are very similar categories in terms of sales in the company, so we can consider them as the average.
- The company has been improving in the sales on the last 3 years.
- 2 Ferraris on the top 5 most sold products.
- 1992 Ferrari 360 Spider red is the most sold product in the entire company with more less 60% more orders than the second one which is American Airlines: MD-11S.





## Draw a dashboard draft

Where are all your data going to fit?

- In one page in the dashboard.



## Future Improvements

- We should investigate further the Trains category to understand better the low sails and consider modify completely that area or maybe find a better possible category that does not exist yet, that the company can invest in and get better results.



Now go code it  
on streamlit!!



# Final Check

1. 100 % consistency
2. same palette
3. round you numbers
4. add legend, axis\_titles, titles
5. double your margins