

DA Mini Project

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Background

Northwind's Management Team wants to do Product Analysis to decide which products to discontinue and which products to add. They also want to know the sales per category and the top products of the firm.

User Case

1. Top category based on orders and sales.
2. Top products based on: Sales, #orders, reorder level or units on order.
3. Sales per Ship Country

Stakeholders

Northwind Management Team

Chart choice reasoning

1. Cards to show the overview for main product KPIs such as number of products sold, number of category, number of orders, number of customers and revenue.
2. Bar chart to show the category (qualitative) trend for number of orders and sales.
3. Line chart to show trend of number of orders throughout the order dates.
4. Table to show the KPI details per product (more granular).
5. Filled map to show which countries contribute to more sales.

Interactive Ability reasoning

1. Date picker to filter data based on order date.
2. Ship country picker to see KPI based on country order is shipped.
3. Ship name picker to see KPI based on ship's name.
4. Product name picker to filter based on product.
5. Discontinued picker to include or exclude discontinued products.

Color scheme reasoning

1. Bar charts have the same color code for category name to differentiate it and compare across bar charts.
2. Product KPI table have sequential color scheme to show difference in value with min and max as the end point.
3. Sales by Ship country have green (leaning to max) and red (leaning to min) color to see which country contributes more to Sales.

Metrics choice reasoning

1. #Product to see number of products for product analysis.
2. #Category to see number of category for product category analysis.
3. #Orders to see number of orders in a period / country.
4. #Revenue or sales to know how well a product name / category perform.