# Dashboard Requirements

Request for Dashboard Creation for B&J Biscuit Business Analysis

Dear Analyst,

I hope this message finds you well.

I’m reaching out to discuss the possibility of creating a comprehensive business analysis dashboard for B&J Biscuit. We are looking for a dashboard that provides insights into various aspects of our business, including revenue distribution, customer demographics, geographic performance, and profitability.

Project Overview:

We need a dashboard that includes the following key metrics and visualizations:

1. **Revenue Distribution:** 
   * + By product price category (high-priced vs. low-priced). (Low >=10, High<10)
     + By age group and gender.
     + By payment method.

1. **Profitability Analysis:** 
   * + Most profitable brand, location, customer, and salesperson.
     + Overall profit margin.

1. **Customer Insights:** 
   * + Top 5 customers by revenue contribution.
     + Total number of customers acquired.

1. **Geographic Revenue Distribution:**

- Revenue share across key geographic locations.

1. **Sales Performance:** 
   * Metrics such as quantity sold, total revenue, total cost of goods sold (COGS), and total profit.

Specific Requirements:

* + preferred tool or platform: Excel
  + Design Preferences: We would like the dashboard to be user-friendly, visually appealing, and interactive, with filters for location, payment method, and age group.

Goals of the Dashboard:

* + Enable quick and informed decision-making by providing key business insights at a glance.
  + Identify profitable segments and customer demographics to optimize marketing and sales strategies.
  + Monitor sales performance and track customer acquisition.