Problem Statement:

As Olist, a Brazilian e-commerce platform, has experienced significant growth, it has led to a diverse customer base and an expansive product catalog. However, with this growth comes the challenge of maintaining high levels of customer satisfaction while optimizing sales performance.

To address this challenge, Olist needs to analyze high-revenue products and customer reviews, particularly focusing on those with complaints. This analysis will inform decisions on which products to invest in further and where potential issues lie in the customer experience, particularly in areas like delivery times and product quality.

Dashboard Purpose:

The purpose of this dashboard is to provide a comprehensive overview of sales and shipping metrics, along with trends, to analyze year-over-year performance and understand sales dynamics. The dashboard will also focus on reviewing scores and identifying issues in the time between shipping and delivery, including any instances of late deliveries.

KPI Requirements:

➔ **KPI Overview:**
  ◆ **Total Sales:** Display the total sales for the current and previous year.
  ◆ **Review Scores:** Show the average review scores for the current and previous year.
  ◆ **Successful Timely Deliveries:** Present the percentage of on-time deliveries for the current and previous year.
➔ **Sales Trends:**
  ◆ **Monthly Data:** Present data for each KPI on a monthly basis for both the current and previous year.
  ◆ **Sales Highlights:** Identify and visually emphasize the months with the highest and lowest sales to make them easily recognizable.
➔ **Product Subcategory Comparison Based on Review Score:**
  ◆ **Positive Reviews:** Identify and display the products that have gained the most positive reviews over time.
➔ **Comparison of Sales with Profit:**

- ◆ **Monthly and Weekly Trends:**
- ◆ **Sales and Profit Data:** Present weekly sales and profit data for the current year.
  - ● **Average Weekly Metrics:** Calculate and display the average number of products shipped and delivered per week.
  - ● **Highlight Outliers:** Highlight weeks where sales and profit are above or below the average to draw attention to significant fluctuations.

→ **Shipping and Delivery Analysis:**
- ◆ **Time Between Shipping and Delivery:** Analyze and present the time taken between shipping and delivery for all products.
- ◆ **Late Deliveries:** Identify and highlight any late deliveries, along with their impact on customer satisfaction.