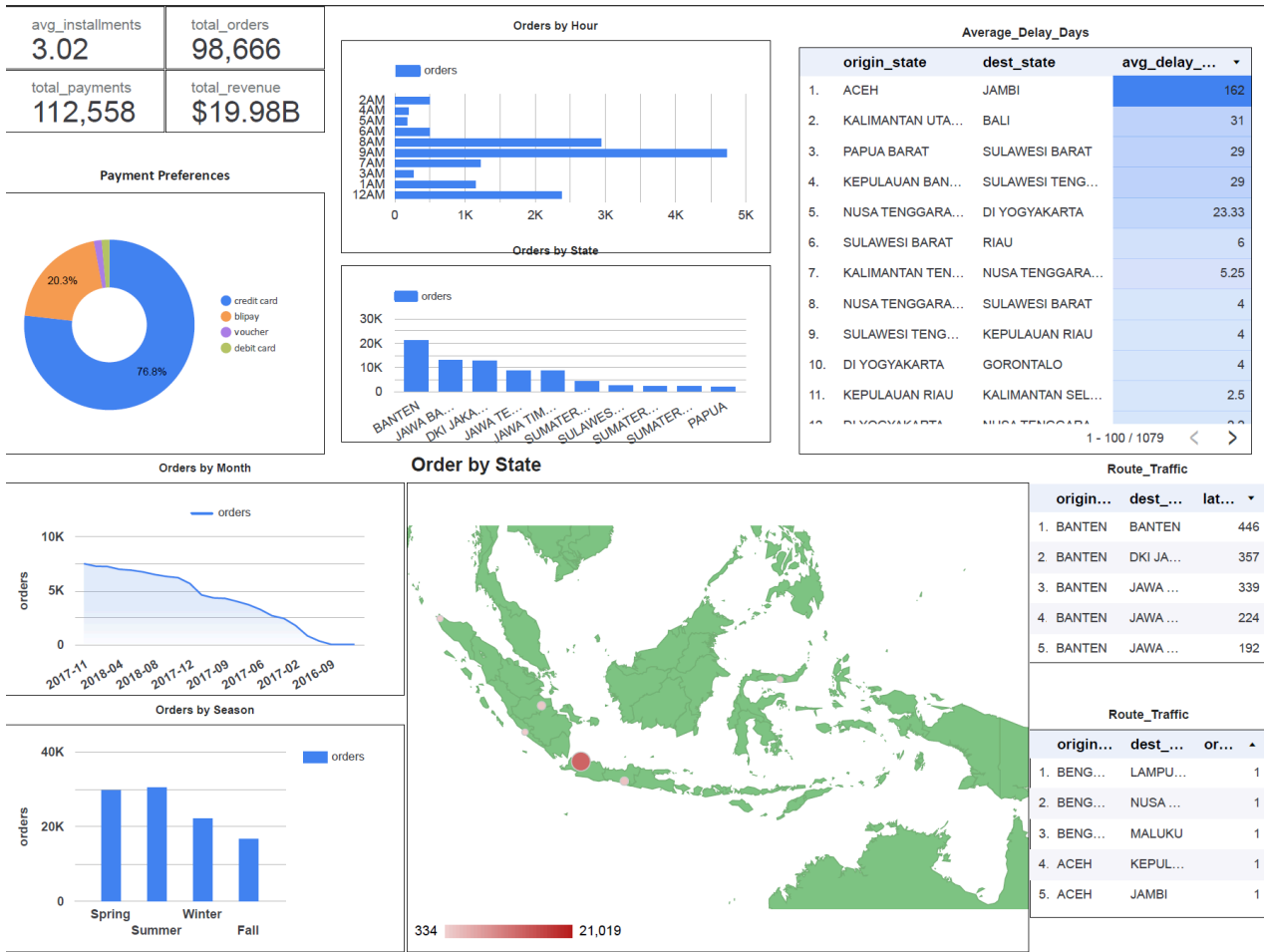


Final Dashboard Report

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Dashboard Design Choice

- Scorecards are used to highlight KPIs for a quick understanding of the data
- Line and bar charts are used for seasonality and order timing to spot trends
- Pie charts are used to summarize payment preferences by percentage
- Tables and Geo maps display logistics routes and delivery delays

Key Insights

- Seasonality: Orders peaked in Spring and Summer, suggesting strong demand in warmer months
- Timing: Morning hours (around 8-9 am) have the highest order activity, indicating customer purchase behavior aligns with early-day routines
- Payment preferences: Credit card dominated (76.8%), followed by boleto/blipay (20.3%). This suggests a strong preference for digital payment methods.

- Installments: The average installment is around 3, showing customers often spread payments instead of paying in full.
- Geography: Demand is highly concentrated in the capital area of Banten and Java, showing key regional market behavior.

Challenges/Solution

- The use of Looker Studio is somewhat limited, such as displaying customized labels and showing the correct Geomap display. Changing and testing different data types somewhat helped.
- Delay Calculations: The delay time is inflated (by over hundreds of days) due to timestamp formatting. I used DATEDIFF on dates instead of TIMESTAMPDIFF (HOUR) and removed unrealistic outliers. The data itself is still showing a huge delay, probably due to the estimated delivery date is often marked many days in the future.

Recommendations for Business Improvement

- Prioritize investment in problematic routes to reduce extreme delivery delay
- Focus marketing in high-volume areas to further increase the customer base
- Potential partnership with major issuers, such as digital payment companies, to expand customer support efforts.
- Offer more flexible installment plans to incentivize selling.
- Normalize data structure, such as time and dates. The huge delays can be misleading if not properly explained in context (how estimated delivery dates are set).