# Dashboard Metrics

**Interactive Data Visualization:**

A central bar chart dynamically updates based on user selections.

**Overview Mode:** Displays a summary of key metrics (Power for the current and previous period, alongside Meaningful, Difference, and Salience for the current period).

**Drilldown Mode:** Clicking a bar in the overview chart (or a breakdown chart) transitions the view to show a detailed breakdown of that specific metric.

Visual cues (e.g., color-coding for different metrics, highlighting active bar) enhance data interpretation.

**Comprehensive Filtering System:**

**Primary Filters (Always Visible):**

**Period:** Allows selection of the year (e.g., "2024", "2023").

**Metric (Focus):** Determines the primary metric highlighted in the overview chart.

**Brand:** Allows selection from a list of available brands (e.g., "Brand A", "Brand B").

**Price Segment:** Allows selection from defined segments (e.g., "Core", "Premium", "Mainstream").

**Country:** Allows selection from a list of countries (e.g., "USA", "India").

**Conditional Filter (Drilldown Mode Only):**

**View By:** Appears when a metric is selected for drilldown. Populates with relevant breakdown categories for that metric (e.g., "AMUD KPIs", "Age Group KPIs", "Gender KPIs", "Region KPIs" for "Power").

**Drilldown Capabilities:**

Users can click on specific bars within the chart to explore underlying data components.

The chart and data table dynamically update to reflect the drilled-down view.

A "Back to Overview" button allows users to easily return to the main metrics summary.

**Data Table:**

Displays the numerical data corresponding to the current chart view (both overview and drilldown).

**Columns:**

Metric Name / Breakdown Category

Actual Value

Year-over-Year (YoY) Change: Calculated automatically where previous year data is available.

**Transpose Functionality:** A button allows users to toggle the table orientation (rows become columns and vice-versa) for different analytical perspectives.

**Initial View (Overview):**

User lands on the dashboard.

Default filters are applied (e.g., latest period, default brand/metric).

The chart displays the overview of key metrics.

The data table shows corresponding overview data.

**Filtering:**

User changes one or more primary filters (e.g., selects a different "Brand" or "Country").

The chart and data table update instantly to reflect the new filter combination.

**Drilldown:**

User clicks on the "Power" bar in the overview chart.

The dashboard transitions to "Drilldown Mode" for "Power".

The "View By" filter appears, defaulting to the first available breakdown (e.g., "AMUD KPIs").

The chart now displays the breakdown of "Power" by "AMUD KPIs".

The data table updates to show the "AMUD KPIs" breakdown data for "Power".

**Changing Breakdown View:**

User selects a different option from the "View By" filter (e.g., "Age Group KPIs").

The chart and table update to show "Power" broken down by "Age Group KPIs".

**Returning to Overview:**

User clicks the "← Back to Overview" button.

The dashboard returns to the initial overview state, respecting the currently selected primary filters.

**Table Interaction:**

User clicks the "Transpose Table" button to switch the table's orientation for easier analysis of specific data points.

**Future Considerations**

**Data Export:** Allow users to export chart images or table data (e.g., to CSV, Excel).

**Trend Lines:** Option to display trend lines on the chart.