#### Dashboard 1

# 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.

## 2. Profitability Analysis:

- Most profitable brand, location, customer, and salesperson.
- Overall profit margin.

#### 3. Customer Insights:

- Top 5 customers by revenue contribution.
- Total number of customers acquired.

#### 4. Geographic Revenue Distribution:

- Revenue share across key geographic locations.

#### 5. 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.