

Dashboard Documentation: Sales Analysis in Looker

1. Introduction:

This document outlines the creation of a sales dashboard in Looker, utilising a sales dataset. The dataset contains various columns such as Row ID, Order ID, Order Date, Ship Date, Ship Mode, Customer ID, Customer Name, Segment, Country, City, State, Postal Code, Region, Product ID, Category, Sub-Category, Product Name, Sales, Quantity, Discount, and Profit.

2. Key Performance Indicators (KPIs):

Several KPIs have been computed to provide a comprehensive overview of the sales dataset. The main KPIs include:

Number of Orders: The total count of orders in the dataset.

Total Customer ID: The count of unique Customer IDs in the dataset.

Total Cities: The count of unique cities represented in the dataset.

3. Visualisations:

To enhance data interpretation, various visualisations have been implemented using Looker's features. These visualisations include:

Donut Charts:

Donut charts have been used to visualise proportions and distribution of data for specific metrics. Examples might include visualising the sales distribution across different product categories or segments.

Filtered Data:

Filters have been incorporated into the dashboard to allow users to focus on specific subsets of data. Users can filter based on various dimensions such as Region, Category, or Ship Mode, providing flexibility in data exploration.

Tables:

Computed tables have been added to the dashboard to present detailed information in a structured format. These tables may include aggregated data for metrics like Sales, Quantity, Discount, and Profit, broken down by different dimensions such as Region, Category, or Customer Name.

4. Interactive Features:

Looker's interactive features have been utilised to enhance the user experience. Users can interact with the dashboard by applying filters, drilling down into specific data points, and gaining insights on-demand.

5. Conclusion:

The Looker dashboard provides a comprehensive and interactive view of the sales dataset. Users can quickly analyse key metrics, explore trends through visualisations, and make data-driven decisions. The inclusion of filters and detailed tables ensures flexibility and depth in data exploration.

6. Future Enhancements:

Potential future enhancements to the dashboard may include incorporating additional visualisations, such as trend charts or geographic maps, to provide more insights into sales patterns. Regular updates to the dashboard can be made to accommodate changing business needs and evolving data requirements.

This documentation serves as a guide to understanding the structure and features of the Looker dashboard for the provided sales dataset.

<https://lookerstudio.google.com/reporting/f9b7dad0-403a-416f-ab3e-fdad27a56030>
https://github.com/akhil-k-m/BC_lookor_dashboard