LONGARROW TECHCO

SINCE 2001

Client: Longarrow Tech Co
Department: Sales
Requirement: Sales Dashboard

We have a Google sheets file that contains our sales data since 2017. We need an interactive dashboard to be built that will aggregate and visualize all data up until the previous full month to be shared with our stakeholders.

Below you will find a list of the different data and charts we'd like included in the report. In terms of interactivity we'd like our dashboard viewers to be able to choose different date periods to view and also to slice up the data by our customer segments, product categories and sales regions.

1. 6 Headline KPIs for Total Sales, Total Profit, Total Quantity, Average Quantity, Average days to ship and Number of different products sold
2. A breakdown of sales and profit ratio by year and quarter with a drill down into month and date
3. A geographical view of Sales by state
4. A table containing all products by their sales and quantity sold
5. A breakdown of sales by product category and subcategory

In terms of the design we'd like a clean, minimalist style that includes our company logo and uses a palette of colours based on our 2 main company colours, dark blue #606f8c and beige #f4f0dd. Other than that we will leave the overall layout of the dashboard to you except to stress that it must fit onto a single page and be downloadable as a pdf for printing.

We look forward to seeing a first draft when it's ready.

Best,
Tim Longarrow
Founder, Longarrow Tech Co.