

# Dashboard Metabase

## Documentation

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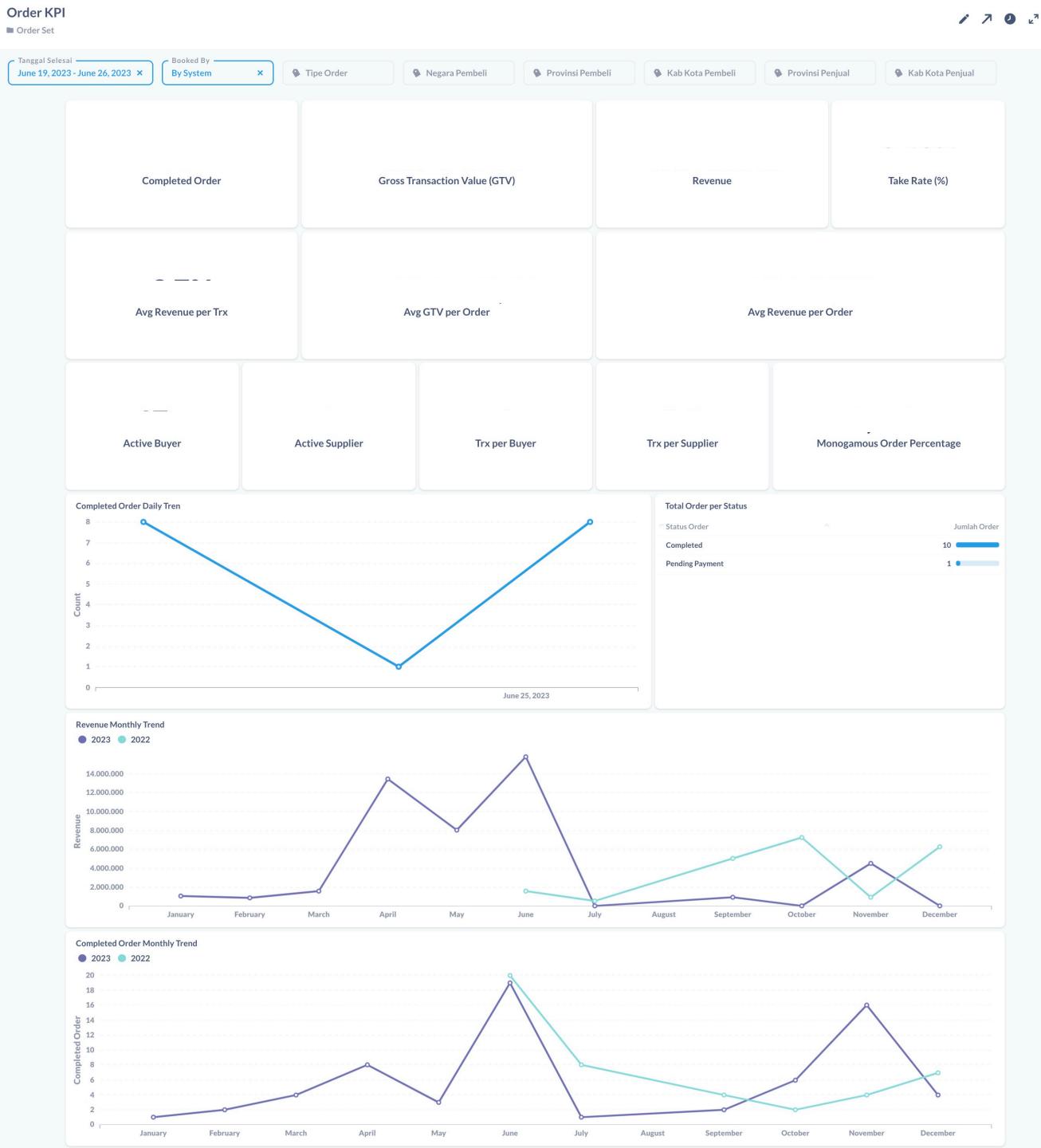
Data Analyst

*“Core of the dashboard is giving you the storyline about what happened on the surface, and giving you the trigger to find what really happened inside”*

# Internal Company Performance Dashboard

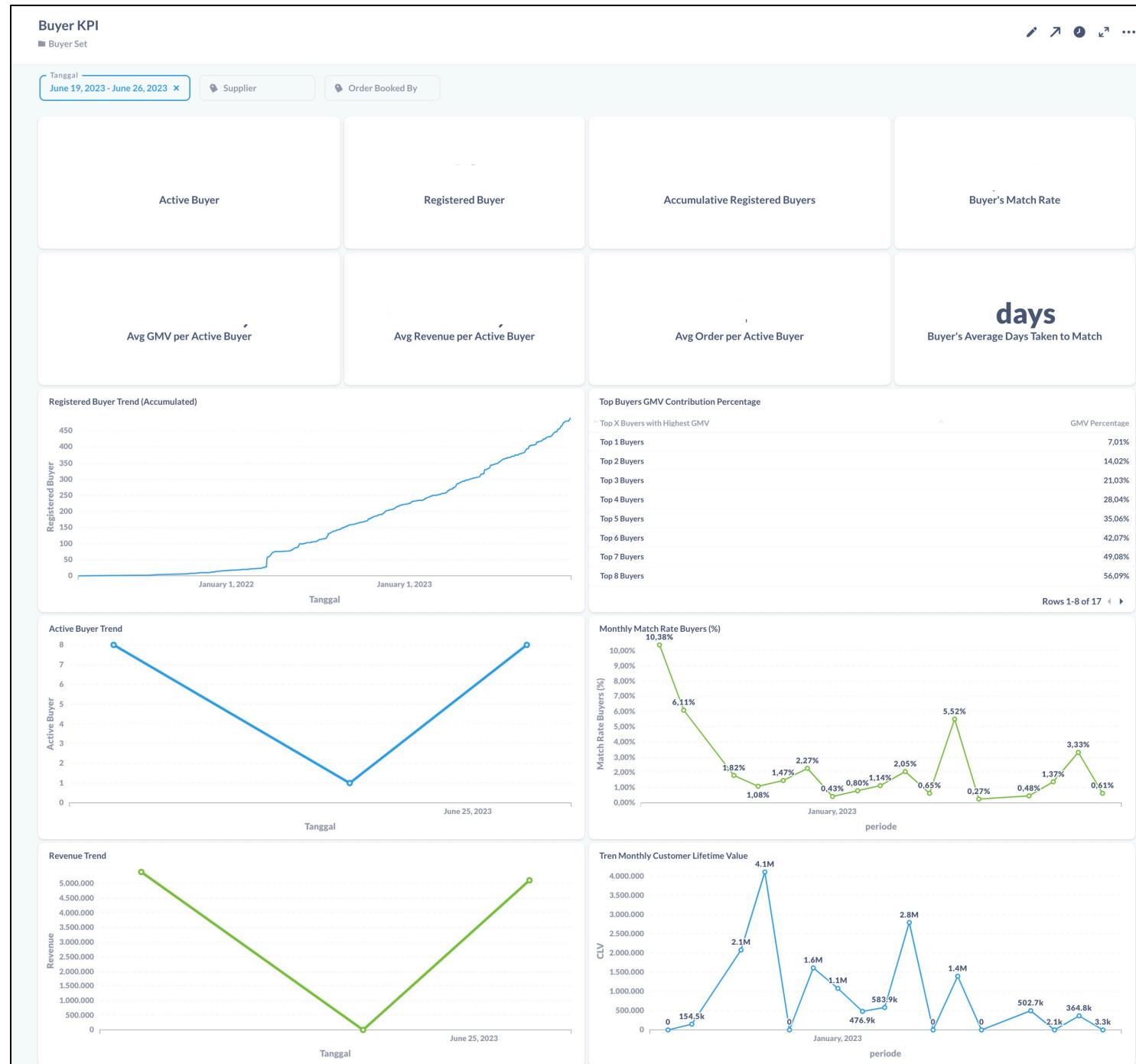
# Transaction Performance

- This dashboard was provided to help product manager **controlling his e-commerce transaction** in general.
- General metrics were used in this dashboard including:
  - **Total Orders,**
  - **Active Buyers,**
  - **Active Supplier,**
  - **Gross Merchandise Value (GMV),**
  - **Revenue.**
- This dashboard also provided the details including daily trend orders, YoY monthly trend total orders, and YoY monthly revenues.
- This dashboard has helped identify how much revenue that absorbed from GMV, average orders per buyer, when the trend comes high for orders so we can make a strategy for some special moments, etc.



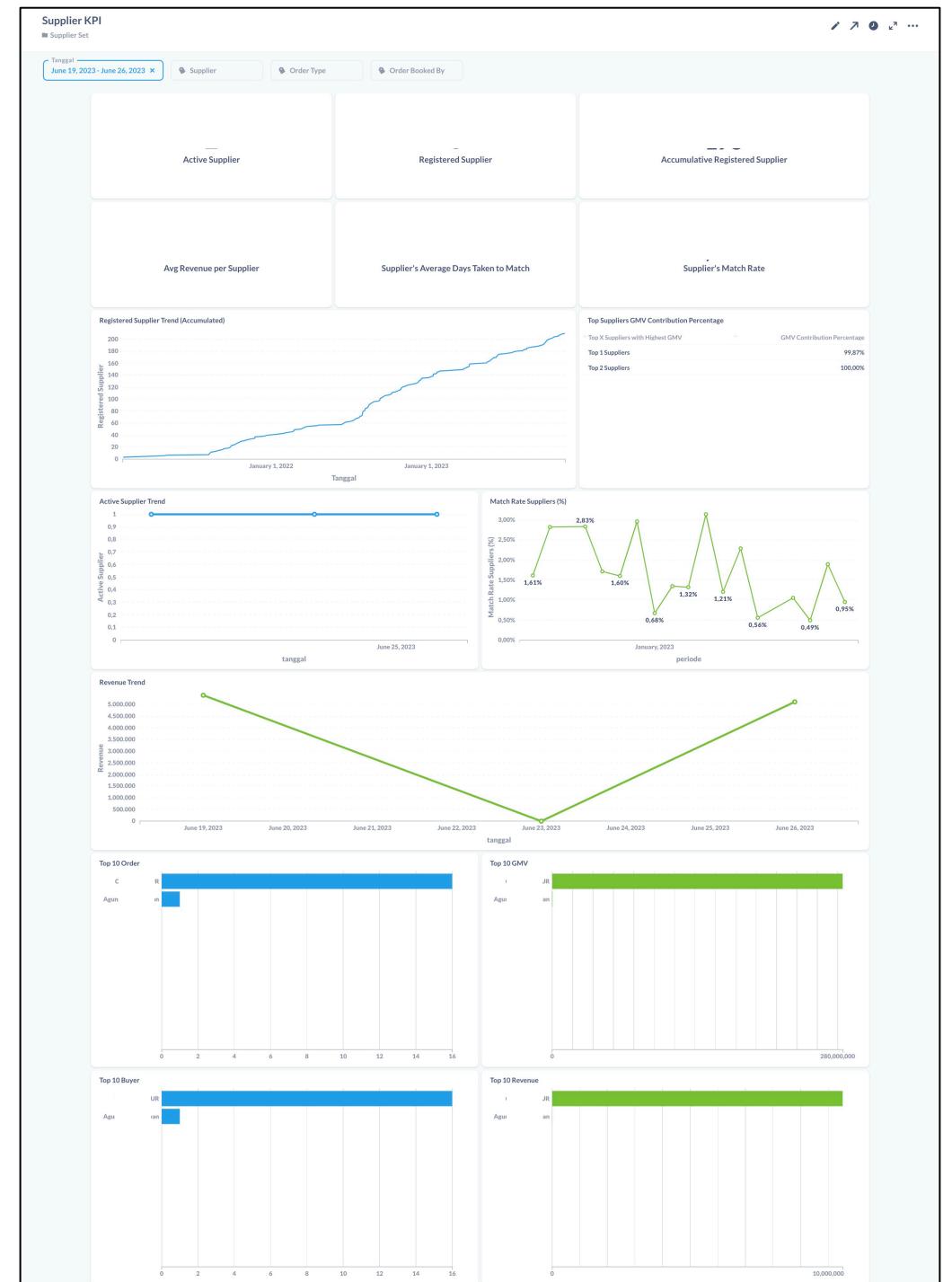
# Buyer Performance

- This dashboard was provided to help product manager **evaluating his e-commerce performance on bringing buyers into completing orders** in general.
- General metrics were used in this dashboard including:
  - Registered Buyers,**
  - Active Buyers,**
  - Match Rate** (Active Buyers/Accumulative Registered Buyers).
- This dashboard also provided the details including daily accumulative registered buyers, daily registered buyers trend, top X buyers GMV contribution, monthly match rate trend, and monthly customer lifetime values.
- This dashboard has helped identify how good the ecommerce to acquired new buyers and convert them to active buyers in general, how much value we get from individual buyer from customer lifetime value, and distribution GMV across buyers.



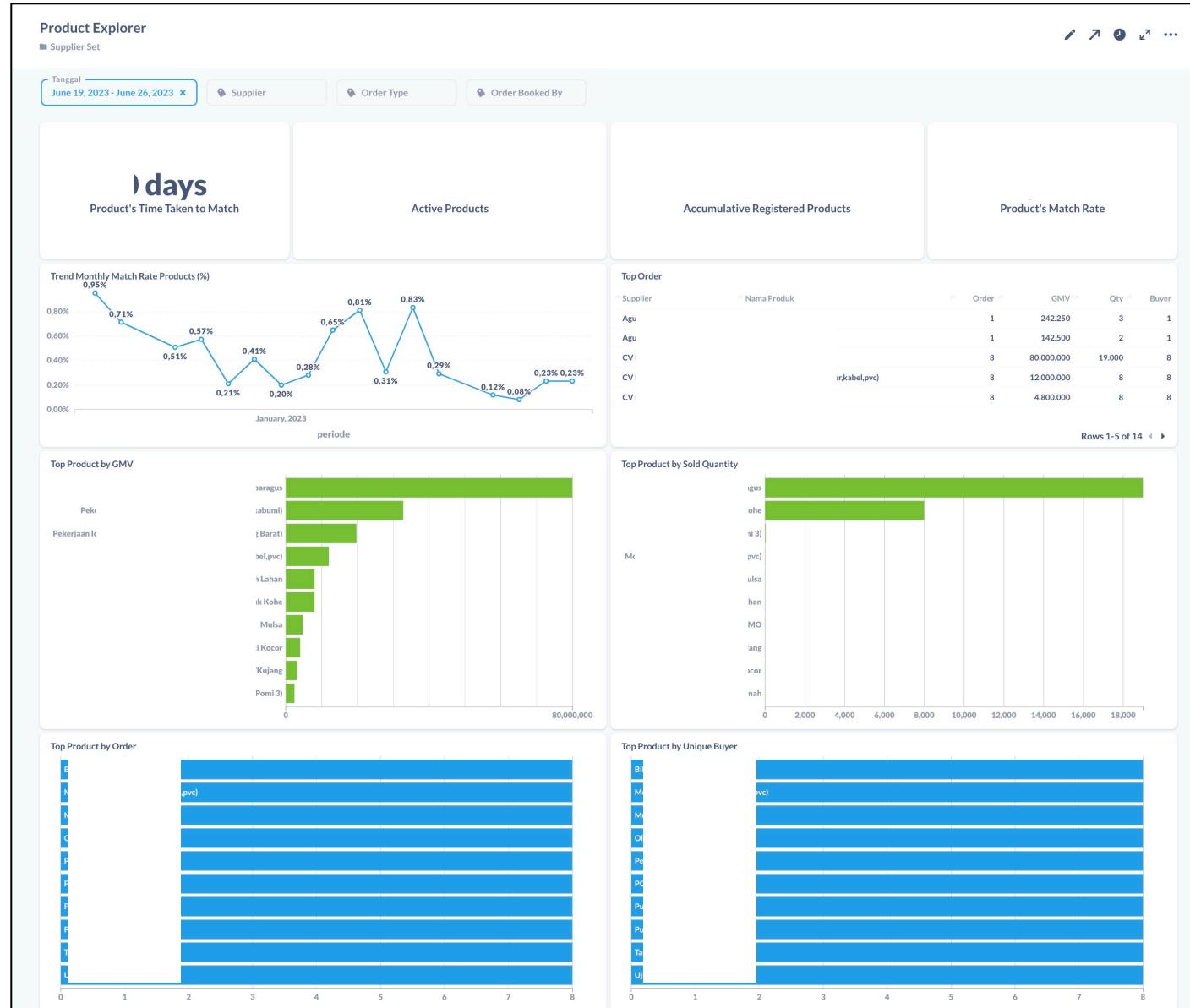
# Seller Performance

- This dashboard was provided to help product manager evaluating his e-commerce performance on **converting sellers into active sellers** in general.
- General metrics were used in this dashboard including:
  - Registered Sellers,**
  - Active Sellers,**
  - Match Rate** (Active Sellers /Accumulative Registered Sellers),
  - and **time taken to match**.
- This dashboard also provided the details including daily accumulative registered sellers, daily registered sellers trend, top X sellers GMV contribution, monthly match rate trend, and top sellers based on total orders, GMV, buyers, and revenue.
- This dashboard has helped identify how good the ecommerce on converting registered sellers into active sellers, so sellers love the ecommerce. This dashboard also given us how many sellers we could convert into active sellers at a moment (match), how long it took to match the sellers, and who are the best sellers based on orders, buyers, GMV, and revenue so we can treat those sellers with different strategy.



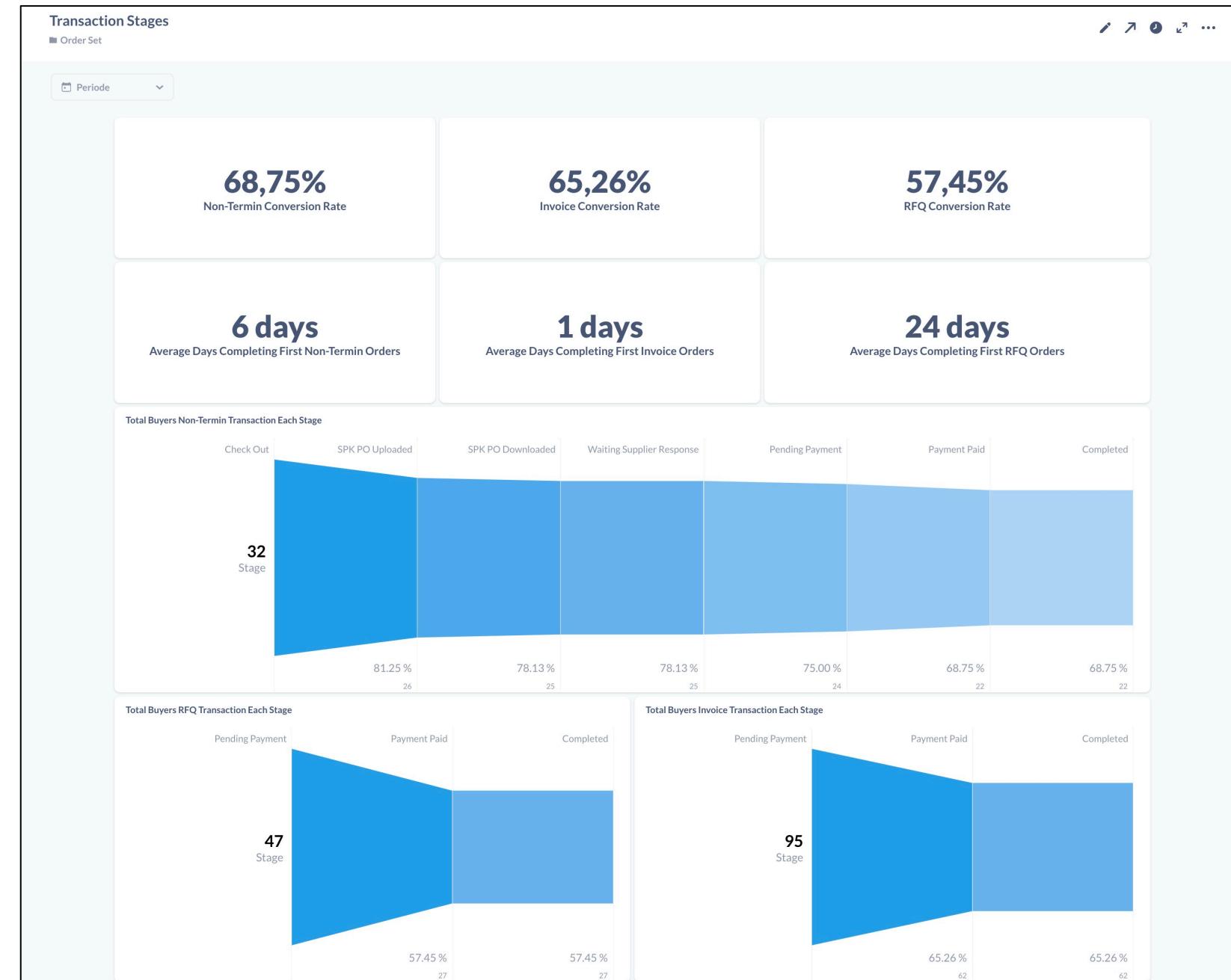
# Product Performance

- This dashboard was provided to help product manager evaluating his e-commerce performance on converting registered products into active products in general.
- General metrics were used in this dashboard including:
  - Accumulative Registered Products,**
  - Active Products,**
  - Match Rate** (Active Products /Accumulative Registered Products),
  - and **time taken to match**.
- This dashboard also provided the details including monthly match rate trend, top product based on GMV, quantity, total orders, and buyers.
- This dashboard has helped identify how good the ecommerce on selling the products, intuitively the numbers saying about “are our products satisfied the users?”. This dashboard also given us how many products we could convert into active products at a moment, and who are the best products based on orders, buyers, GMV, and quantity so we can treat those products with different strategy.



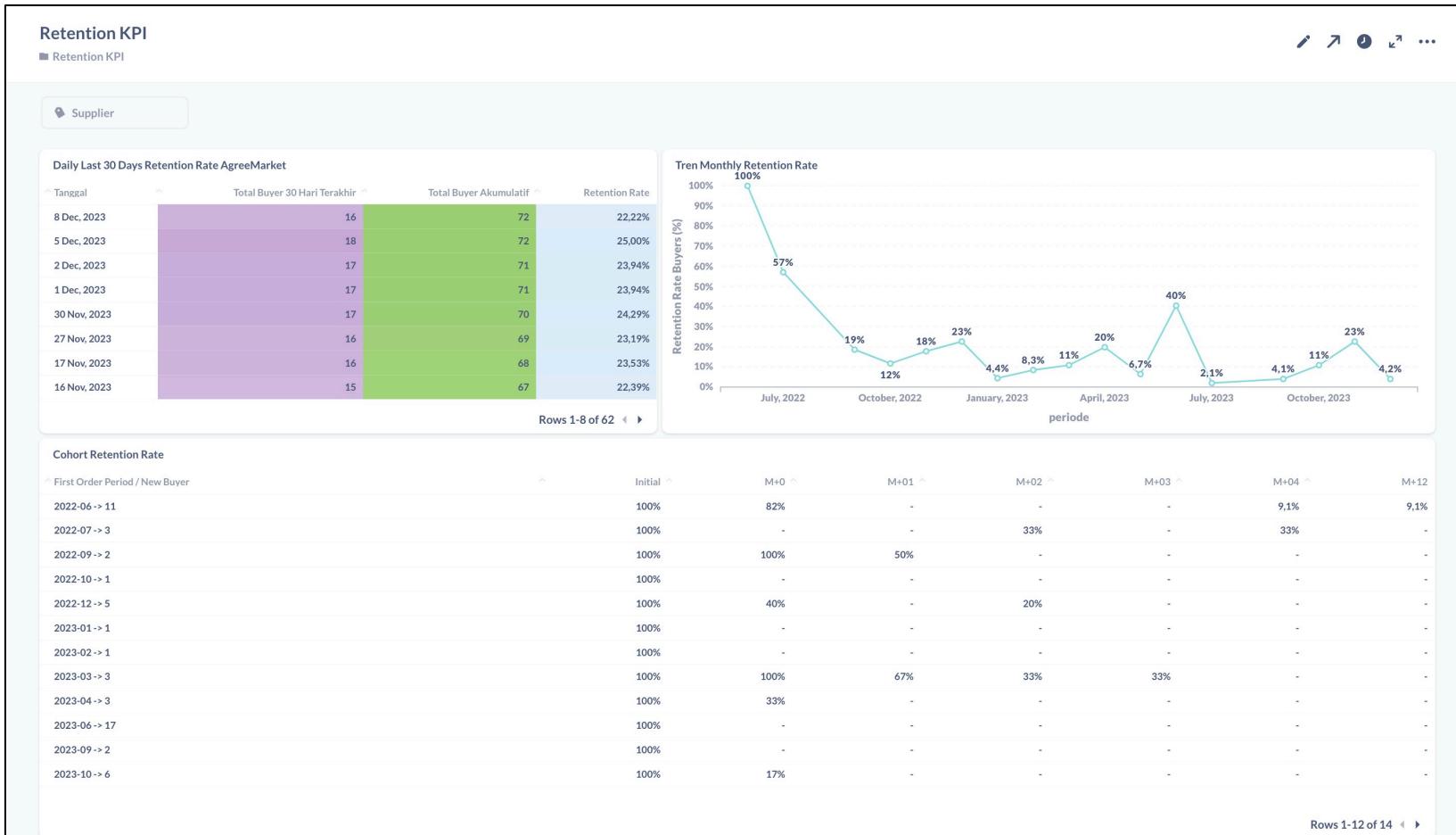
# Transaction Stages Dashboard

- This dashboard was provided to help product manager **evaluating his e-commerce check out journey on bringing buyers into completing orders.**
- Metrics which were monitored including **conversion rate** and **average days of completing orders.**
- This dashboard helped us in monitoring which journey/stage that decreasing the buyers, so we knew that which stages didn't perform well for buyers.



# Retention Performance

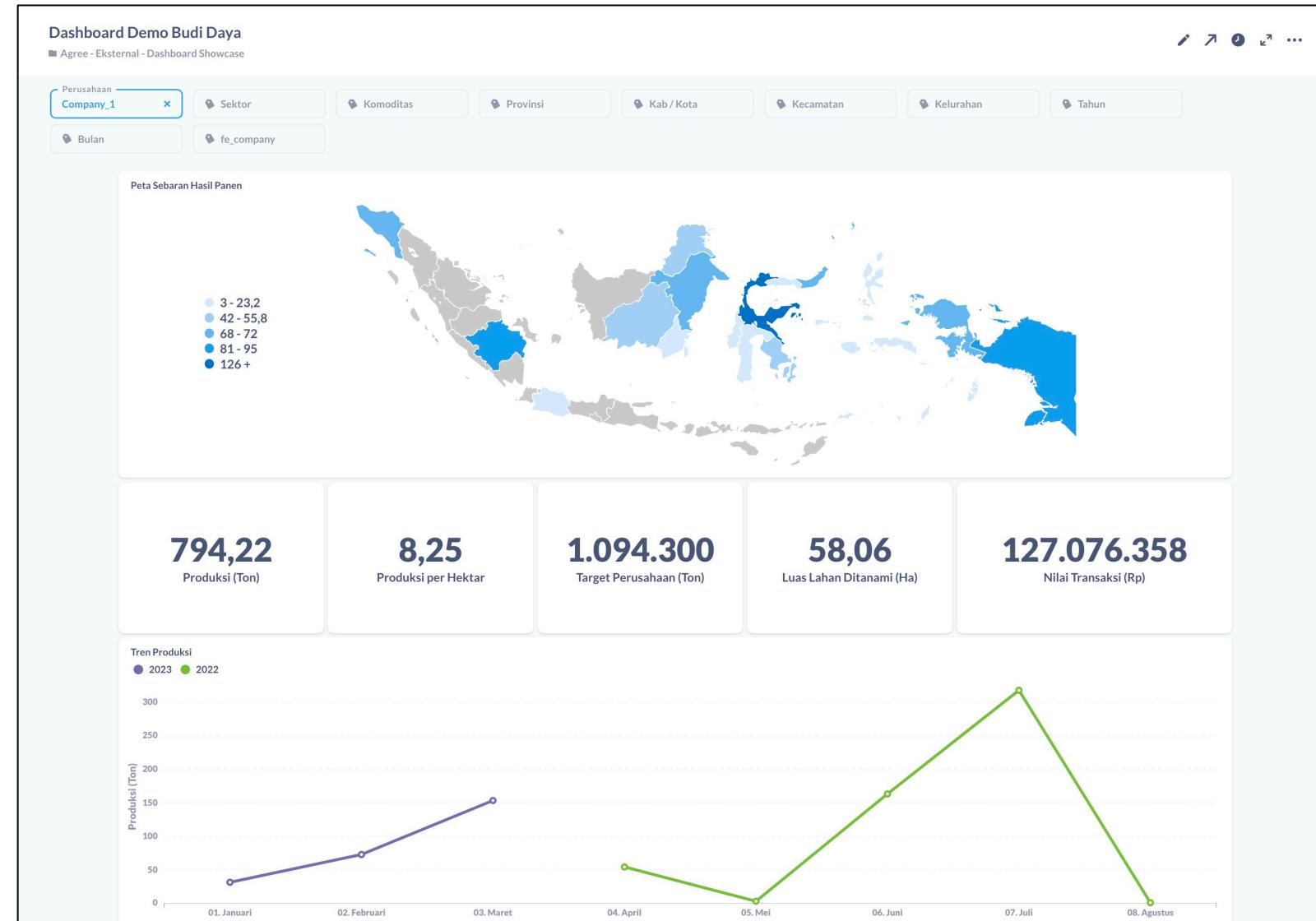
- This dashboard was provided to help product manager **evaluating the retention of buyers**.
- Metrics which were monitored including **daily last 30 days retention rate, monthly retention rate, and cohort retention rate** based on first order date.
- This dashboard helped product manager in evaluating when buyers will not be coming back, when was the time buyer's intention to repeat orders, etc.



# Agreeculture Showcase Dashboard

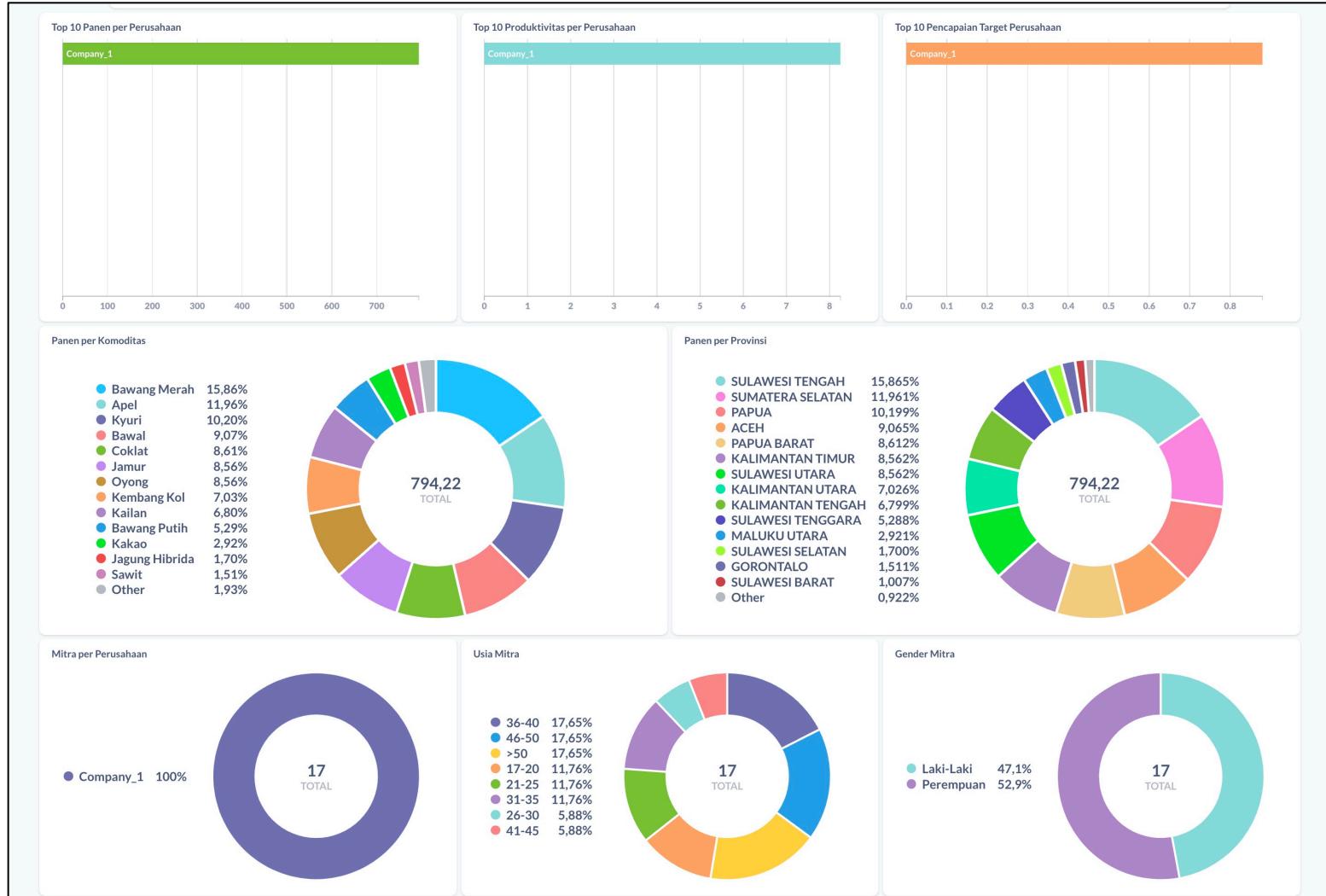
# Budidaya / Agriculture Demo Dashboard

- This dashboard was provided to help agriculture stakeholders **monitoring cultivation results**.
- Metrics which were monitored including:
  - **Yields** (Produksi),
  - **Yields per hectare** (Produksi per Hektar),
  - **Yields Target**,
  - **Planted Area**,
  - **Transaction Value**.
- To be more detailed, this dashboard provided yields distribution map of all region in Indonesia and YoY monthly yields trend.
- This dashboard helped stakeholders in monitoring how many yields their lands harvested, how large the planted area, and how much value they get from the transaction of the yields.



# Budidaya / Agriculture Demo Dashboard

- This dashboard also provided by some information including:
  - Top Company with Highest Yields
  - Top Company with Highest Target Achievement
  - Comparison Yields per Commodity
  - Comparison Yields per Region
  - Stakeholder's Partner Profiling



# Self Project Dashboard with Local Metabase

# Product Transaction Showcase Local Metabase Dashboard

- My first try at building a dashboard in Metabase
- Using existing dummy data from Metabase
- The story is about how well the transaction, revenue, quantity, and product performance based on trend, category, and user city.

