

Dashboard Dojo

Data Lisboa



Who's your audience?

Who is going to use the dashboard? **Finance team from toys models**

What's their purpose/context/device? **To analyse the performance of company based on financial figures**

Is the dashboard going to be used for large audience or personal usage? **Large audience**



Write the main goal in 1 sentence

The main goal should be SMART (specific, measurable, achievable, relevant, and time-bound)

- 1) **To analyse the financial performance of the company, understand which geographies are having better/worst results and define strategies accordingly**
- 2) **Show clients with outstanding payments and understand the situation**



List the KPIs that will support your main objective

Write between 3 and 5 KPIs

- **Total turnover**
- **Turnover by country**
- **Clients with outstanding payments**



List the variables needed per KPI

KPI	Variables	Source (table)	Type	Range
<u>Total turnover</u>	Quantity Ordered	order details	Integer	0 - 8 digits
	Price Each	order details	Float	0 - 8 digits
<u>Turnover per country</u>	Quantity Ordered	see above	see above	see above
	Price Each	see above	see above	see above
	Country	Customers	String	0 - 20 characters
<u>Outstanding payments</u>	Customer number/name	Customers/Payments	String	0 - 20 characters
	Country	see above	see above	see above
	Total turnover (amount ordered)	Calculated field	Float	0 - 8 digits
	Amount paid	Payments	Float	0 - 8 digits



List the variables needed per KPI

What kind of [visualization](#) will you need?

- **total turnover (number)**
- **barplot**
- **table**



Is there some context that's going to be useful?

Decided the context to include based on the audience

- **The last update on the database was made on 10th October**



Write the story you want to tell with your data

Make it between 3 and 10 sentences.

- **Financial performance based on turnover and pending payments**
- **Total turnover for the past 2 months ~123k**
- **Country with more orders is France, followed by US and Spain → understand which measures/strategies can be implemented to increase sales in US and Spain**
- **Top 5 clients with missing payments → understand since how long these have been due and chase the clients if needed**



Draw a dashboard draft

Where are all your data going to fit?

- **1 dashboard in streamlit**



Now go code it
on streamlit!!



Final Check

1. 100 % consistency
2. same palette
3. round you numbers
4. add legend, axis_titles, titles
5. double your margins