Data Quality Dashboard – Supplement Sales

Between 4,380 rows | Source: Kaggle — *All metrics computed from clean_data (fully reproducible)*

KPI	Value
Total rows (clean)	4,380
Date errors (rows)	0
Duplicates (rows)	0
Revenue mismatches (rows)	0
Avg revenue uplift	14.99%
Median revenue uplift	14.84%

Metric	BEFORE (clean)	AFTER (clean)
Price numeric %	0.00%	100.00%
Revenue numeric %	31.25%	100.00%
Discount numeric %	0.00%	100.00%
Valid dates %	0.00%	100.00%

Platform	Avg uplift	Rows
WALMART	15.08%	1472
AMAZON	14.84%	1472
HERB	15.04%	1436

Avg Revenue Uplift = Country × Platform (Heatmap)

Country	AMAZON	HERB	WALMART
CANADA	14.98%	14.98%	15.21%
UK	14.49%	14.95%	15.21%
USA	15.12%	15.12%	14.61%

Rows = Country × Platform

Country	AMAZON	HERB	WALMART
CANADA	491	500	494
UK	481	450	501
USA	497	486	428

Reported revenue is consistently higher than expected after discounts, suggesting undiscounted fees, taxes, or platform margins rather than data quality issues.
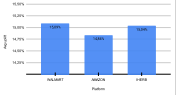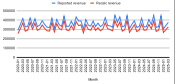
Chart — **Avg uplift by Platform**
Note: Y-axis truncated to highlight small differences between platforms.

Chart — **Reported vs Recalculated revenue**
Reported revenue is consistently exactly truncated revenue across all months.
Legend: Reported revenue — Recalc revenue

Chart — **Average Revenue Uplift Monthly**