

KPI and Dashboard Project Statement

KPI's REQUIREMENT

- YTD Sales: Monitor year-to-date sales to gauge the overall revenue performance over time.
- QTD Sales: Track quarterly sales figures to identify sales trends and fluctuations.
- YTD Products Sold: Analyze the total number of products sold throughout the year to understand product movement.
- YTD Reviews: Keep tabs on year-to-date product reviews to assess customer feedback and satisfaction.

PROBLEM STATEMENT CHARTS REQUIREMENT

- YTD Sales by Month (Line Chart): Visualize sales trends over time on a monthly basis to identify seasonal patterns and growth trends.
- YTD Sales by Week (Column Chart): Display sales data on a weekly basis to pinpoint shorter-term fluctuations and performance insights.
- Sales by Product Category (Text/Heat Map): Utilize a text or heat map visualization to provide a high-level overview of sales across different product categories.
- Top 5 Products by YTD Sales (Bar Chart): Highlight the top-performing products based on year-to-date sales to focus on key revenue generators.
- Top Products by YTD Reviews (Bar Chart): Identify the top-rated products by year-to-date reviews to understand customer satisfaction.

Simplified Project Statement

This project focuses on creating a data analytics dashboard to track and visualize key performance indicators (KPIs) related to sales and customer feedback. The goal is to provide clear insights into product performance, customer satisfaction, and sales trends.

We aim to monitor:

- Year-to-date (YTD) and quarter-to-date (QTD) sales,
- Number of products sold,
- And customer reviews.

To present these insights clearly, the following charts will be used:

- Line charts for monthly sales trends,
- Column charts for weekly sales insights,

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- Heat maps to show category-wise sales distribution,
- Bar charts to display top products based on sales and customer reviews.

This dashboard will help stakeholders understand business performance and make informed decisions to boost revenue and customer satisfaction.