**Data Pipeline**

A picture containing device

Description automatically generated

**Figure 6:  Data Visualization Pipeline**

**Visualization Results**

In this part, we aim to find which seller has the best performance in the Shopee based on different measurements. Customers could utilize the visualization dashboard to explore the sellers' behaviors and choose the best seller to offer them online shopping services.  The visualization Dashboard has three main interactive components.

* Text description
* Dropdown
* Bar Charts

In the text description part, there includes a specific description of the Dashboard. Users could understand the functionality of the interface.

In the Dropdown component,  users could select one value from a series of options based on their preferences

Finally,  the interactive results would be plotted in the bar charts.

A screenshot of a cell phone

Description automatically generated

**Figure 3.6 Seller comparison results from Dashboard**

On the left side of Figure3.6, the bar chart shows which seller has the best performance in the chosen metrics.  From the bar charts, we can see that shop “keybob.my” has the highest scores than any other seller. However, in the right side of Figure3.6, the four values represent the average of values in four measurements individually.   Overall, users could manipulate the Dashboard to compare the sellers and find out which one is the most favorite seller evaluated by other customers. Besides, the users could also make decision making to gain better servers  based on their comparison results.