

ONLINE RETAIL STORE

- The dashboards display various details and trends of online retail stores.
- Before moving to visualization, data-cleaning was done in Excel.
- Revenue is a calculated field as it was not in the data set.
- LOD in charts provides us details to take further actions to expand the business.

DASHBOARD -1

- The dashboard gives us an overview of all the aspects of the store.
- The dashboard shows the country-wise contribution in revenue.
- Country's filter helps us to know the country-wise details under various given headers.

SALES DASHBOARD -1				
<div>TOTAL NO. PRODUCTS</div> <div>3,829</div> <div>STOCK</div> <div>531,283</div> <div>TOTAL REVENUE</div> <div>\$10,666.68K</div> <div>TOTAL NO. CUSTOMERS</div> <div>4,339</div>	<div>COUNTRY-WISE REVENUE CONTRIBUTION</div> <div><div>2010</div><div><div><div>\$0.36K</div><div>Channel Islands</div></div><div><div>\$748.27K</div><div>United Kingdom</div></div></div></div>		<div>Country</div> <div>All</div>	
			<div>Year of Invoice Date</div> <div><div><input checked="" type="checkbox"/> 2010</div><div><input checked="" type="checkbox"/> 2011</div></div>	
	<div><div>2011</div><div><div><div>\$4.75K</div><div>Unspecified</div></div><div><div>\$1.90K</div><div>United Arab Emirates</div></div><div><div>\$8,276.95K</div><div>United Kingdom</div></div></div></div>		<div>TOTAL NO. OF INVOICES</div> <div>20,725</div>	
			<div>AVERAGE UNIT PRICE</div> <div>\$3.90</div>	

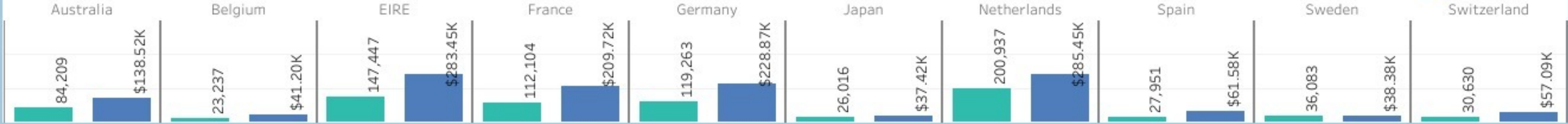
DASHBOARD -2

- The dashboard gives us the details of top revenue-generating aspects under different heads.
- The first chart shows us the comparison in quantity and revenue of the top 10 countries. I have excluded the UK as it is doing well. To expand we need details of other countries where there is a fair chance to diversify.
- The second chart shows us the top 10 customers who are generating the maximum revenue for the store. Netherlands' customer is the top customer and UK customers dominate the chart.
- The third chart shows us the top 5 revenue generating products. All the products are required to prep for festivals.

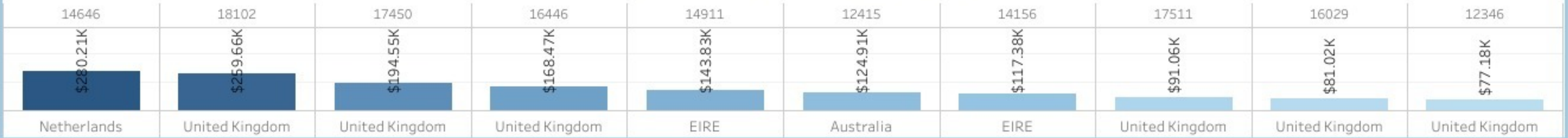
SALES DASHBOARD - 2

Quantity & Revenue (Top 10 countries)

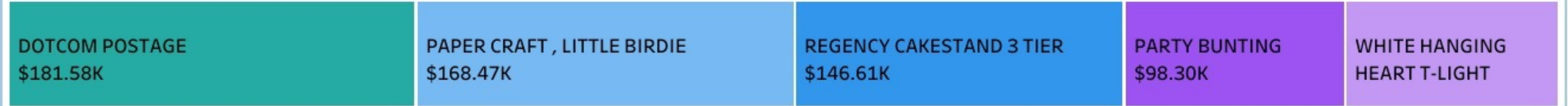
Quantity
Revenue



TOP 10 REVENUE GENERATING CUSTOMERS



TOP 5 REVENUE GENERATING PRODUCT



DASHBOARD -3

- The dashboard gives us the details of month-wise revenue trends.
- The first chart shows us the total revenue spread over different months. Maximum revenue is generated in November and minimum in February.
- The second chart shows us the revenue trend of the top three countries (excluding the UK) where Germany has a constant pace while Eire and the Netherlands have many ups-downs.
- The third chart shows us the revenue trend of the top 5 customers..

SALES DASHBOARD -3

Month-Wise Revenue(Year- 2011)



Month-Wise Revenue Trend (Top 3 Countries)

{Excluding UK}



Month-Wise Revenue Trend(Top 5 Customers)

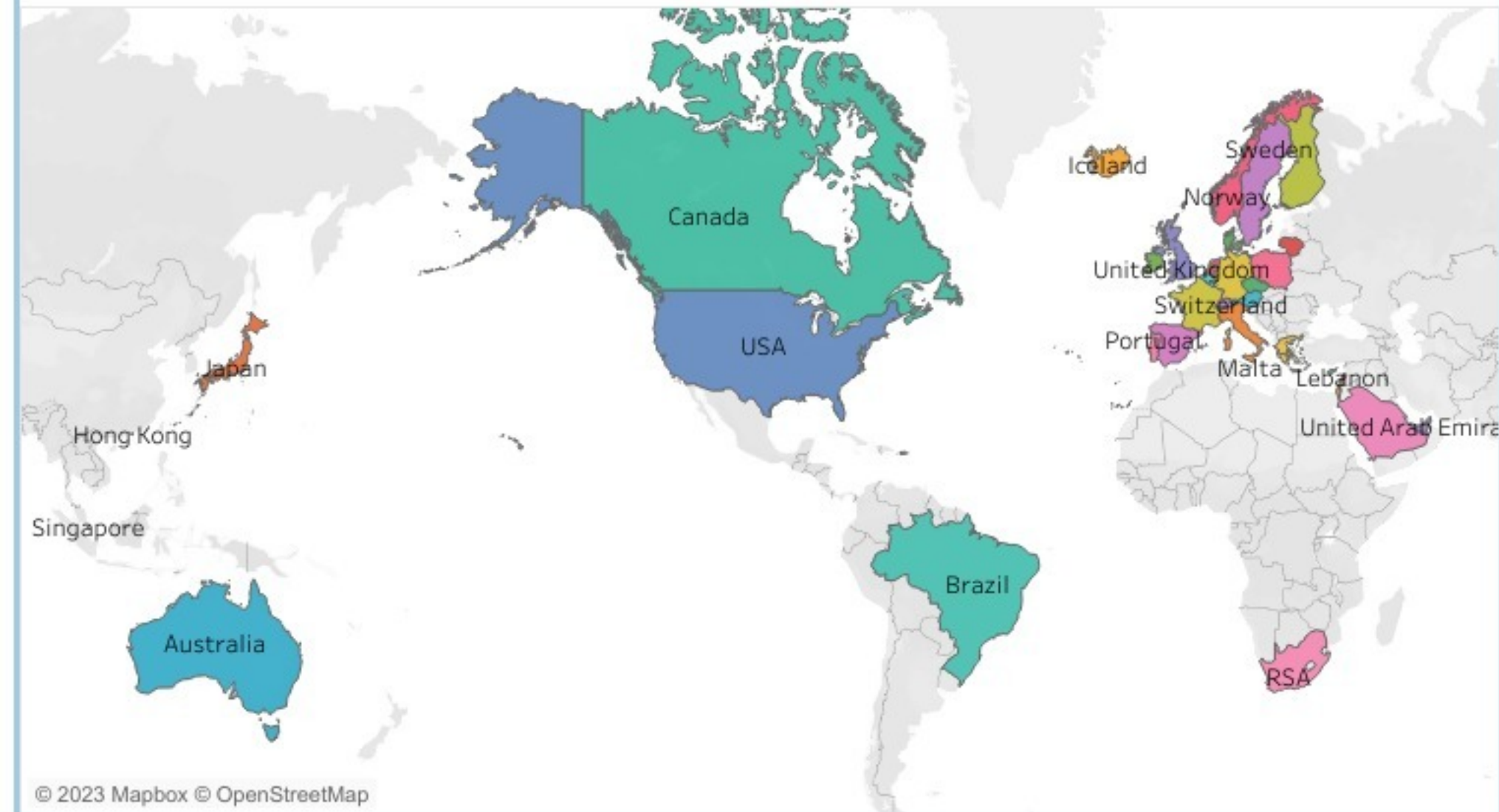


DASHBOARD -4

- The dashboard gives us the presence of stores on the map and details of countries and their customers.
- Country filter helps us to know the details of customers of the countries and their spending every month. This will help us to know how many times customers return to shop.

SALES DASHBOARD - 4

Presence of Stores



Customer-Invoice Details

Country	Customer ID	Month of In..	
Australia	12415	January	\$7.09K
		February	\$14.02K
		March	\$16.73K
		April	\$0.35K
		May	\$12.69K
		June	\$23.43K
		July	\$2.96K
		August	\$21.88K
		September	\$2.94K
		October	\$16.47K
		November	\$6.35K
	12431	January	\$0.38K
		February	\$0.41K
		May	\$0.95K
		July	\$1.11K
		August	\$0.61K
		October	\$0.68K
		November	\$0.60K
	12388	January	\$0.43K
		February	\$0.12K