Samba Commerce

Analytical Dashboard

BACKGROUND BUSINESS

SAMBA COMMERCE

SAMBA COMMERCE IS ONE OF THE FAST GROWING ECOMMERCE IN BRAZIL, WHICH JUST LAUNCHED IN 2021. SAMBA COMMERCE OFFERS MORE THAN 15000 PRODUCTS AND MORE THAN 50 PRODUCT CATEGORIES TO THE CUSTOMERS ALL OVER BRAZIL.

IN 2022 OUR BUSINESS WANT TO UTILIZE MORE DATA TO SUPPORT OUR GROWTH. THEREFORE CEO AND OTHER EXECUTIVE MANAGERS REQUESTED DASHBOARD FOR COMPANY-WIDE TO UNDERSTAND OUR BUSINESS PERFORMANCE BETTER.

DASHBOARD OBJECTIVES

BUILD A COMPANY WIDE DASHBOARD USED FOR MONITORING OVERALL CONDITION OF SAMBA COMMERCE BUSINESS THROUGH ANY ESSENTIAL METRICS.

USER(S) OF THE DASHBOARD

CEO of Samba Commerce as the main user. Other Executives and managers can also use the dashboard to monitor the company transactional performance and make data-driven decision based on the insights provided.

WHY DOES USER(S) NEED THE DASHBOARD?

They need to get the information about company's performance in terms of transactions, revenue, customer behavior, and other key metrics

CREATING DASHBOARD

1 — UNDERSTAND THE BUSINESS REQUIREMENTS & DEFINE DASHBOARD OBJECTIVES

Users: CEO, and other executives & Managers.

They need to get the information about company's performance in terms of transactions, revenue, customer behavior, and other key metrics

2 — IMPORT, BLEND/JOIN, & PREPARE DATASETS

Import then **check the datasets**, and make sure dataset are ready to visualize.

Blend/join the datasets so the variables between each dataset can be aggregated across datasets given

3 — VISUALIZE THE METRICS NEEDED

All metrics needed are already stated in the brief and we should choose how to best visualize the metrics.

After all visualizations are ready, then we can start layouting the dashboards.

#1

LOOKER STUDIO

Analytical Dashboard
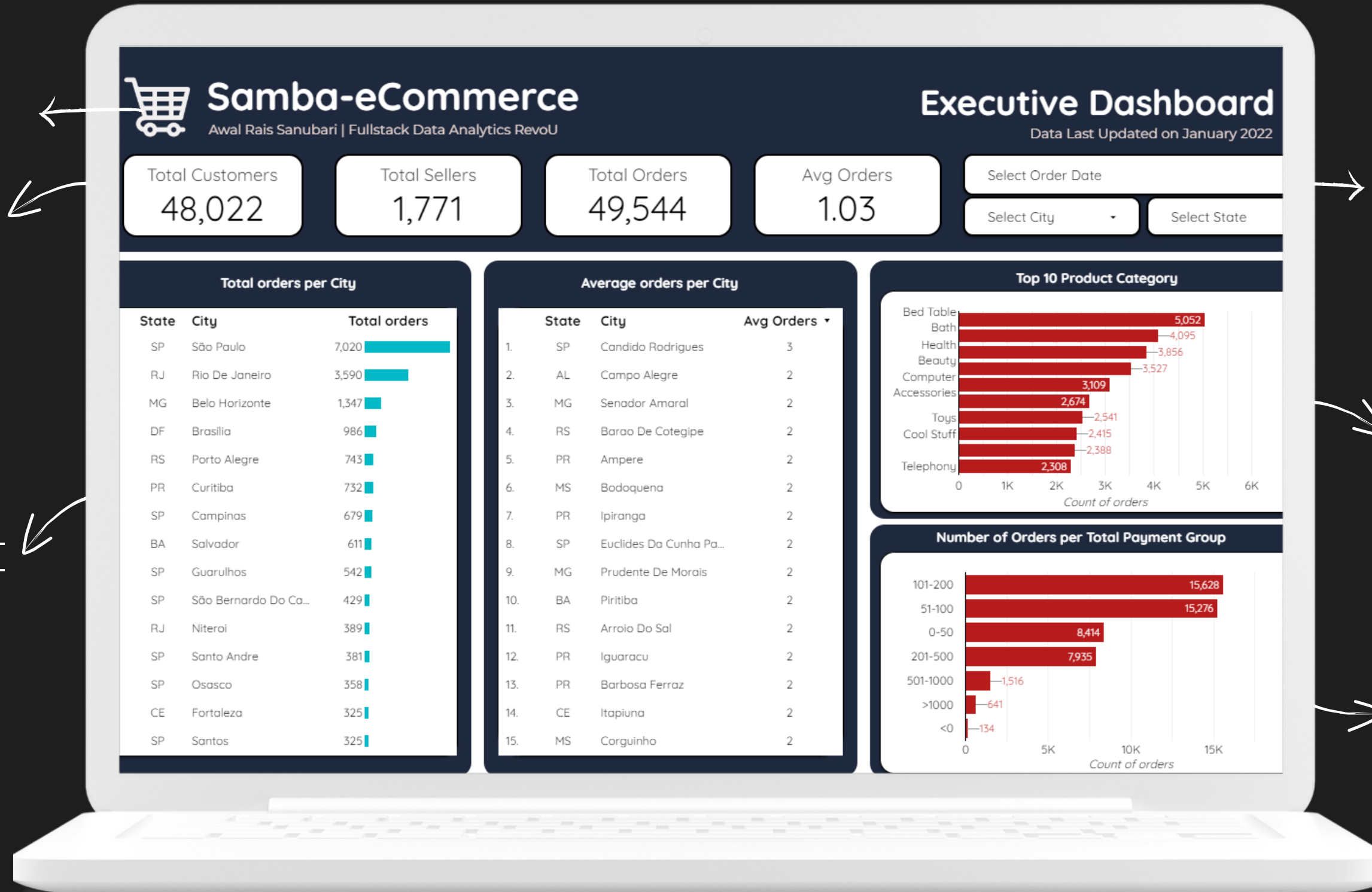
OVERVIEW

MAIN DASHBOARD

DASHBOARD TITLE

SCORECARD

Give quick insights from the key metrics in the business such as: Total customers and sellers, Total orders and Average orders.

NUMBERS OF ORDER PER CITY

To find which city has the most number of total orders.

CONTROL FILTER

Filter the data for more detailed preferences. On this dashboard, users can filter based on order date, city and state

TOP 10 PRODUCT CATEGORY

To find the top 10 product category that has highest number of orders.

NUMBER OF ORDERS PER TOTAL PAYMENT GROUP

To find the number of orders per group and grouping based on amount of total payment

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Samba-eCommerce
Awal Rais Sanubari | Fullstack Data Analytics RevoU

Executive Dashboard
Data Last Updated on January 2022

Total Customers	Total Sellers	Total Orders	Avg Orders
48,022	1,771	49,544	1.03

Select Order Date
Select City
Select State

Total orders per City

State	City	Total orders
SP	São Paulo	7,020
RJ	Rio De Janeiro	3,590
MG	Belo Horizonte	1,347
DF	Brasília	986
RS	Porto Alegre	743
PR	Curitiba	732
SP	Campinas	679
BA	Salvador	611
SP	Guarulhos	542
SP	São Bernardo Do Ca...	429
RJ	Niteroi	389
SP	Santo Andre	381
SP	Osasco	358
CE	Fortaleza	325
SP	Santos	325

Average orders per City

	State	City	Avg Orders
1.	SP	Candido Rodrigues	3
2.	AL	Campo Alegre	2
3.	MG	Senador Amaral	2
4.	RS	Barao De Cotegipe	2
5.	PR	Ampere	2
6.	MS	Bodoquena	2
7.	PR	Ipiranga	2
8.	SP	Euclides Da Cunha Pa...	2
9.	MG	Prudente De Morais	2
10.	BA	Piritiba	2
11.	RS	Arroio Do Sal	2
12.	PR	Iguaracu	2
13.	PR	Barbosa Ferraz	2
14.	CE	Itapiuna	2
15.	MS	Corguinho	2

Top 10 Product Category

Bed Table 5,052
Bath 4,095
Health 3,856
Beauty 3,527
Computer Accessories 3,109
2,674
Toys 2,541
Cool Stuff 2,415
2,388
Telephony 2,308
Count of orders

Number of Orders per Total Payment Group

101-200	15,628
51-100	15,276
0-50	8,414
201-500	7,935
501-1000	1,516
>1000	641
<0	134

Count of orders

OVERVIEW

SEOCONDARY DASHBOARD

DASHBOARD TITLE

SCORECARD

Give quick insights from the key metrics in the business such as: AOV, Total Revenue, Items sold, and Total Payment.

SELLER RESPONSE AND DELIVERY TIME

To inform the performance of seller based on response and delivery time.

CONTROL FILTER

Filter the data for more detailed preferences. On this dashboard, users can filter based on order date, Product category and Customer state

MOST USED PAYMENT METHOD

To inform most used payment method by customer when doing transaction.

PRODUCT CATEGORY PERFORMANCE

To inform the performance for each product category based on its profit per order.

Samba-Commerce
Awal Rais Sanubari | Fullstack Data Analytics RevoU

Executive Dashboard
Data Last Updated on January 2022

Avg Order Value	Total Revenue	Total Items Sold	Total Payment
36.61	1,809,002.43	56,513	7,962,009.28

Select Order Date
Product Category · Select State

Seller Response Time
9.4%
90.6%
● Fast ● Delay

Delivery Item Time
6.6%
93.4%
● Fast ● Delay

Profit by State
Profit = Sum of Total Payment - Price
717.17 — 595,321.45

Most used Payment method
credit_card 36,525
boleto_ticket 10,417
credit_card, voucher 1,264
voucher 836
debit_card 502
0 10K 20K 30K

Product Category Performance
Agro Industria E Comercio 155.27
Construction Tools Illumination 122.1
Fixed Telephony 120.85
Hygiene Diapers 112.57
Furniture Office 91.95
Construction Tools Garden 91.85
Pcs 89.89
Citte And Uphack Furniture 81.96
Casa Construcao 79.42
79.02
Perfromance = Profit / Count of Order
0 25 50 75 100 125 150

SCORE CARD

Total Customers

48,022

Total Sellers

1,771

Total Orders

49,544

Avg Orders

1.03

INSIGHT

According to the most recent data in January 2022, we have approximately **48.000** customers and **1771** Sellers.

Our customer placed an order, with **1.03** average order per customer and a total order of **49.500** orders placed.

DATA #1

Total orders per City

	State	City	Total orders
1.	SP	São Paulo	7,020
2.	RJ	Rio De Janeiro	3,590
3.	MG	Belo Horizonte	1,347
4.	DF	Brasília	986
5.	RS	Porto Alegre	743
6.	PR	Curitiba	732
7.	SP	Campinas	679
8.	BA	Salvador	611
9.	SP	Guarulhos	542
10.	SP	São Bernardo Do Ca...	429
11.	RJ	Niteroi	389
12.	SP	Santo Andre	381
13.	SP	Osasco	358
14.	CE	Fortaleza	325
15.	SP	Santos	325

INSIGHT

According to the dashboard, the majority of orders come from the **top five cities**, with **Sao Paulo** having the most orders. This means **we should concentrate our marketing and sales efforts in these cities**. Other cities, however, offer opportunities for expansion. **Understanding regional demand can aid in the improvement of inventory, pricing, and marketing strategies**. If we have fewer orders in some cities, it may indicate that we need to improve our product quality, marketing, or pricing.

D A T A **#2**

Average orders per City

|	State	City	Avg Orders ▾
1.	SP	Candido Rodrigues	3
2.	AL	Campo Alegre	2
3.	MG	Senador Amaral	2
4.	RS	Barao De Cotegipe	2
5.	PR	Ampere	2
6.	MS	Bodoquena	2
7.	PR	Ipiranga	2
8.	SP	Euclides Da Cunha Pa...	2
9.	MG	Prudente De Morais	2
10.	BA	Piritiba	2
11.	RS	Arroio Do Sal	2
12.	PR	Iguaracu	2
13.	PR	Barbosa Ferraz	2
14.	CE	Itapiuna	2
15.	MS	Corguinho	2

INSIGHT

According to the data, the **average number of orders per city** is **relatively low,** with the top five cities each having **two to three orders on average**. This indicates that our company is dispersed across many smaller cities or towns, rather than being concentrated in a few large cities. While this may pose marketing and distribution challenges, it also indicates that **there are opportunities for growth and expansion in a variety of locations.**
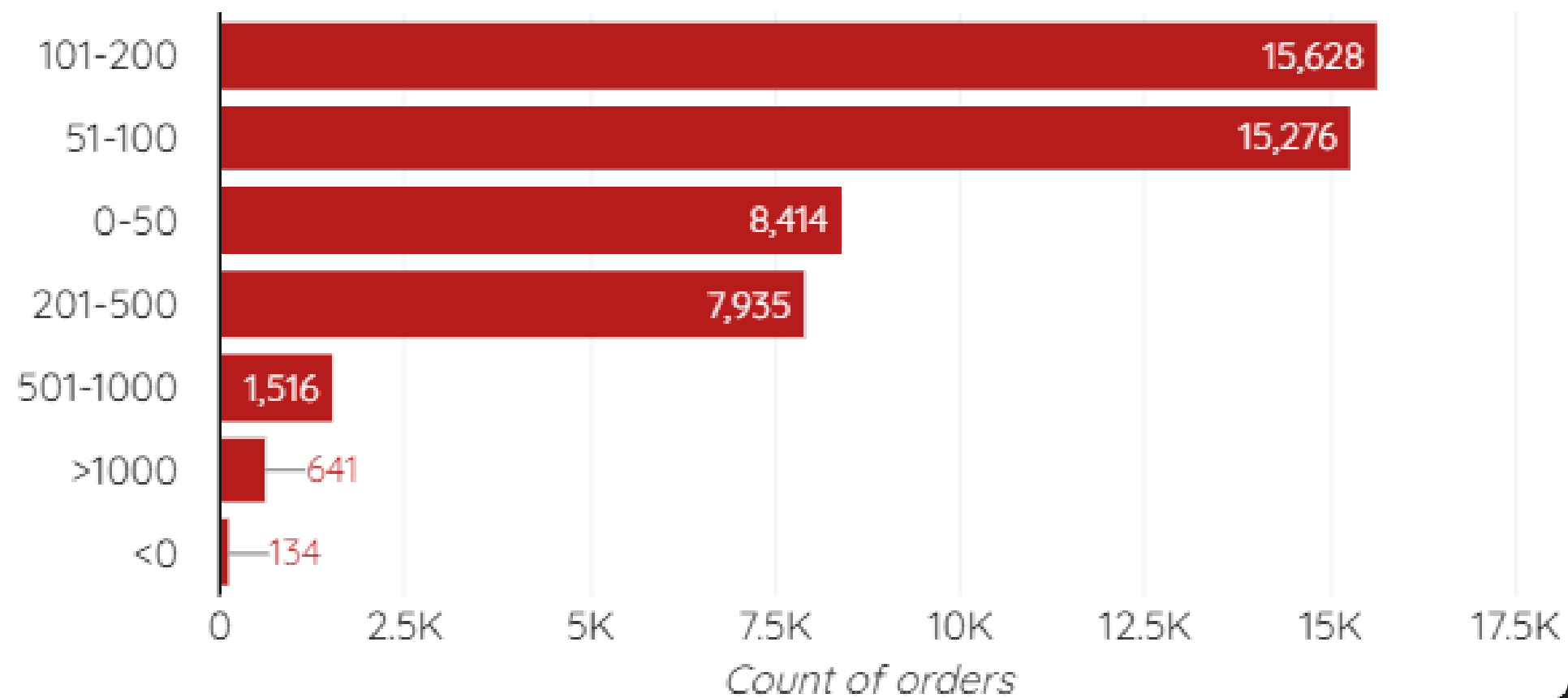
DATA #3

Top 10 Product Category

INSIGHT
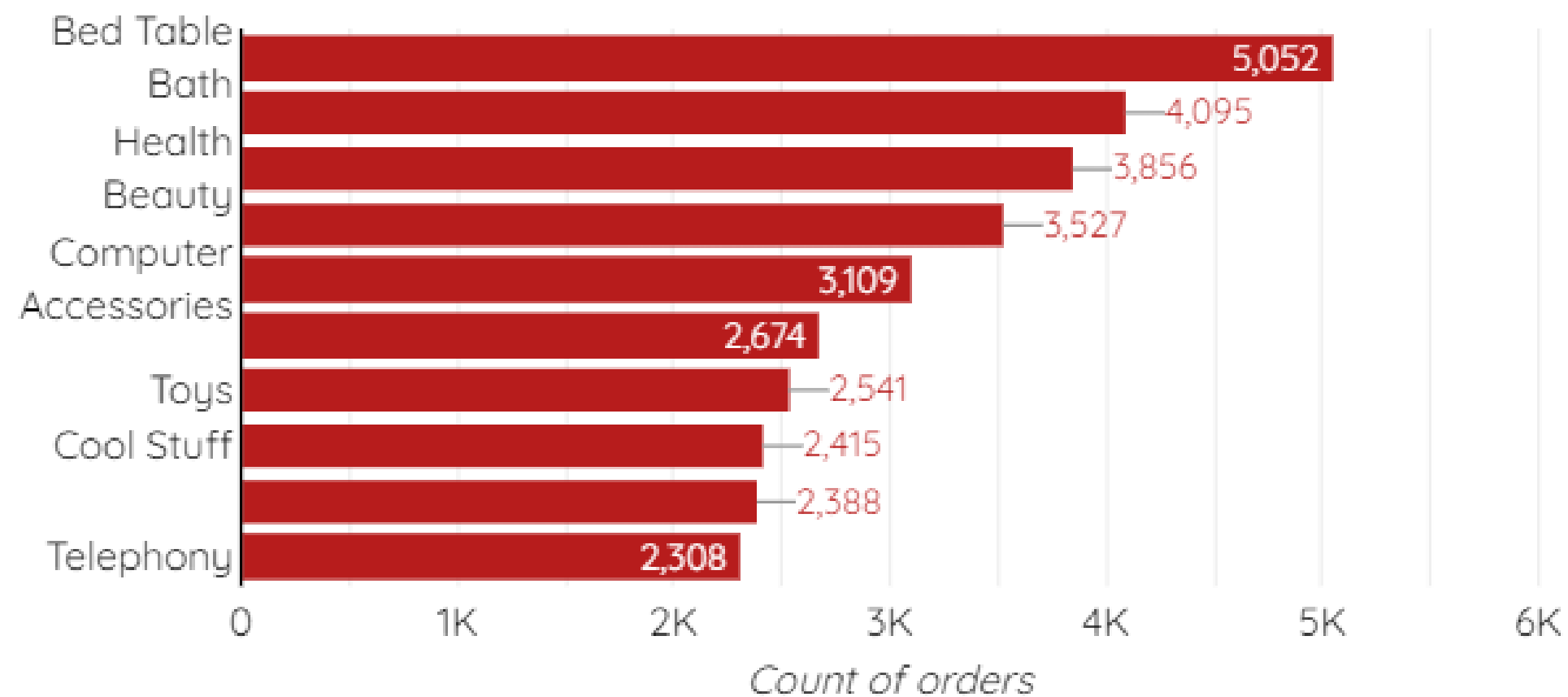
According to the data, the top ten product categories in terms of order are **primarily focused on items for personal use and home decoration stuff**. This indicates **that customers are primarily interested in items that improve their personal comfort and well-being, as well as items that make their homes more functional and stylish**.

Furthermore, **computer accessories, toys, and cool gadgets appear in the top 10, indicating a preference for technology and entertainment products**. Understanding these popular categories can help you tailor our inventory and marketing efforts to meet your customers' needs and preferences, resulting in more sales and higher customer satisfaction.

DATA #4

Number of Orders per Total Payment Group

Total Payment Group	Count of orders
101-200	15,628
51-100	15,276
0-50	8,414
201-500	7,935
501-1000	1,516
>1000	641
<0	134

Count of orders

INSIGHT

The data shows that the majority of our orders fall into the payment range of **101-200 units,** which indicates that customers are willing to spend a **moderate amount on our products.** Additionally, there are a significant number of orders in the lower price range of **0-50 units**, which **suggests that customers are also interested in more affordable options**. However, there are relatively **fewer orders** in the higher price ranges of **201-1000** units and above, indicating that customers may be less likely to make larger purchases

#2

TABLEAU

Analytical Dashboard

OVERVIEW

MAIN DASHBOARD
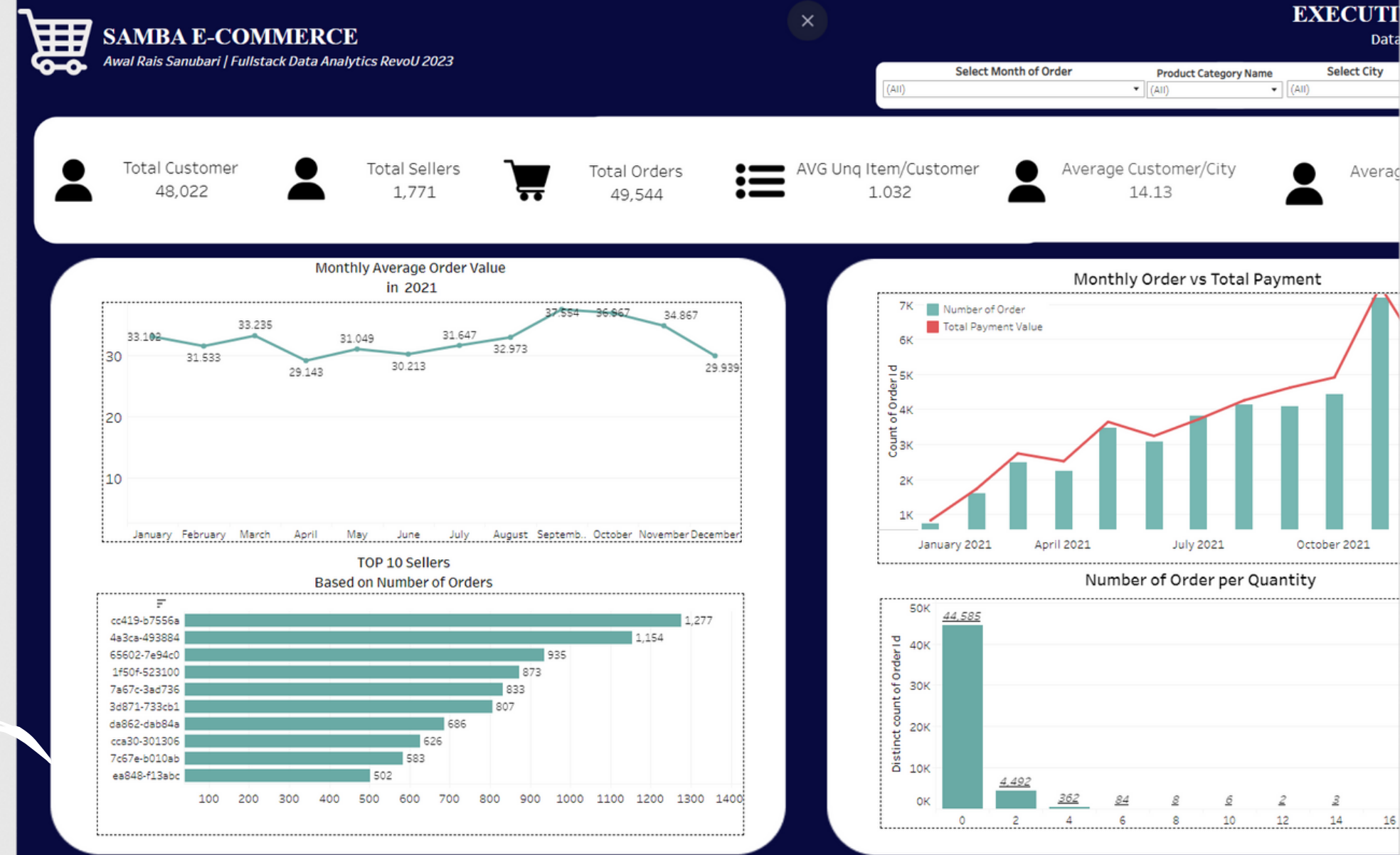

DASHBOARD TITLE

SCORECARD

Give quick insights from the key metrics in the business such as: Total customers and sellers, Total orders and Average orders.

MONTHLY AOV

To find the average of amount spent by customer for each order.

MONTHLY AOV

To find the top 10 sellers with the highest to lowest based on total order processed.

CONTROL FILTER

Filter the data for more detailed preferences. On this dashboard, users can filter based on order date, city and state

MONTHLY ORDERS VS TOTAL PAYMENT VALUE

To know the comparison of monthly data of Orders and Total Payment value.

NUMBER OF ORDER PER QUANTITY

To find the number of orders per Qty and grouping based on total of orders and its quantity

Dashboard content (SAMBA E-COMMERCE)

SAMBA E-COMMERCE
Awal Rais Sanubari | Fullstack Data Analytics RevoU 2023

EXECUTI...
Data

Select Month of Order — (All)
Product Category Name — (All)
Select City — (All)

Total Customer 48,022
Total Sellers 1,771
Total Orders 49,544
AVG Unq Item/Customer 1.032
Average Customer/City 14.13
Averag...

Monthly Average Order Value in 2021

33.10? 31.533 33.235 29.143 31.049 30.213 31.647 32.973 37.554 36.667 34.867 29.939

January February March April May June July August Septemb... October November December

TOP 10 Sellers Based on Number of Orders

cc419-b7556a — 1,277
4a3ca-493884 — 1,154
65602-7e94c0 — 935
1f50f-523100 — 873
7a67c-3ad736 — 833
3d871-733cb1 — 807
da862-dab84a — 686
cca30-301306 — 626
7c67e-b010ab — 583
ea848-f13abc — 502

Monthly Order vs Total Payment

Number of Order
Total Payment Value

January 2021 April 2021 July 2021 October 2021

Number of Order per Quantity

44.585 4.492 362 84 8 6 2 3

0 2 4 6 8 10 12 14 16

OVERVIEW

## SECONDARY DASHBOARD

DASHBOARD TITLE

SCORECARD

Give quick insights from the key metrics in the business such as: Total Revenue, items sold, Orders, AOV or even Payment value..

REVENUE AND AOV PER STATE

To find the number of revenue and Average order value in each state.

CUSTOMER DELIVERY TIME AND SELLER RESPONSE TIME

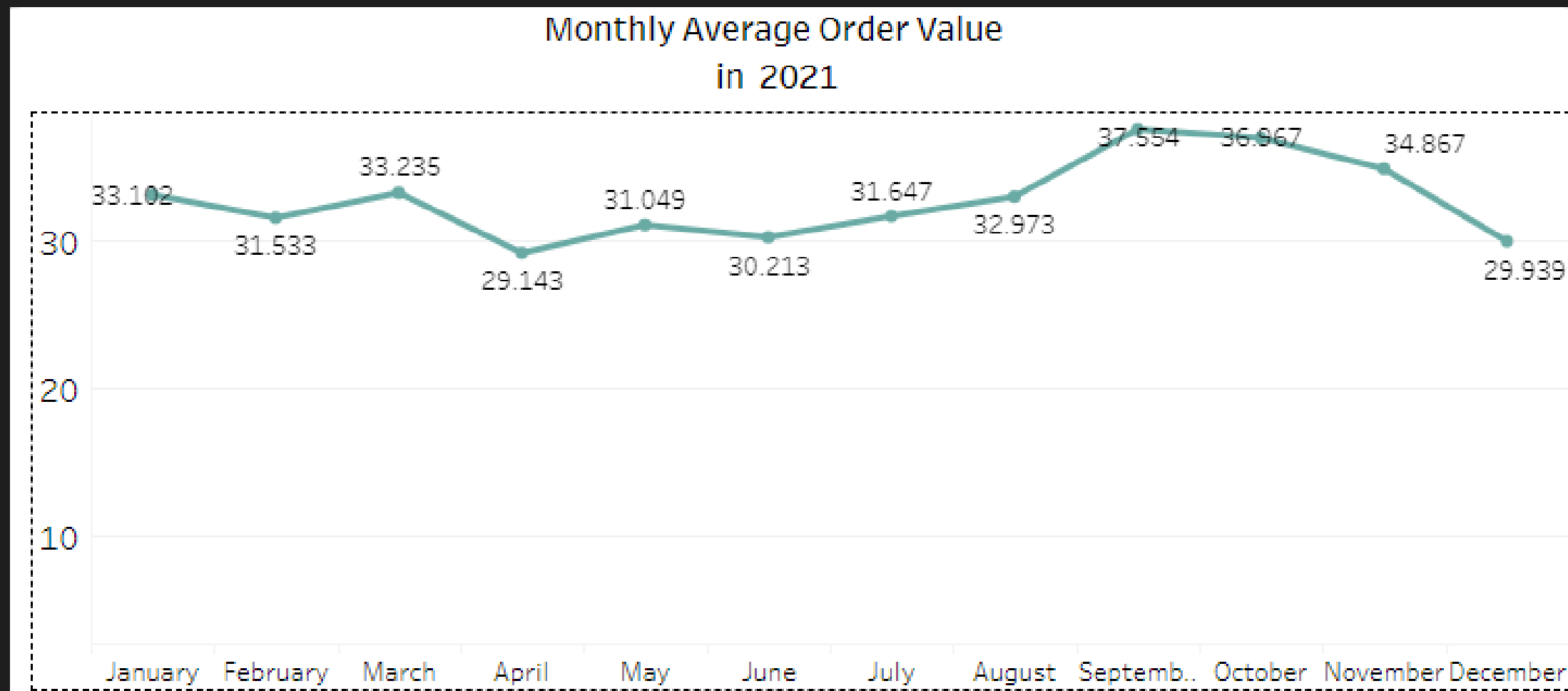To find the ratio and performance how fast / delay delivery time of customer.
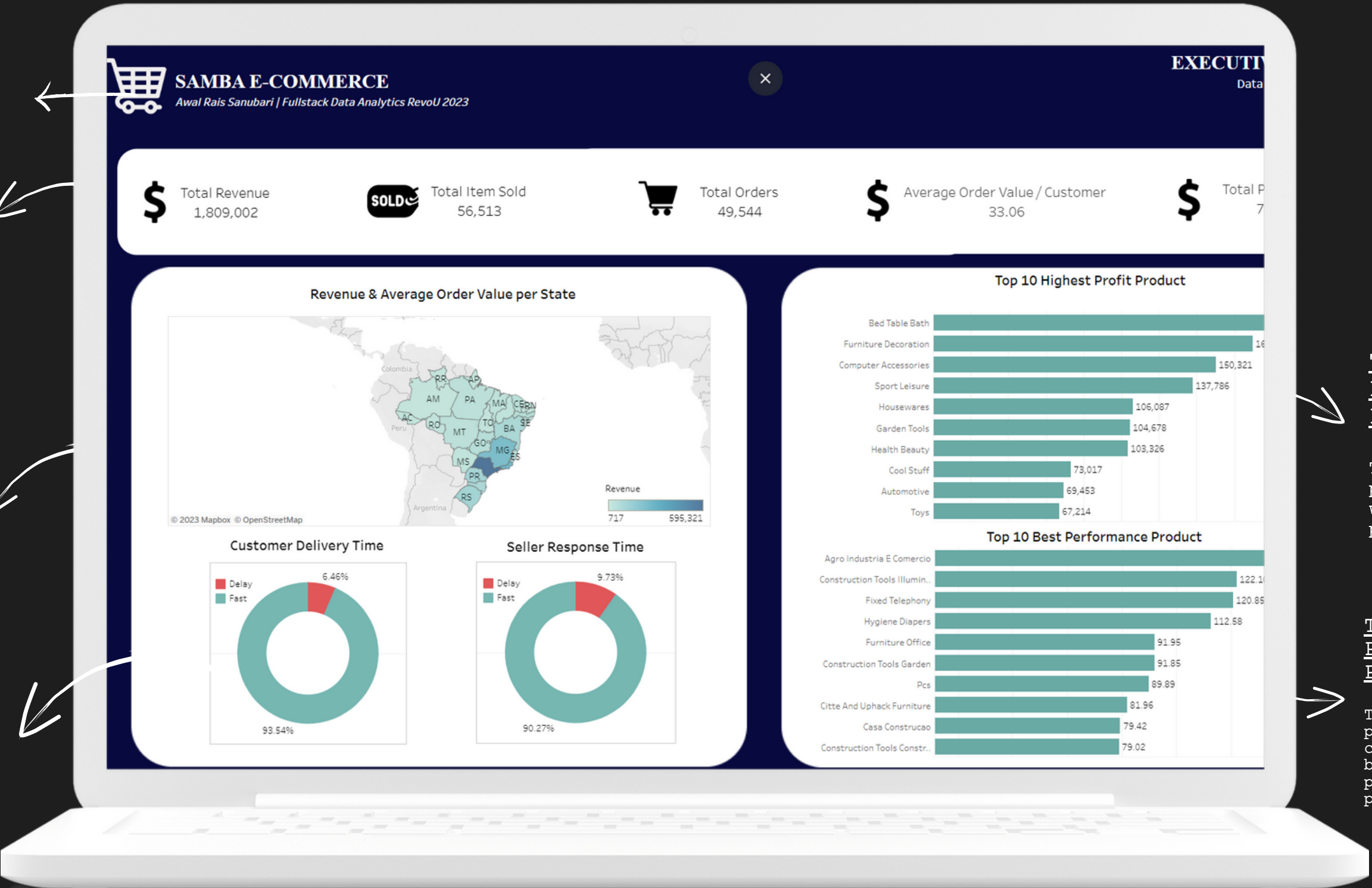
TOP 10 HIGHEST PROFIT PRODUCT

To find top 10 product category with highest profit

TOP 10 BEST PERFORMANCE PRODUCT

To find top 10 product category with best performance product

Dashboard content:

SAMBA E-COMMERCE
Awal Rais Sanubari | Fullstack Data Analytics RevoU 2023

EXECUTIV
Data

- Total Revenue — 1,809,002
- Total Item Sold — 56,513
- Total Orders — 49,544
- Average Order Value / Customer — 33.06
- Total P — 7

Revenue & Average Order Value per State
Revenue — 717 — 595,321

Customer Delivery Time
- Delay — 6.46%
- Fast — 93.54%

Seller Response Time
- Delay — 9.73%
- Fast — 90.27%

Top 10 Highest Profit Product
- Bed Table Bath
- Furniture Decoration — 16
- Computer Accessories — 150,321
- Sport Leisure — 137,786
- Housewares — 106,087
- Garden Tools — 104,678
- Health Beauty — 103,326
- Cool Stuff — 73,017
- Automotive — 69,453
- Toys — 67,214

Top 10 Best Performance Product
- Agro Industria E Comercio
- Construction Tools Illumin. — 122.1
- Fixed Telephony — 120.85
- Hygiene Diapers — 112.58
- Furniture Office — 91.95
- Construction Tools Garden — 91.85
- Pcs — 89.89
- Citte And Uphack Furniture — 81.96
- Casa Construcao — 79.42
- Construction Tools Constr. — 79.02

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DATA #5

Monthly Average Order Value in 2021

INSIGHT

Based on data shown, in 2021 from Jan to Dec our **Average Order Value (AOV)** are fluctuating with highest peak occurs at September which could be due to several factors such as seasonal reason or something else.

DATA #6

TOP 10 Sellers
Based on Number of Orders

Seller	Orders
cc419-b7556a	1,277
4a3ca-493884	1,154
65602-7e94c0	935
1f50f-523100	873
7a67c-3ad736	833
3d871-733cb1	807
da862-dab84a	686
cca30-301306	626
7c67e-b010ab	583
ea848-f13abc	502

100 200 300 400 500 600 700 800 900 1000 1100 1200 1300 1400

INSIGHT

According to the dashboard, the top 10 of sellers which has the highest total order. With 1277 orders as the top 1 and 502 orders as the lowest rank. The number of total order are variative between 500 - 1200 orders per year.

DATA #7

Revenue & Average Order Value per State

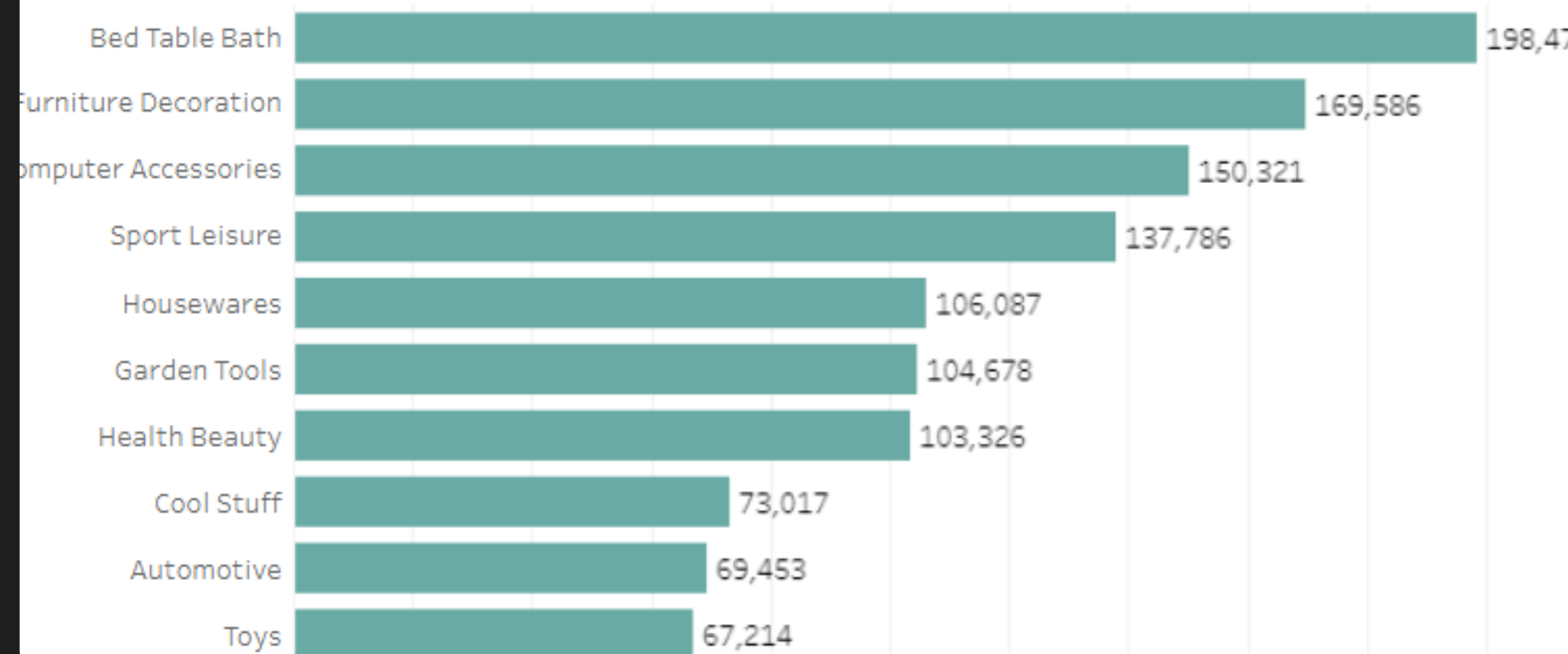OpenStreetMap

Revenue

717   595,321
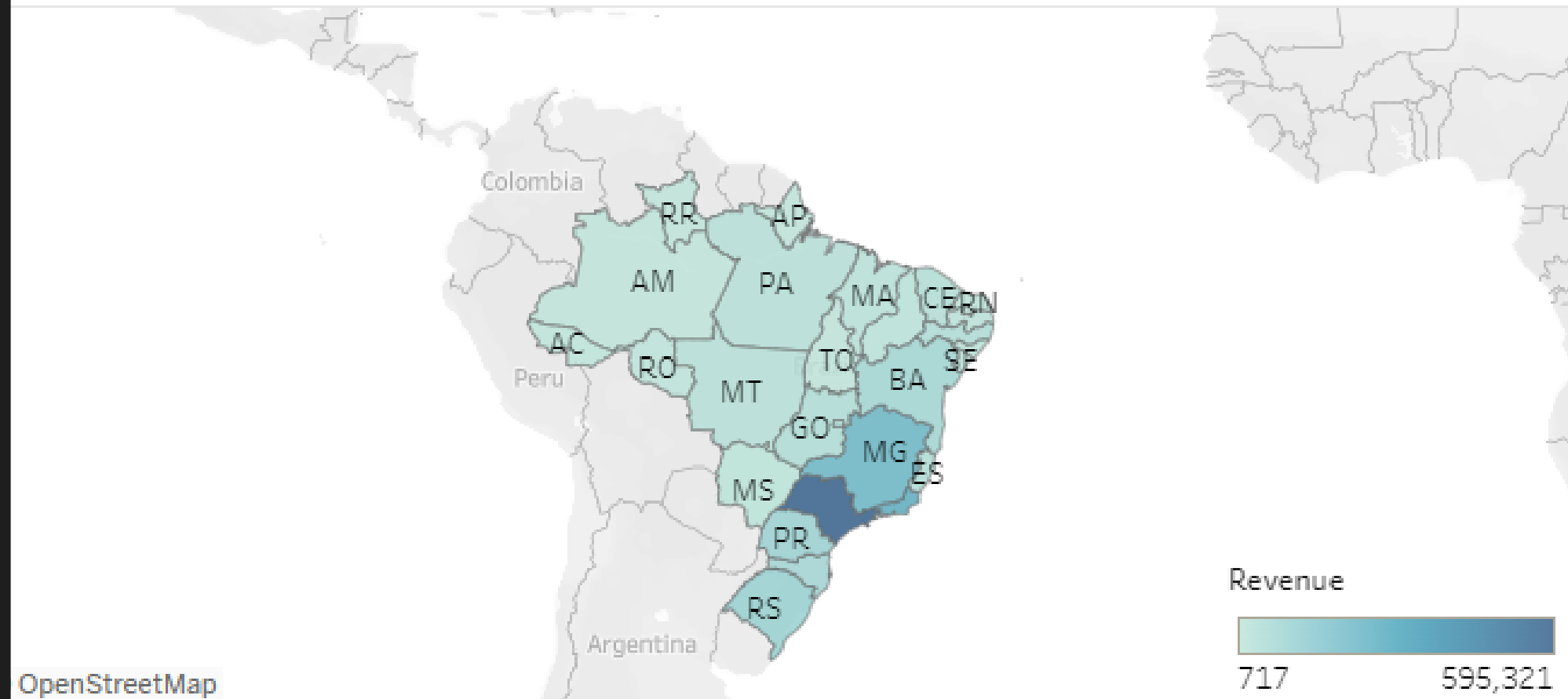
INSIGHT

Based on geo map visualization, there are more than 20 states in Brazil. The highest revenue are appeared in **SP** state with almost **600K** revenue and **ES** state with **717** which is the lowest revenue.
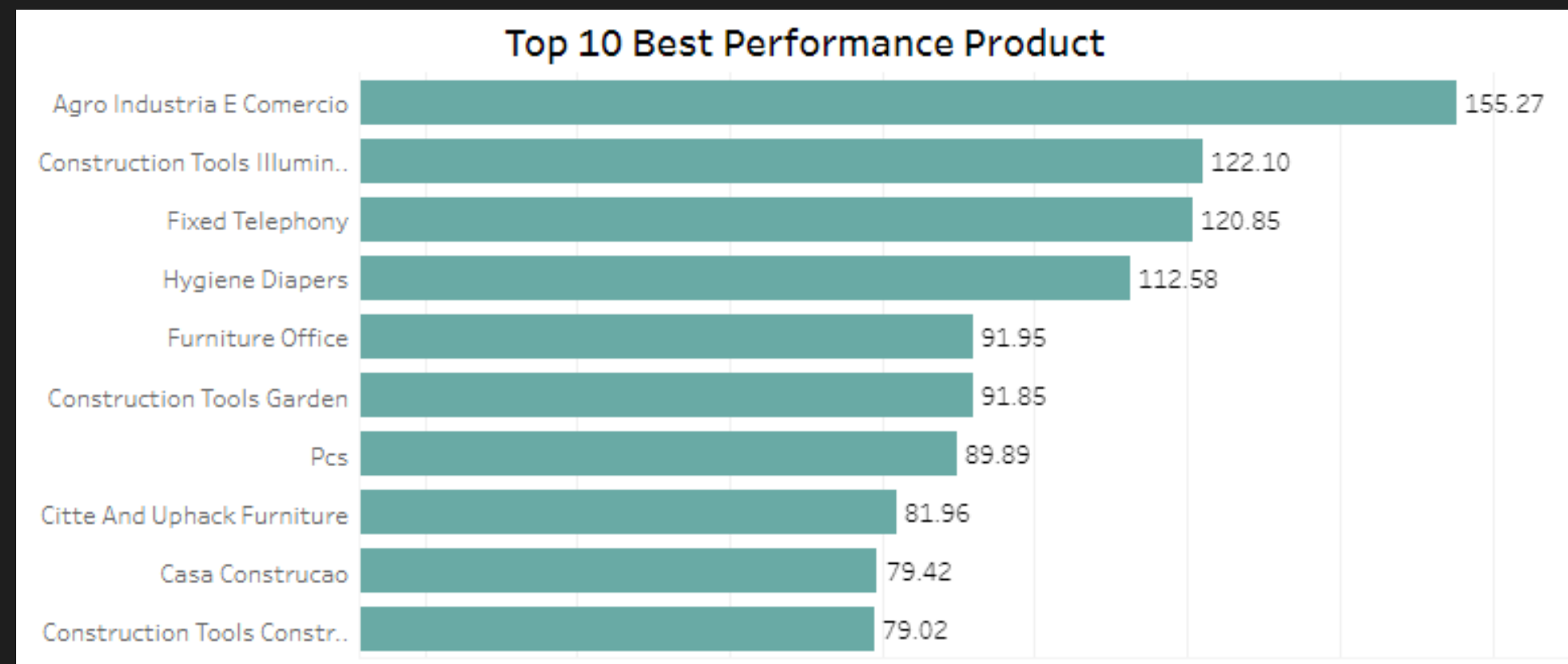
DATA #8

Top 10 Highest Profit Product

Category	Profit
Bed Table Bath	198,47
Furniture Decoration	169,586
Computer Accessories	150,321
Sport Leisure	137,786
Housewares	106,087
Garden Tools	104,678
Health Beauty	103,326
Cool Stuff	73,017
Automotive	69,453
Toys	67,214

INSIGHT

According to the data, the top ten product categories with **highest profit are primarily focused on items for personal use and home decoration.**

This indicates that customers are primarily interested in items that improve their personal comfort and well-being, as well as items that make their homes more functional and stylish.

DATA #9

## Top 10 Best Performance Product

Product	Performance
Agro Industria E Comercio	155.27
Construction Tools Illumin..	122.10
Fixed Telephony	120.85
Hygiene Diapers	112.58
Furniture Office	91.95
Construction Tools Garden	91.85
Pcs	89.89
Citte And Uphack Furniture	81.96
Casa Construcao	79.42
Construction Tools Constr..	79.02

performance = profit / count of order

INSIGHT

According to the data, the top ten **product categories with highest performance are primarily focused on external tools**.
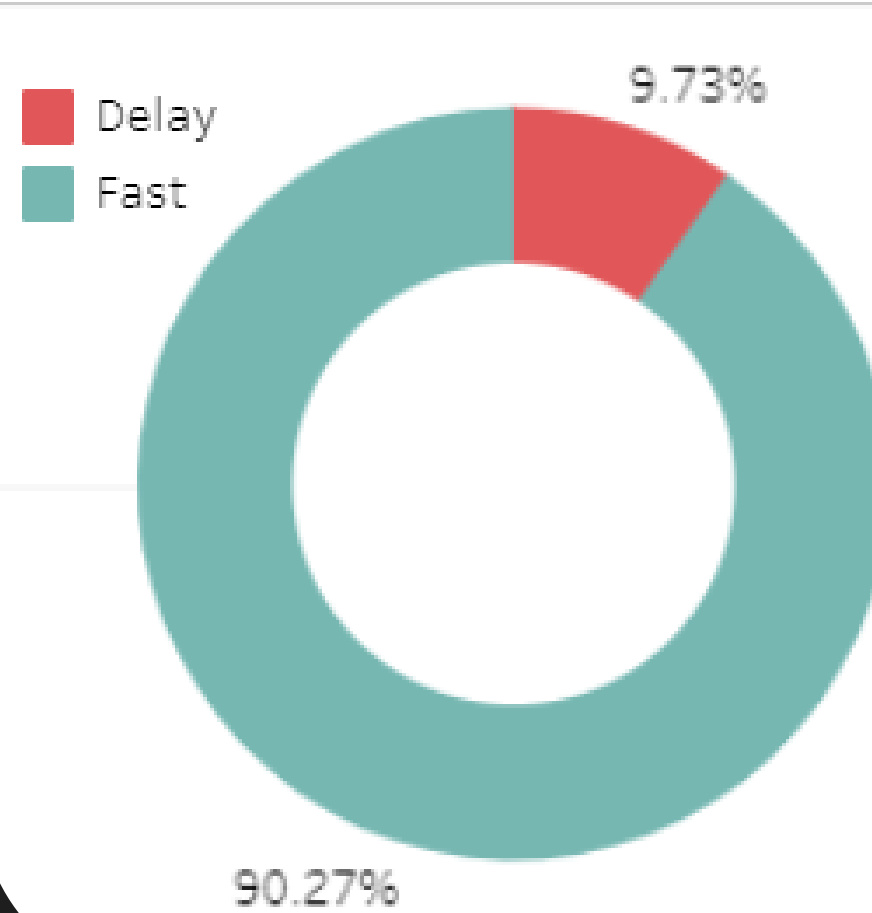
This indicates that customers are primarily interested in items that improve their productivity in their job or their outdoor activities.

DATA #10

Customer Delivery Time

- Delay
- Fast

6.46%

93.54%

Seller Response Time

- Delay
- Fast

9.73%
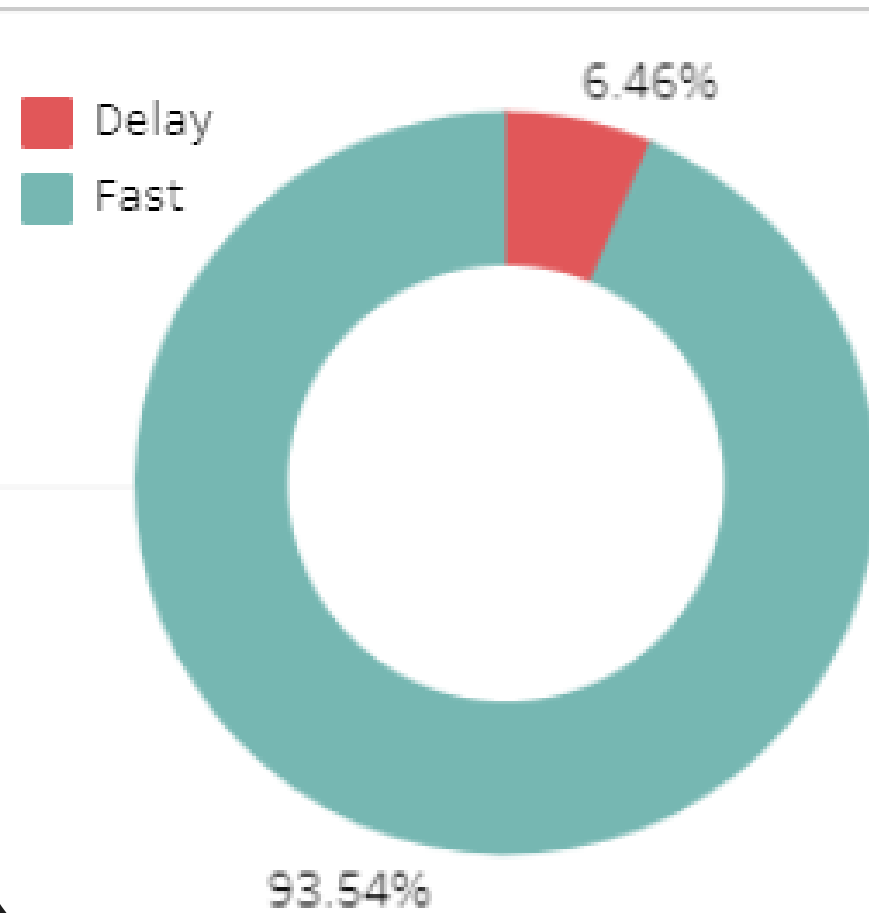
90.27%

INSIGHT

Based on those pie chart, our Customer delivery time and Seller response time are really good with ratio **93,5%** order are fast delivered to our customer and **90,27%** of seller are fast respond on their order request.

Data Visualization

LOOKER STUDIO & TABLEAU

Analytical Dashboard

Let's connect !

awalraiss@gmail.com ✉

Link to dashboard

/awalraiss [in]

- <u>Tableau</u>
- <u>Looker studio</u>

awalraiss 📷