

Building Sales Revenue Dashboard in R

Meeting #15





Dataset





Data: Avocado prices and sales volume in multiple US markets

This data was downloaded from the Hass Avocado Board website in May of 2018 & compiled into a single CSV. Here's how the [Hass Avocado Board describes the data on their website](#)



About the Dataset

Weekly retail scan data for National retail volume (units) and price.

The **Average Price** (of avocados) in the table reflects a **per unit** (per avocado) **cost**, even when multiple units (avocados) are sold in bags. The **Product Lookup codes** (PLU's) in the table are **only for Hass avocados**. Other varieties of avocados (e.g. greenskins) are not included in this table.

Columns in the dataset:

- **Date** - The date of the observation
- **AveragePrice** - the average price of a single avocado
- **type** - conventional or organic
- **year** - the year
- **Region** - the city or region of the observation
- **Total Volume** - Total number of avocados sold
- **4046** - Total number of avocados with PLU 4046 sold
- **4225** - Total number of avocados with PLU 4225 sold
- **4770** - Total number of avocados with PLU 4770 sold





Curiosities about Avocados





Curiosities

- Avocado is a **fruit**, a single-seeded berry
- There are over **500 varieties** of avocados in the world
- Avocado trees do not self-pollinate; they need another avocado tree close by in order to grow
- The major commercial producers of avocados are **Mexico, the Dominican Republic, Colombia, Peru and Indonesia**
- **California** produces 95% of all avocados grown in the United States
- Product Lookup codes
 - PLU 4046: Small/Medium Hass Avocado (~3-5oz avocado)
 - PLU 4225: Large Hass Avocado (~8-10oz avocado)
 - PLU 4770: Extra Large Hass Avocado (~10-15oz avocado)



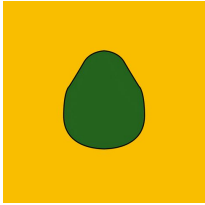
Brazilians and Avocados

Brazilians eat avocados as dessert: ice cream, with sugar, smoothies, mousses,...

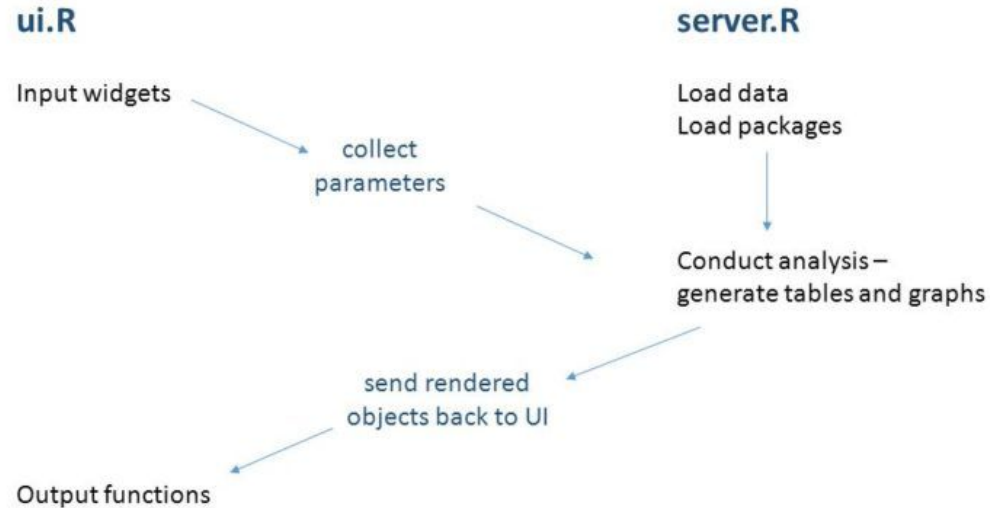




Shiny Dashboard



ANATOMY OF A SHINY APP: DATA FLOW



DO



Steps to Build a Shiny Dashboard

- Design the idea
- Create the layout (UI)
 - The Sidebar
 - The Main Panel
 - Other
- Creating Functionality (Server)
 - Data preparation
 - Tables
 - Plots
 - Summaries
- Fine-tuning



Advanced Shiny Dashboard Examples

<https://shiny.rstudio.com/gallery/>

<https://www.showmeshiny.com/>

https://ihstevenson.shinyapps.io/sample_means/

<http://projects.rajivshah.com/shiny/outlier/>

https://connorh982.shinyapps.io/Retail_Compare_Final/

http://52.2.13.97:3838/fama_french/



References

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<https://www.r-bloggers.com/building-a-simple-sales-revenue-dashboard-with-r-shiny-shinydashboard/>

<http://shiny.rstudio.com/gallery/widget-gallery.html>

<https://shiny.rstudio.com/articles/>

<http://jkunst.com/highcharter/index.html>

<https://rmarkdown.rstudio.com/gallery.html>

<https://mdancho84.shinyapps.io/shiny-app/>

<https://blog.efpsa.org/2019/04/24/7-easy-steps-to-building-your-own-shiny-app-from-scratch/>

<http://justfunfacts.com/interesting-facts-about-avocados/>

<https://glyphsearch.com/>

Now, let's Code!!!!

