

Northwind Dashboard Project Report

It's the beginning of 1998, and the company is going to hold a backward-looking session. This is the first time the company has a complete set of data for a full year. The data analyst team is asked to prepare a dashboard to be presented during the meeting.

What and who is the dashboard for?

The goal of the dashboard is to provide an overview of the company's sales revenue to the top-level management, in order to gain insights into the company's sales performance and make informed business decisions forward. For example, if the revenue for a particular product is low, the management team can investigate the reasons for the low sales and take corrective action.

To achieve this goal, we have the following dashboard design...

- **Count of products, customers, countries, and sum of total sales revenue scorecards:** These metrics will help management to quickly grasp the scale and scope of the company's sales activities.
- **“Total sales revenue by time” line chart:** This graph will allow management to track sales trends over time, and identify seasonal or cyclical patterns in sales revenue.
- **“Total sales revenue by product” bar chart:** This graph will allow management to compare the sales performance of different products and identify top-selling products.
- **Countries reach map:** This map will provide a visual representation of the company's global sales footprint, and help management to identify areas of opportunity for further expansion.
- **Quarter, month, country, and product category slicers:** These filters will allow management to explore sales data by different dimensions, such as time, geography, and product types.

That being said, here are some notes for improvements:

- **Collect expense data:** In addition to income data, expenditure data is necessary to obtain a comprehensive understanding of business growth.
- **Set KPIs:** Adding KPIs is useful to show the user how the company is performing against its targets or industry benchmarks.
- **Add inferential statistics:** While the dashboard includes several key metrics such as total sales revenue and customers reach, it could benefit from additional measures to provide more insights. For example, a heatmap or scatter chart could be used to explore the relationship between different variables (e.g., order month and quantity sold).
- **Utilize drill-through functionality:** While the dashboard does include several filters, it could benefit from more interactivity. For example, users could be given the ability to drill down into specific regions or product categories to gain more detailed insights.