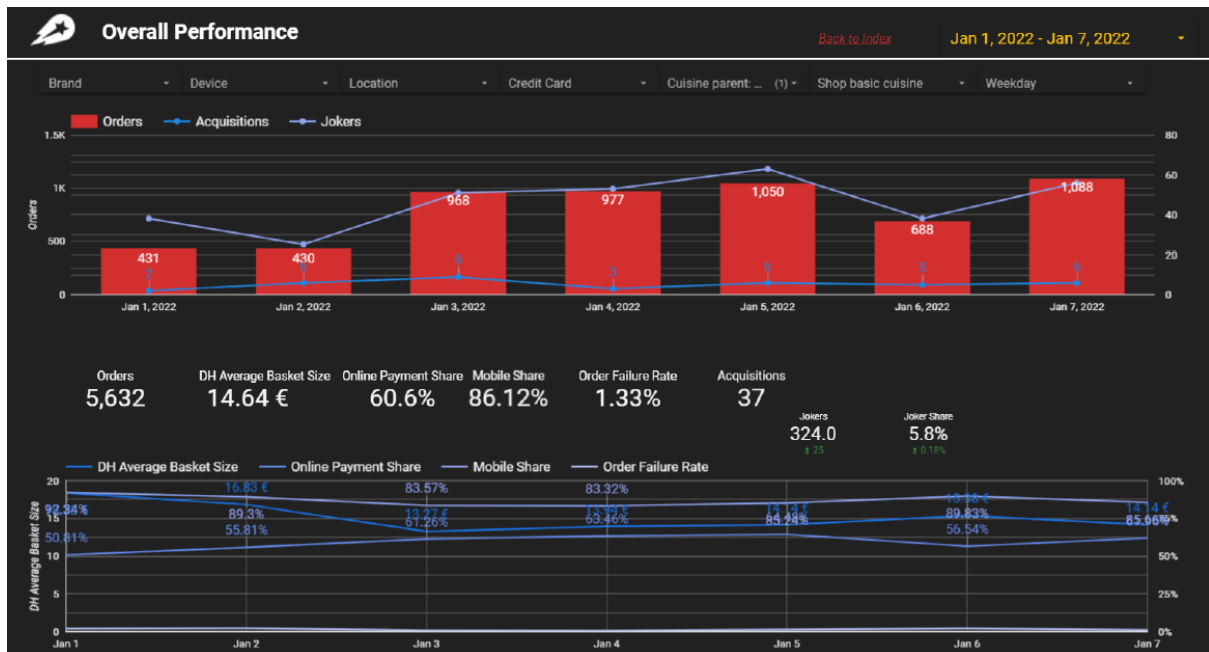


## **Part III - Visualization**

Please find screenshots taken from 2 slides of a dummy Dashboard, that gives an overview of efood Performance to the C-level Management.

- Write your comments about the existing layout and suggest improvements.
- What is the outcome you gained from these slides?

## Cover Slide



## Comments:

Here we see 2 graphs and a layer with values between them, while drop down lists, possibly for data filtering, is located on the top of the graphs. The layout is generally insightful, as by looking on the graphs one can identify the useful information provided. Having multiple plots in a single graph saves time and space, but the implementation must be done carefully, otherwise the different scaling of the values could be confusing. Things that could be improved in this layout would be the colors of the plots. In the first graph, the red column boxes are clear and easy to read, but the two different shades of blue for the Acquisition and the Jokers plots are not easily distinguishable. This problem is even more persistent in the second graph where it is almost impossible to identify the corresponding graph to each color. Additionally, the "order failure rate could be excluded from the graph as the value is too low for the plot to be readable at the right Y axis scale. In between the graphs, the values of Jokers and Joker Share could be better aligned in a straight line with the other values and in the same size, so as they appear in better harmony with the rest of the layout. Enhancement or decrement indicators, compared to the last time period could also be implemented for the other values, not only for "Jokers" and "Joker share". In the upper graph, one additional suggestion is to improve the grid lines, as they don't seem to be completely aligned neither with the right nor the left Y axis ticks. Overall, all the colors could be reconsidered as it would be better to have higher contrast. Red has a clear contrast against the black view, but blue letters on red color are not as easy to read. One last comment would be that a legend or an "information" mouse-hover could be helpful. Since this layout is to be presented to C-Level management, everything needs to be completely clear, and the terminology used, thoroughly explained. In this case, it could be not clear to everyone what "Joker" or "DH" is. A simple note of information or documentation could be in handy.

## Outcome:

These graphs present performance metrics for the week 1/1/2022-7/1/2022. For the first 2 days, meaning 1/1 and 2/1, as well as on 6/1, orders are lower compared to the other days. This is an expected drop as these days, on New year eve and on the next day, also on the 6<sup>th</sup> when the “Epiphany” is celebrated, it is usually a national holiday, and many restaurants could not be working. Also, during these days, families gather to eat together traditional dishes, explaining why fewer orders are being placed. On January 1<sup>st</sup>, the average basket size is higher compared to the next days, despite the total orders being lower. This could be explained by the fact that people who chose to order on New Year’s Eve, will be probably celebrating with family and friends, and the orders that are being placed are for more products than usual. Online payment share and mobile share are more or less stable during this week, meaning that usually, customers will chose their preferred way for ordering and paying.

## Geographic breakdown

Performance in Geographical Breakdown						
		<a href="#">Back to index</a>		Jan 1, 2022 - Jan 7, 2022		
Poli	Orders	% Δ	sales_poli		Cuisine parent: He_ (1)	
			Acquisitions	Δ	DH Average Basket Size	Δ
1. Αθήνα	4,145	3.1%	26	-2	15.18 €	-0.46 €
2. Θεσσαλονίκη	899	14.1%	7	-2	12.31 €	-0.92 €
3. Ρόδος	166	26.7%	0	0	13.61 €	-1.4 €
4. Πάτρα	84	-8.7%	2	2	16.23 €	-0.14 €
5. Ηράκλειο Κρήτη	57	-12.3%	0	-1	12.79 €	-2.76 €
6. Καβάλα	54	-3.6%	0	0	14.83 €	-1.26 €
7. Βόλος	53	20.5%	0	0	16.28 €	-0.16 €
8. Λάρισα	42	-12.5%	1	1	19.86 €	-1.7 €
9. Κόρινθος	30	11.1%	0	0	5.63 €	0.46 €
10. Κοζάνη	27	68.8%	0	0	13.81 €	-8.96 €
11. Πτολεμαίδα	25	25.0%	0	0	6.43 €	0.83 €
12. Σέρρες	16	-	0	0	22.72 €	-
13. Καλαμάτα	8	0.0%	0	0	22.8 €	-3.01 €
14. Χανιά Κρήτη	8	-27.3%	0	0	14.23 €	-1.2 €
15. null	5	-	0	-	15.4 €	-
16. Ιωάννινα	5	-44.4%	0	0	10.4 €	-9.64 €
17. Αθήνα	2	25.0%	0	0	12.5 €	-2.88 €

### Comments:

In this layout, we see a matrix containing useful information about the number of orders, the new customers, and the average basket size, together with their corresponding deltas, for different cities. The layout is generally crystal clear, and the information is communicated easily, quickly, and successfully. The only comments would be to revise the data presented, as in line 15 there is a null value and something like this should not be present in a report targeting C-Level management. Additionally, a zero delta indication could be implemented, so when there is no change compared to the previous week, something like a yellow dash could be utilized. It is also unclear why some zero deltas are presented as "0" while others are presented with "-". Finally, the header of the city could be renamed to "City" instead of "Poli" so as to have every header in English.

### Outcome:

Using deltas is a nice way to indicate the trend of a value but sometimes could give a wrong impression. For cities like Ιωάννινα, where there is a 44% drop in orders, the total orders are low enough so the slightest change could result in a high percentage. Another outcome would be that it is interesting to investigate why some cities have high or low average basket size. For example, Κόρινθος has an average basket size of only 5,5 €, while Σέρρες 22,72€. This is a huge difference and a useful insight could be found investigating this.