

Developing an Exploratory Dashboard

Discover Sales Insights: LastMile Supermarket

Hover, click, and filter to uncover key sales insights

Filter By:

Category

(All)

State

(All)

Order Year

(All)

\$2.30M

Sales

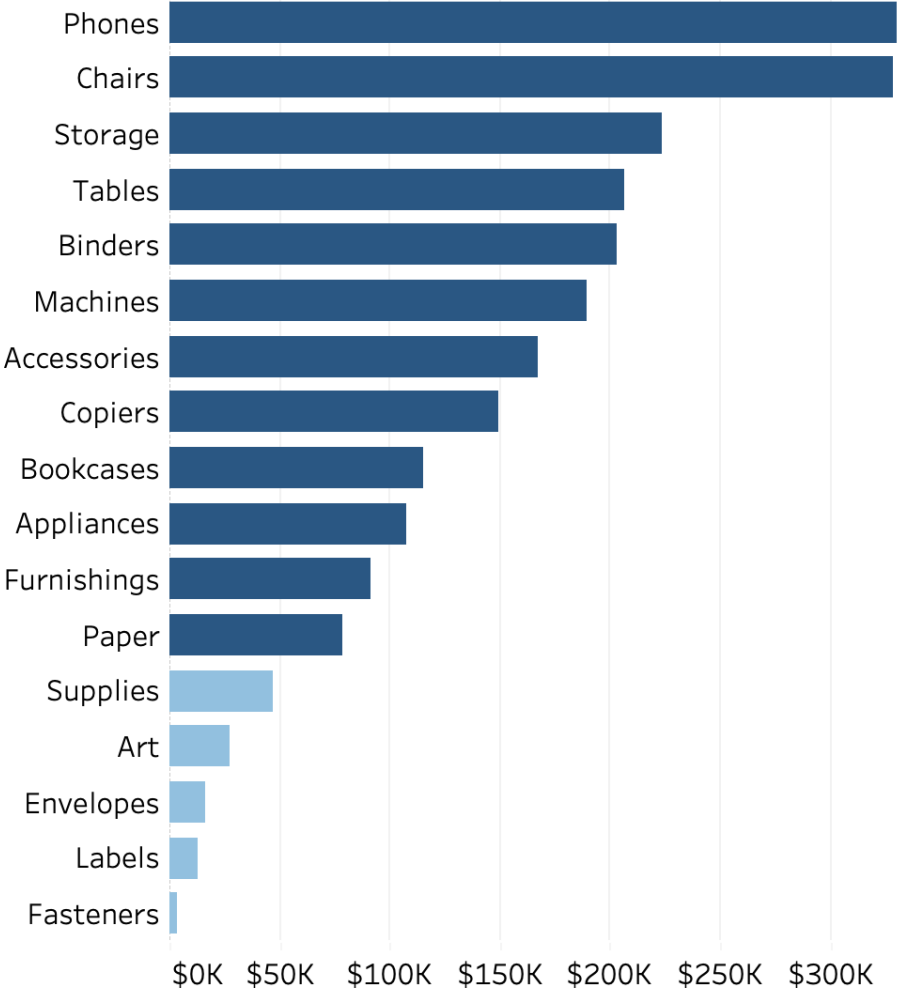
\$286K

Profit

793

of Customers

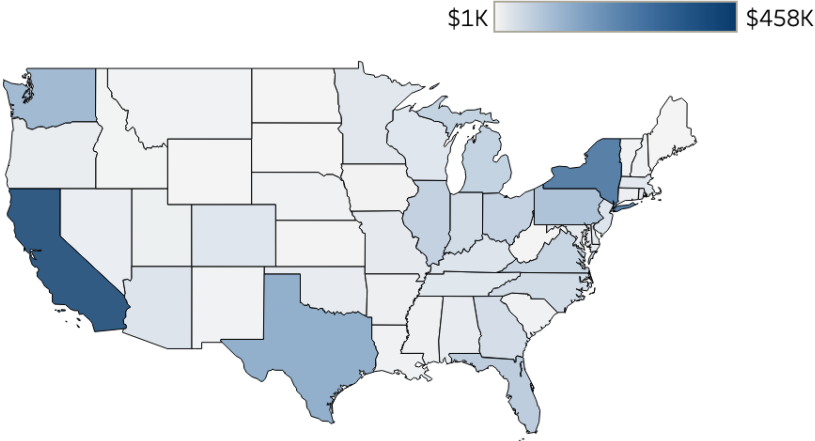
Explore Sales by Product Sub-Category



Monthly Sales Trends



Sales Across States



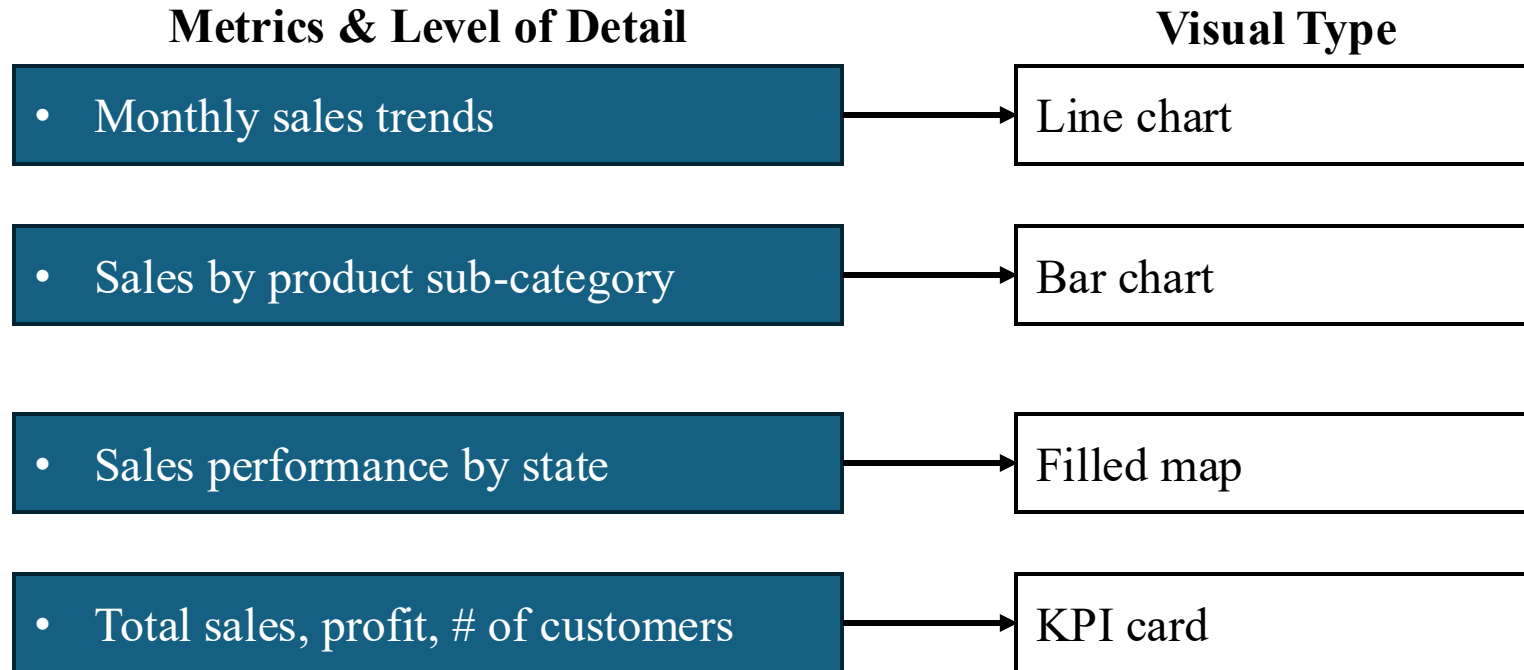
Key steps to follow

- Define the purpose
- Explore the data
- Design your visuals
- Sketch your dashboard
- Build your dashboard
- Use layouts to focus attention

Define the purpose

- Who is your audience or stakeholder?
 - Manager
- What specific questions do they need answers to?
 - How does sales vary across different states?
 - What are the monthly trends in sales? Are there seasonal patterns?
 - Which product categories are the top performers in terms of sales? Which ones are underperforming?
- How often will the dashboard be reviewed?
 - Monthly

Design your visuals



Sketch your dashboard



Finally, we will...

- Build the dashboard
- Use layouts to focus attention