

1.1 DEFINED GOALS

Sales Analyst can analyse the top 5 strongest city according to the sales values, the most selected payment types and the busiest city for number of orders according to the years and quarters.

Marketing Manager can analyse average price by product category name and average shipping cost by state.

1.1 B PLAN

The story aims to provide insights into sales performance, purchasing behaviour, and shipping costs across different cities and product categories. The visualizations will highlight key metrics such as sales value, average price, number of purchases, and shipping costs, segmented by city, product category, and payment type. This will help identify top-performing regions, popular product categories, preferred payment methods, and areas with high shipping costs.

Top 5 Cities by Sales Value (Pie Chart)

Message: Highlight the cities contributing the most to sales value. São Paulo leads with the highest sales value, followed by Rio de Janeiro, Belo Horizonte, Brasília, and Salvador.

Type: Pie Chart

Details: Show the proportion of sales value for the top 5 cities. Shows that São Paulo accounts for 50.88% of sales value, indicating it is the top-performing city.

Top 10 Average Price by Product Category (Bar Chart)

Message: Identify the product categories with the highest average prices. Computers have the highest average price among product categories

Type: Bar Chart

Details: Display the average price for the top 10 product categories. Displays that computers and small appliances have higher average prices, which could influence sales strategies.

Number of Purchases by Payment Type (Bar Chart)

Message: Show the most used payment methods for purchases. Credit cards are the most popular payment method for purchases.

Type: Bar Chart

Details: Count the number of purchases for each payment type. Indicates that credit cards dominate the payment methods, showing a preference trend among customers.

Top 10 Number of Orders by City (Donut Chart)

Message: Highlight the cities with the highest number of orders. São Paulo has the highest number of orders, followed by Rio de Janeiro and other cities.

Type: Donut Chart

Details: Show the distribution of order counts among the top 10 cities. Highlights São Paulo's dominance in order count, which can help focus marketing efforts.

Top 10 Average Shipping Cost by State (Bar Chart)

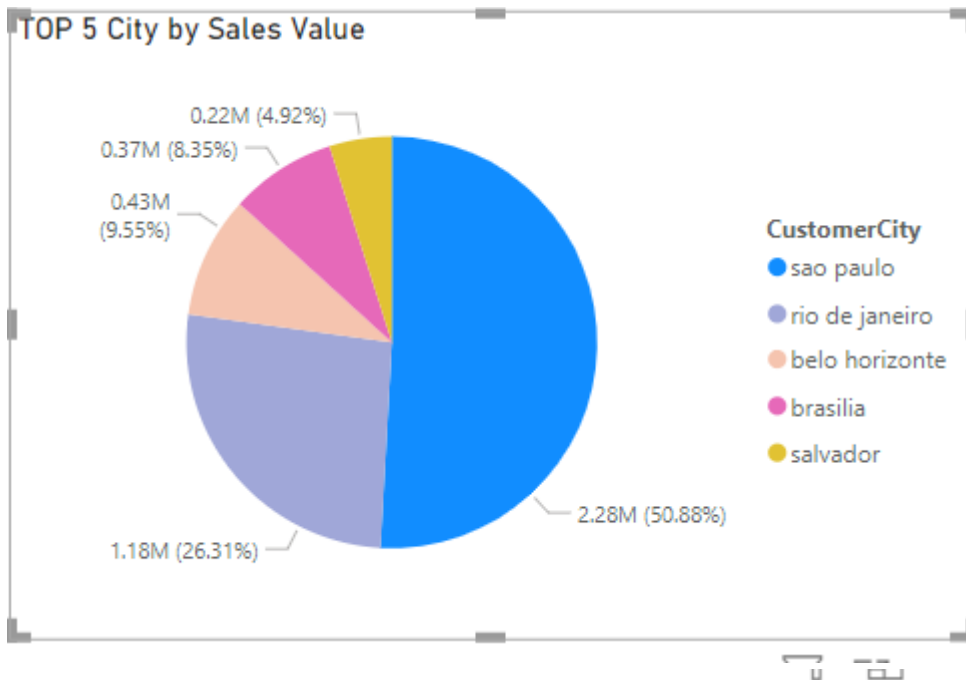
Message: Identify the states with the highest average shipping costs. States like Roraima (RR) and Rondônia (RO) have the highest average shipping costs.

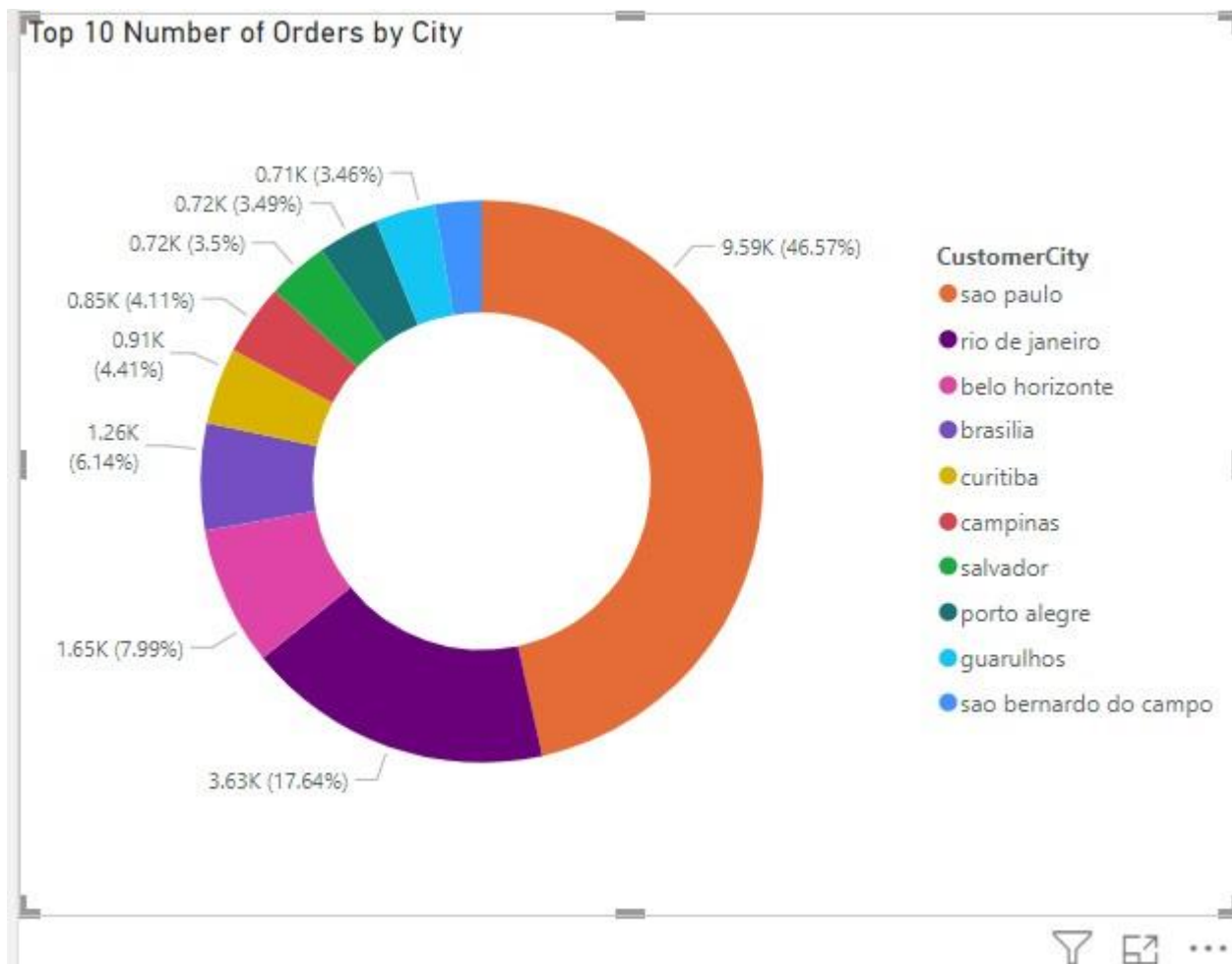
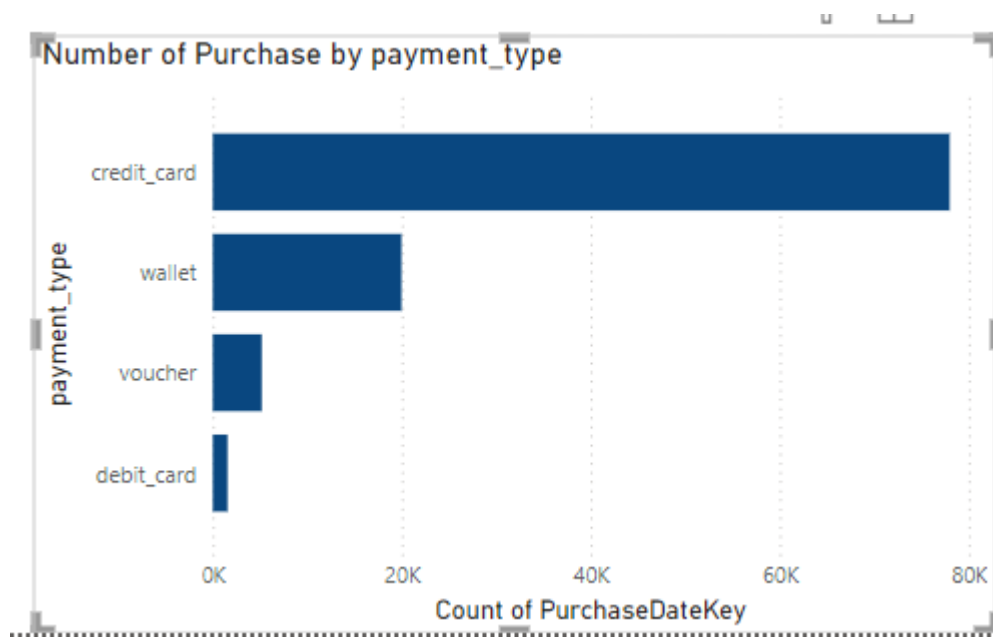
Type: Bar Chart

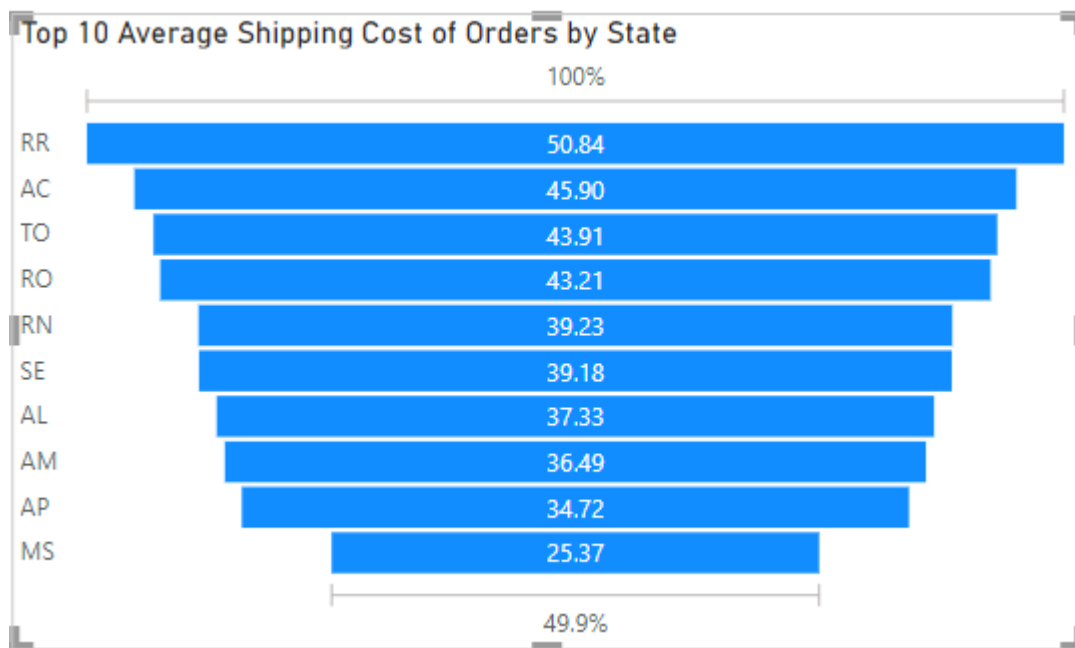
Details: Display the average shipping cost for orders in the top 10 states. Shows states with higher shipping costs, which could affect overall profitability and customer satisfaction.

By using these visualizations, the story will effectively convey key insights about sales distribution, purchasing behavior, and shipping costs, helping to inform strategic decisions.

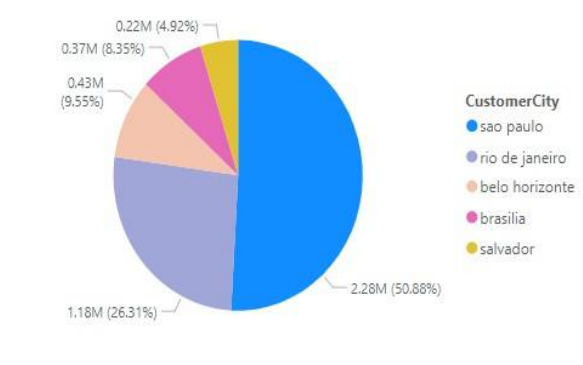
1.2 IMPLEMENTATION



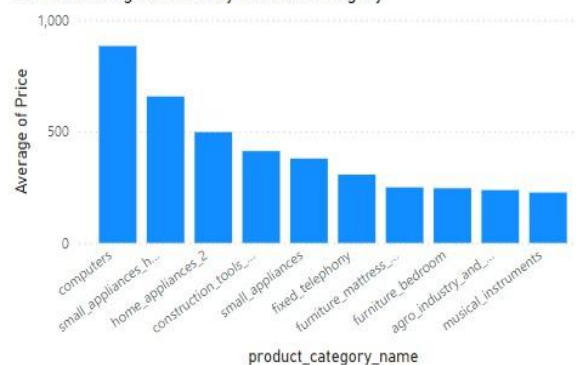




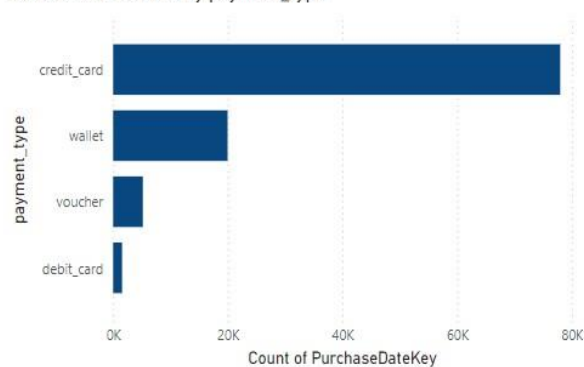
TOP 5 City by Sales Value



TOP 10 Average of Price by Product Category



Number of Purchase by payment_type

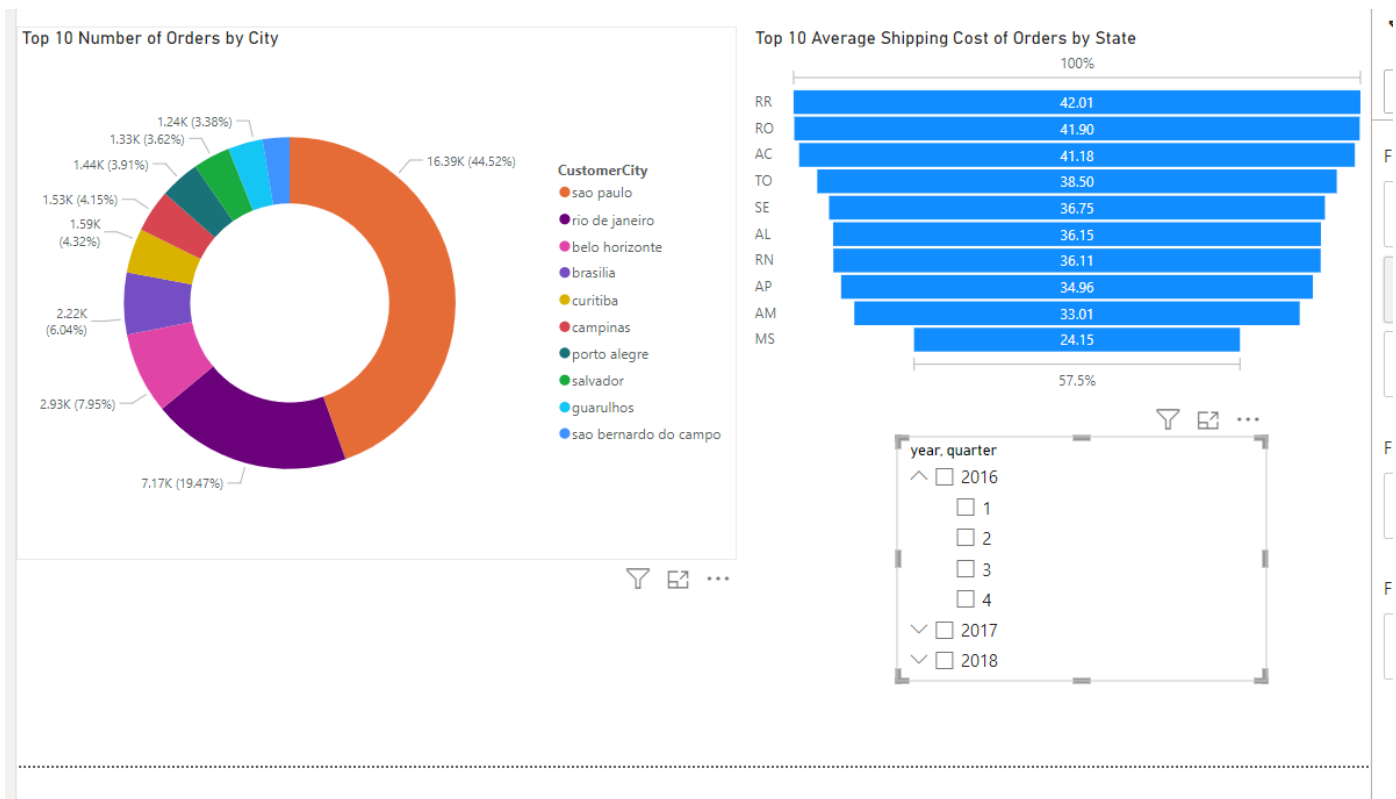


year, quarter

- ✓ ☐ 2016
- ✓ ☐ 2017
- ✓ ☐ 2018

year, quarter

- ✓ ☐ 2016
- ✓ ☐ 2017
- ✓ ☒ 2018



GENERAL CONCLUSIONS:

This dashboard provides for both Sales Analysts and Marketing Managers by highlighting sales performance, purchasing behavior, and shipping costs. Sales Analysts can see that São Paulo leads in both sales value (50.88%) and order volume, followed by cities like Rio de Janeiro and Belo Horizonte, which helps focus sales efforts. The analysis also shows that credit cards are the most popular payment method, indicating customer preferences. For Marketing Managers, the dashboard reveals that computers and small appliances have the highest average prices, which can influence pricing and promotional strategies. Additionally, it highlights that states like Roraima and Rondônia have the highest average shipping costs, important for optimizing shipping strategies and managing profitability. Overall, these visualizations help in making informed strategic decisions by identifying top-performing regions, popular product categories, preferred payment methods, and high shipping cost areas.