

Executive Summary

Brittany Hancock

Project 9: Executive Decision Support Dashboard

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Dashboard Design Summary

This multipage dashboard was designed to give executives quick views and access to product sales data. In Week 8, I created a single-page Product Mix Overview executive dashboard, and that helped me decide to extend the same story into a multipage version. I built the Executive Overview as the home page so executives can get an at-a-glance understanding of total sales, total orders, the top-selling category, and the number of unique products sold. These metrics show the overall scale of activity and reveal that bikes carry almost the entire weight of the dataset. This view can give executives ideas for enhancing, extending, or modifying KPIs, as well as for creating drill-through pages.

I created the Product Mix Overview to show how each category is performing, supported by a slicer to adjust the view by year. Below that, I used the monthly sales trend by category to show the distribution of sales over time in relation to the overall totals. I created the Product Profitability page to show profit by category and by subcategory, so executives can see where profit is coming from. I added the Top Products Overview to show the top products by profit, the average profit by category, and the total profit by category. These pages, together, show how the products are moving through sales and into profit. I kept the layout simple, easy to understand, and clear by using white space, consistent visual placement, and navigation buttons. I used a bikes-only view as the filtered bookmark because bikes are the top-selling category, and comparing that view to the overall totals shows the impact of the category on sales and orders. The dashboard is interactive and lets the user hover and click for exact values and filtered views. If someone had 15 seconds to look at this dashboard, I would want them to see that it provides a high-level view of product movement in sales and profit, and that it can be extended, drilled into, expanded, and shaped into many different forms to support clear, data-driven decisions.