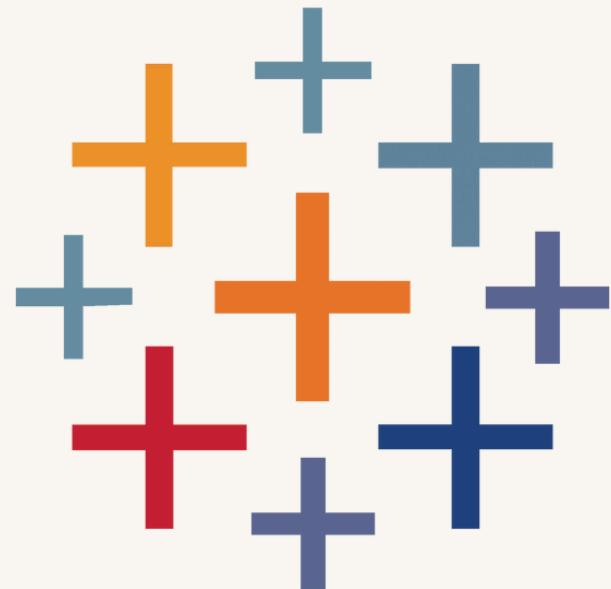




# **FINAL PROJECT**

## Transaction Monitoring Dashboard

Presented By Faridz Salman Al Parissy



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Tableau

# Dashboard Objective

To **develop insightful** data visualizations and **create a comprehensive dashboard** that enables Superstore Commerce's CEO to gain a **clear understanding of the company-wide business performance**. This initiative will specifically support **this year's Objectives and Key Results (OKR)** focused on improving transaction performance.

## Who is the user of dashboard?

The primary user of this dashboard is the **CEO** of Superstore Commerce, who requires a **high-level overview** of the company's performance to **make strategic decisions**. (e.g., sales managers, marketing team).

## Why do the user need the dashboard?

- To gain better awareness about important metrics and its progress through time.
- To gradually make informed and precise strategic decision based on current performance
- To achieve this year's transaction main OKR

## How does the user use it?

The CEO will use the dashboard to quickly grasp the "big picture" of company performance. They can drill down into specific metrics or segments for deeper analysis, identify areas needing attention, and track the impact of implemented strategies. Other stakeholders may use the dashboard for more granular analysis within their respective areas.

# Data Overview

All data use after\_discount and is\_valid = 1



Total Customer  
**2864**



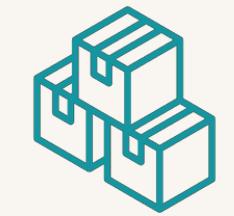
Total Revenue  
**Rp 3,67 Miliar**



Total Orders  
**3955**



Net Profit  
**Rp 820 Juta**



Total Quantity  
**8307**



Average Order Value  
**Rp 927,326.25**

# Question/Task

Dear Data Analyst,

Following up on yesterday's joint meeting, we will create a dashboard to monitor and evaluate sales achievements each month. The dashboard will consist of 2 pages

Page 1:

The marketing team wants to see the development of the campaign in 2022, what will the trend be like? An explanation and the call to action is provided so that the team can make a decision in the future.

Dashboard in the form of :

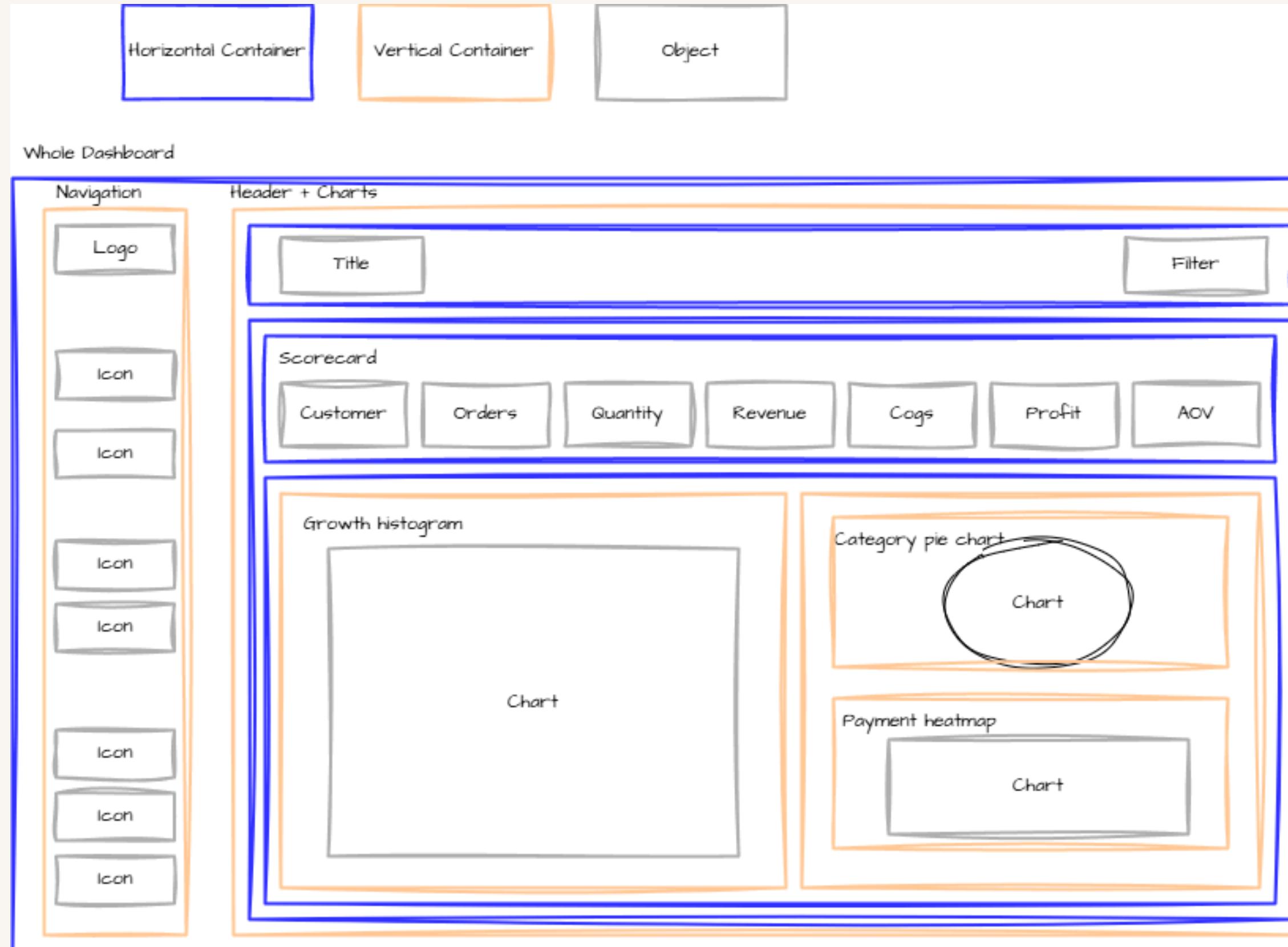
The relationship between Sales Value (After Discount), Net Profit, and AOV (Average Order Value).

Page 2 :

The dashboard can show :

1. The table contains: Product Name, Categories, Before Discount, After Discount, Net Profit, Quantity, Customer (unique value).
2. There are slicers: Order Date, Category, Value Transaction, Payment.
3. Scorecard : Before Discount, After Discount, Net Profit, Quantity, Customer (unique value), AOV

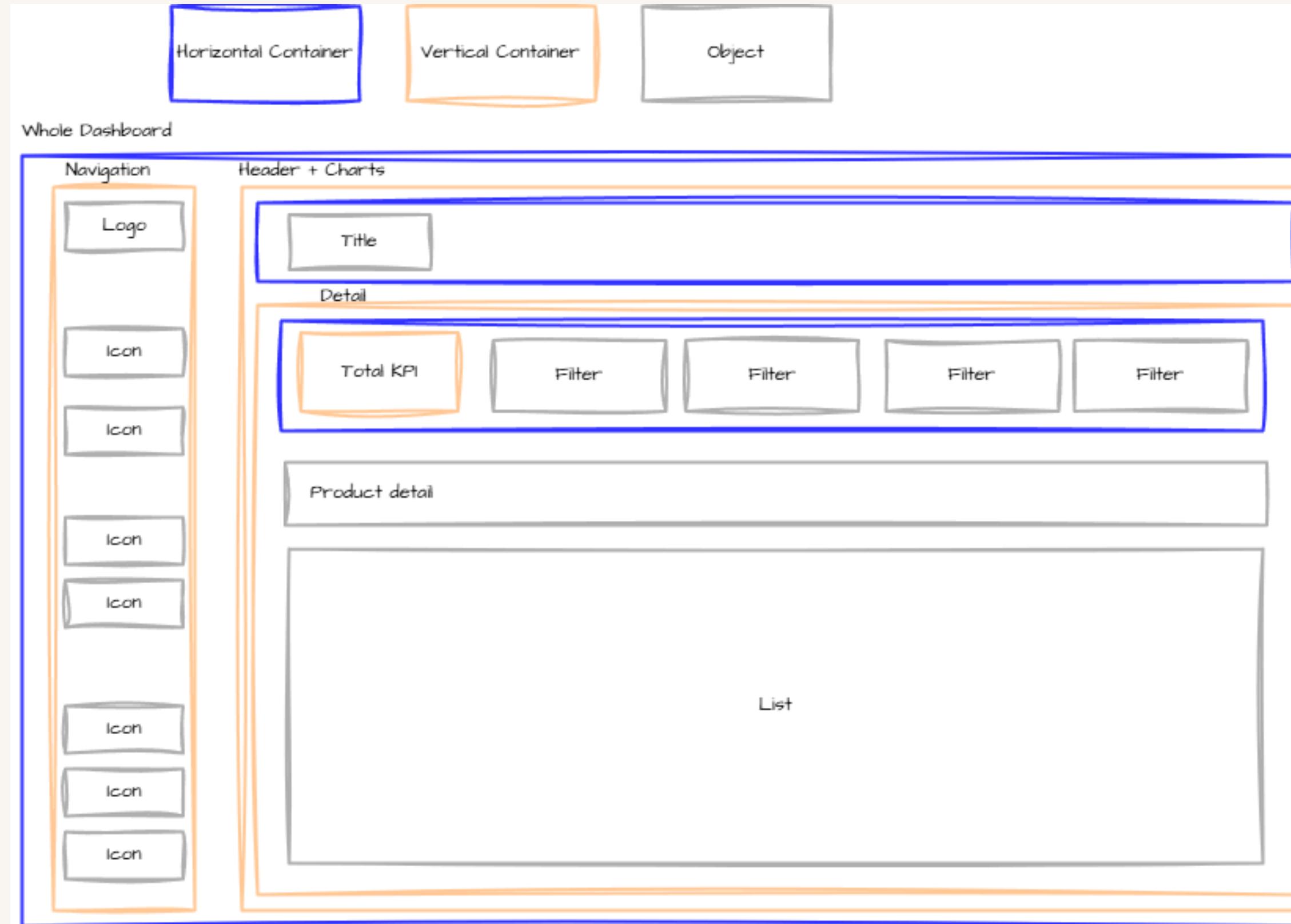
# Design Layout Dashboard | Page 1



## Layouting Dashboard

To improve organization and clarity, we will utilize containers to separate and section each dashboard. Our first step is creating a **Sales Performance Dashboard**. This dashboard will highlight the most critical aspects of the existing data, enabling users to quickly grasp key performance indicators and translate that information into concrete actions.

# Design Layout Dashboard | Page 2



## Layouting Dashboard

To enhance clarity and organization, we'll utilize containers to segment the dashboard effectively. Our initial focus is developing a **Product Detail section**. This section will empower users to quickly grasp the most critical aspects of the available data. Specifically, this dashboard will present comprehensive information about the selected product, aiming to foster a deep understanding and facilitate informed decision-making.

# Dashboard Development | Creating Filters

Select Year	Change Period	Month	Weekday and W..	Category	Is Valid Status
2022	Months	(All)	(All)	(All)	(All)

Edit Parameter [Select Year]

Name	Select Year		
Properties			
Data type	Integer	Display format	2.022
Current value	2022	Value when workbook opens	Current value
Allowable values	<input type="radio"/> All <input checked="" type="radio"/> List <input type="radio"/> Range		
Value	Display As		
2.021	2021		
2.022	2022		
Click to add			
<input type="button" value="Add values from ▾"/>			
<input type="button" value="Remove Selected"/>			
<input type="button" value="Cancel"/> <input type="button" value="OK"/>			

Edit Parameter [Change Period]

Name	Change Period		
Properties			
Data type	String	Display format	Months
Current value	Months	Value when workbook opens	Current value
Allowable values	<input type="radio"/> All <input checked="" type="radio"/> List <input type="radio"/> Range		
Value	Display As		
Quarters	Quarters		
Months	Months		
Click to add			
<input type="button" value="Add values from ▾"/>			
<input type="button" value="Remove Selected"/>			
<input type="button" value="Cancel"/> <input type="button" value="OK"/>			

## Calculated Fields: Month

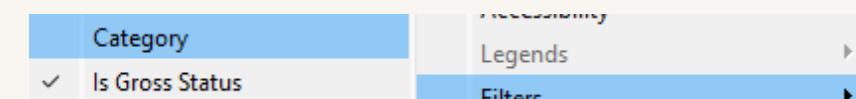
```
CASE [Change Period]
WHEN 'Months' THEN LEFT(DATENAME('month',
[Order Date]),3)
WHEN 'Quarters' THEN 'Q' + STR(DATEPART('quarter',
[Order Date])) END
```

## Calculated Fields: Weekday and Weekend

```
IF DATEPART('weekday', [Order Date]) IN (1,7) THEN
'Weekend' ELSE 'Weekday' END
```

**Calculated Fields:**  
**Is Valid Status**

```
IF [Is Valid] = 0 THEN "Not Valid" ELSE
"Valid" END
```



Create Parameters Year and Change Period

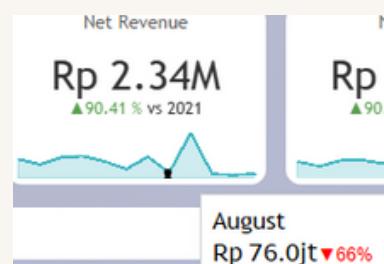
# Dashboard Development | Creating Scorecard



Current Year on dashboard = 2022

## Total Customer, Orders, & Quantity

- **COUNTD** Customer ID (Customer), **COUNTD** Orders ID (Orders), **SUM** Quantity (Quantity) as Measures.
- To visualize the number, the measures were dragged to the Text Marks.
- The data has been ensured as numeric (whole)
- **Growth percentage** were added as differentiator for prior year.
- **Line and Area charts** added to see the differences in each month.



## Total Revenue, Cogs, Profit & AOV

- **SUM** After Discount (Revenue), **SUM** Cogs (Cogs) as Measures.
- The measures uses LOD Calculated Field, to get Net Profit and Average Order Values
- Rest of the steps are similar to the total customers, orders, and quantity.

### Calculated Fields: Net Profit

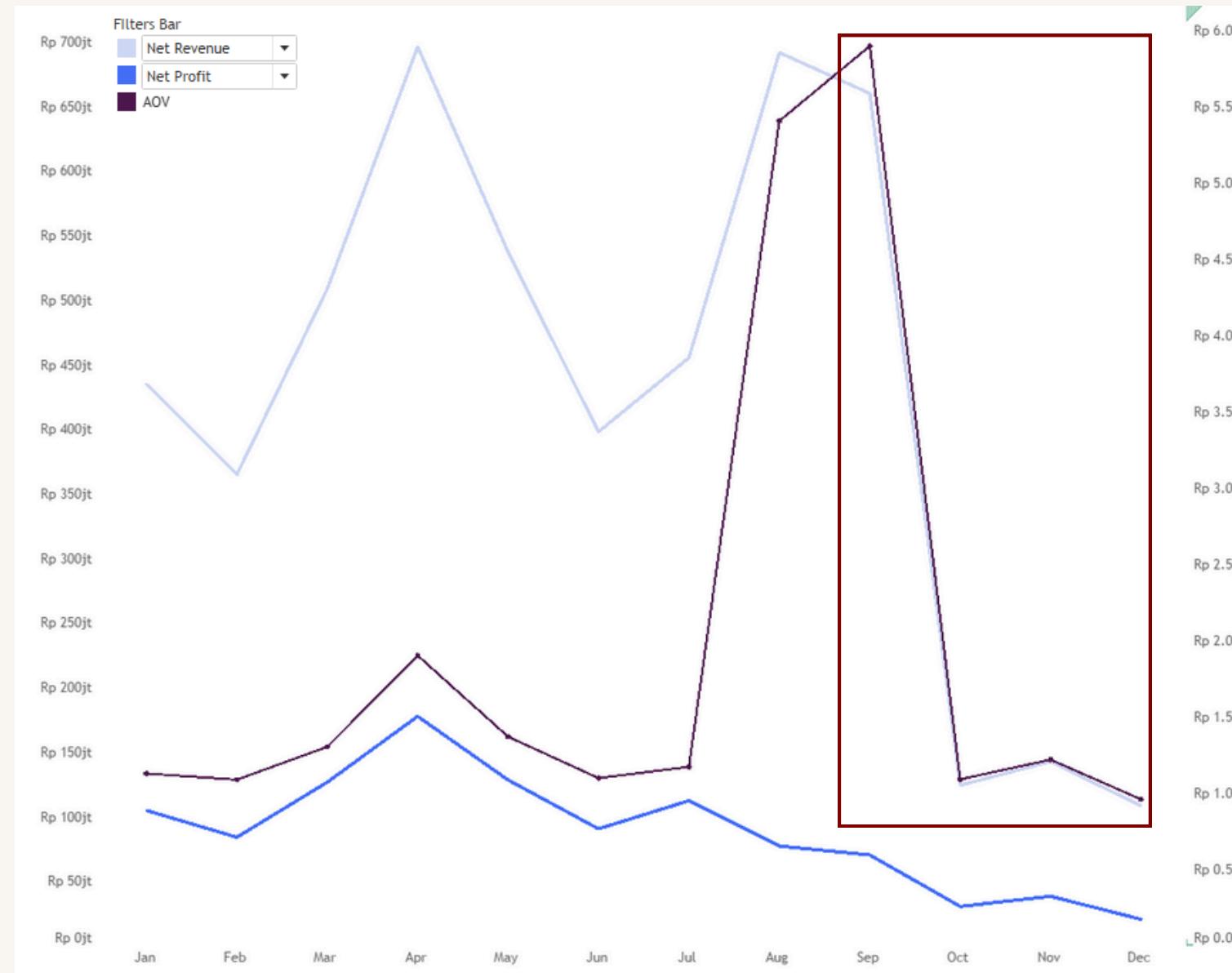
```
SUM(IF YEAR([Order Date]) = [Select Year]
    THEN [After Discount] - [Net Cogs]
    END)
```

### Calculated Fields: Average Order Value

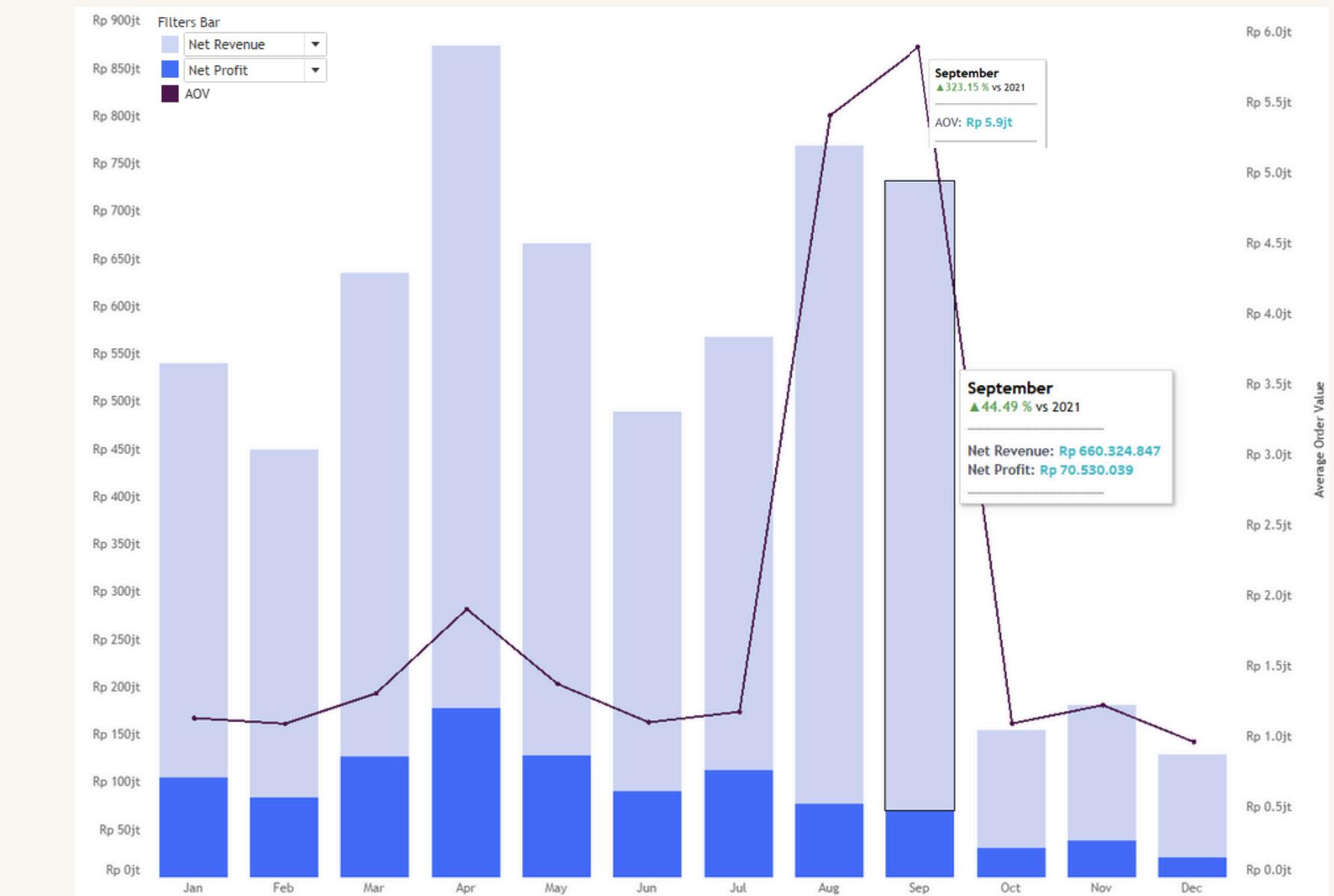
```
SUM(IF YEAR([Order Date]) = [Select Year]
    THEN [After Discount] END) /
COUNTD(IF YEAR([Order Date]) = [Select Year] THEN [Order Id] END)
```

# Dashboard Development | Creating Charts

## Net Revenue vs Net Profit vs AOV (Three - Lines)



## Net Revenue vs Net Profit vs AOV (Bar - Lines and one lines)

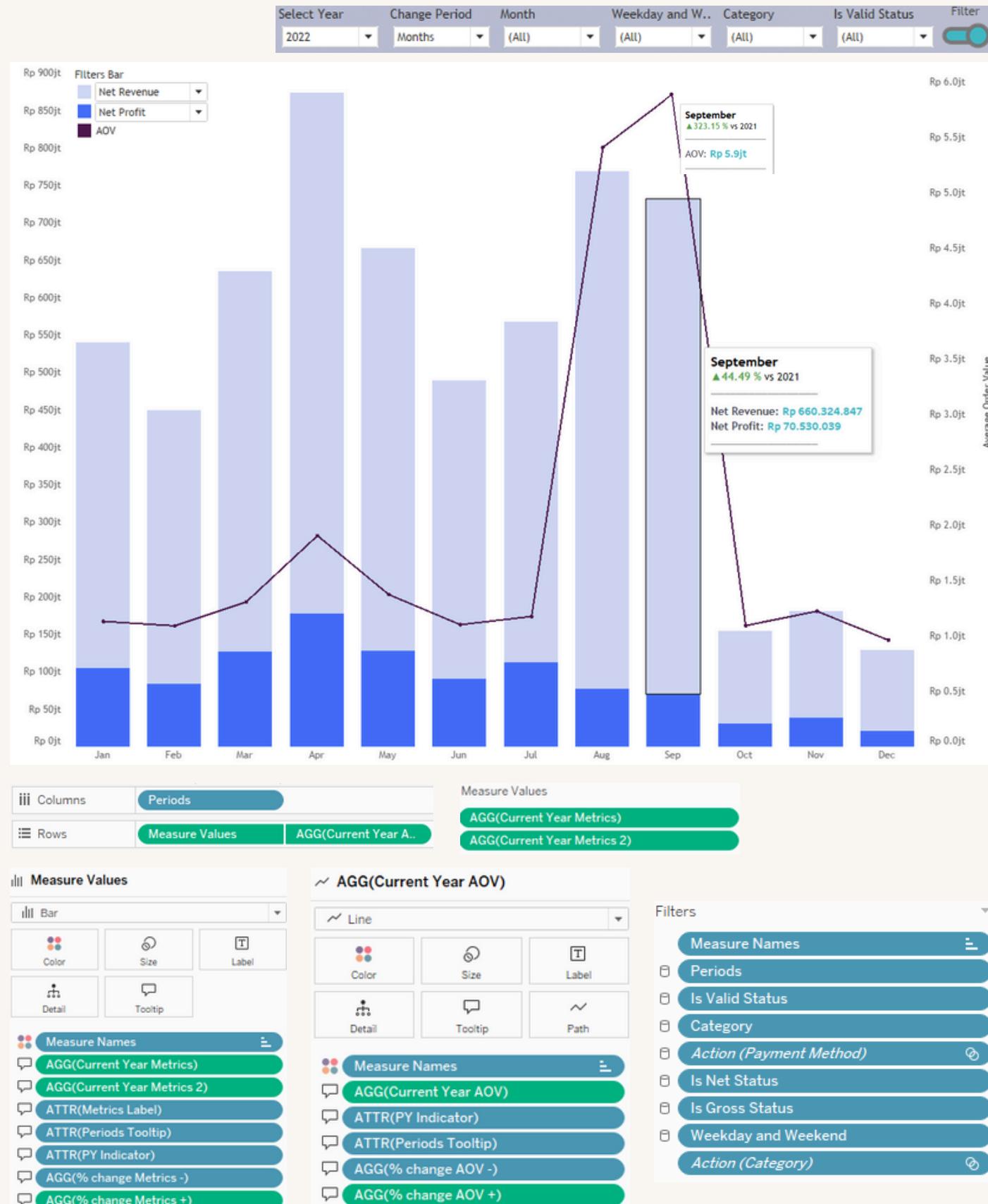


 Hard to distinguish both measures' line

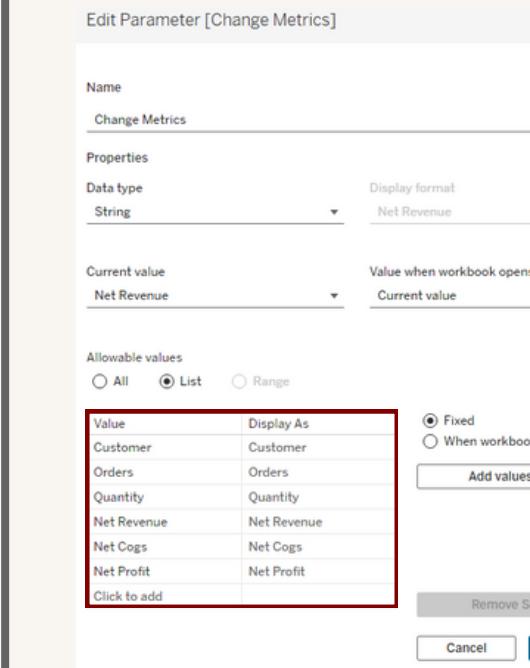
 Easier to identify difference

# Dashboard Development

## Creating Charts



## Steps



- Create two parameters named **Change Metric** and **Change Metric 2**, which include all Scorecards. The purpose is to allow comparison of two bar charts with different values.
- Create a LOD named **Current Year Metrics** that includes a scorecard for the purpose of displaying the current year's results. Also, create a **Prior Year Metrics** to display the previous year's results.

### Calculated Fields: Current Year Metrics

```
ZN(CASE [Change Metrics] WHEN 'Orders' THEN [Prior Year Orders] WHEN 'Quantity' THEN [Prior Year Quantity] WHEN 'Net Revenue' THEN [Prior Year Net Revenue] WHEN 'Net Cogs' THEN [Prior Year Net Cogs] WHEN 'Net Profit' THEN [Prior Year Net Profit] END)
```

- Set calculated fields **Measure Values** (Current Year Metrics & Current Year Metrics 2)
- Arrange dual axis on **AGG(Current Year AOV)**
- Change **Measure Values** to Bar Chart and **AOV** to Line Chart
- Set Tooltip to be more interactive with the chart

### Tooltip Measure Values

```
<ATTR(Periods Tooltip)>
<AGG(% change Metrics -)><AGG(% change Metrics +)><ATTR(PY Indicator)>
<Parameters.Change Metrics><ATTR(Metrics Label)>
<AGG(Current Year Metrics)>
<Parameters.Change Metrics 2><ATTR(Metrics Label 2)>
<AGG(Current Year Metrics 2)>
```

Using combo **line chart (two line)** has been tried, and it is **not recommended** in this case due to near similar value that hinder its readability when showed in smaller size.

It is clearer to read the chart using the **combo bar-line chart**. Number and Month format has also been adjusted.

### Calculated Fields: Current Year Metrics

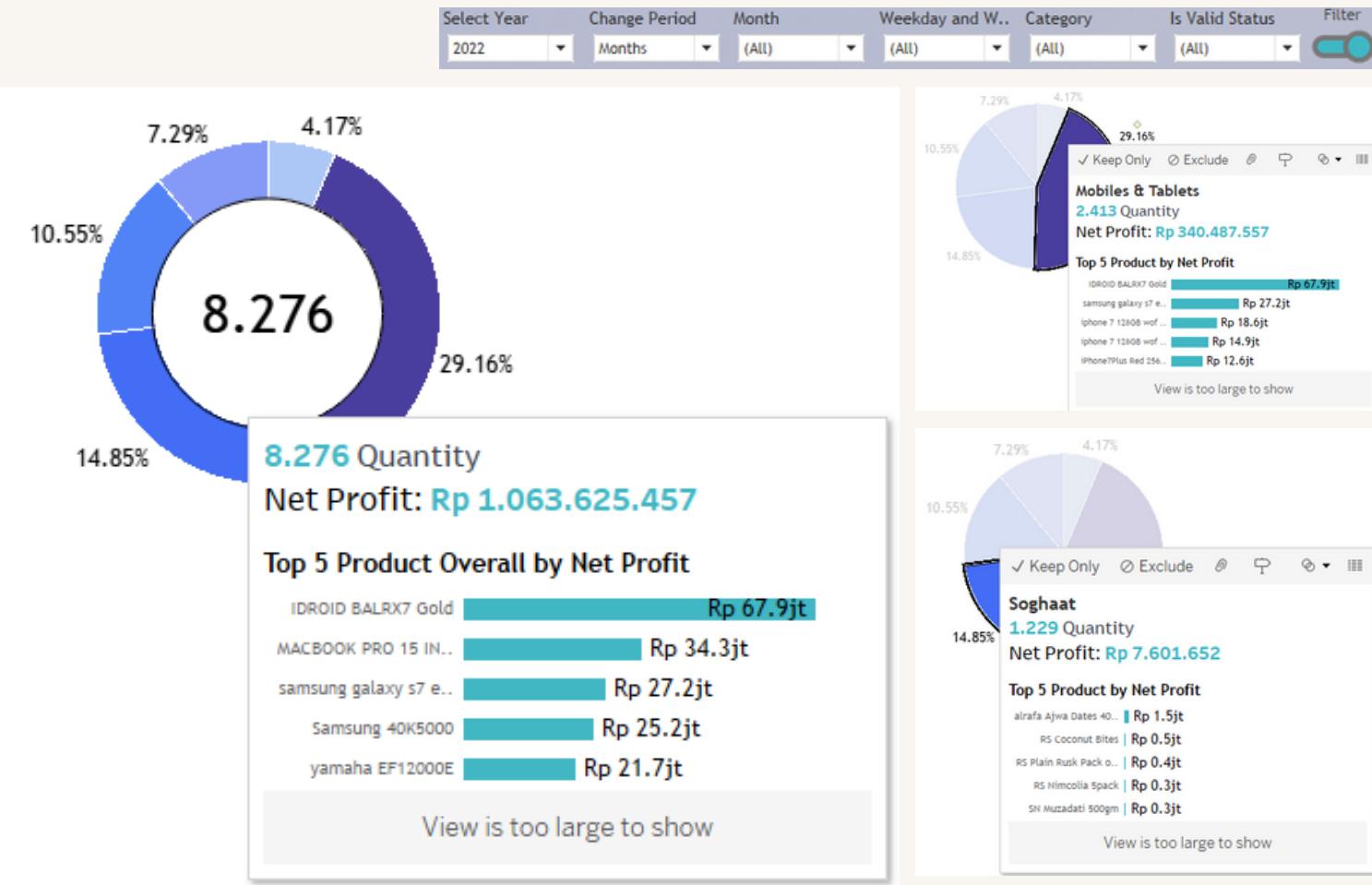
```
ZN(CASE [Change Metrics] WHEN 'Orders' THEN [Prior Year Orders] WHEN 'Quantity' THEN [Prior Year Quantity] WHEN 'Net Revenue' THEN [Prior Year Net Revenue] WHEN 'Net Cogs' THEN [Prior Year Net Cogs] WHEN 'Net Profit' THEN [Prior Year Net Profit] END)
```

### Tooltip AOV

```
<ATTR(Periods Tooltip)>
<AGG(% change AOV -)><AGG(% change AOV +)> <ATTR(PY Indicator)>
AOV: <AGG(Current Year AOV)>
```

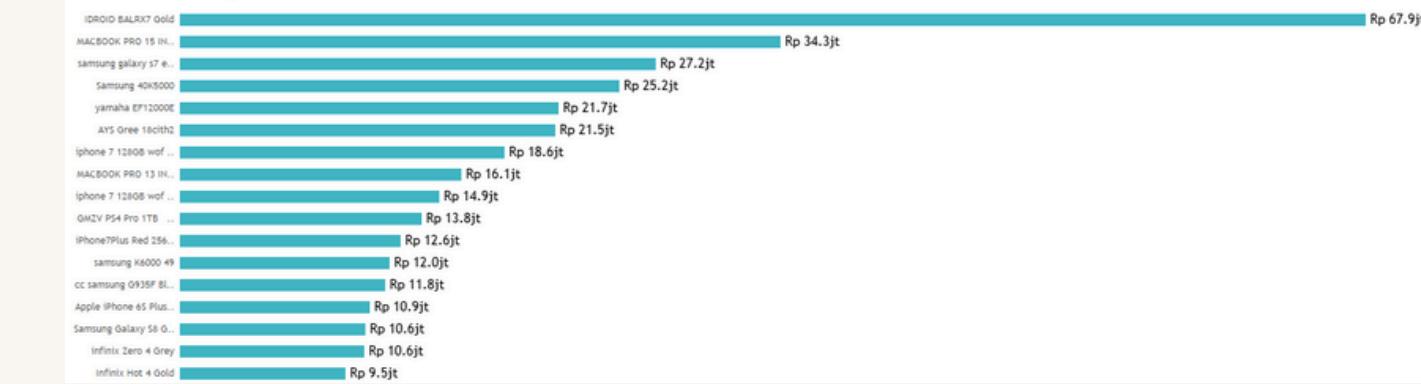
# Dashboard Development

## Creating Sunburst Chart

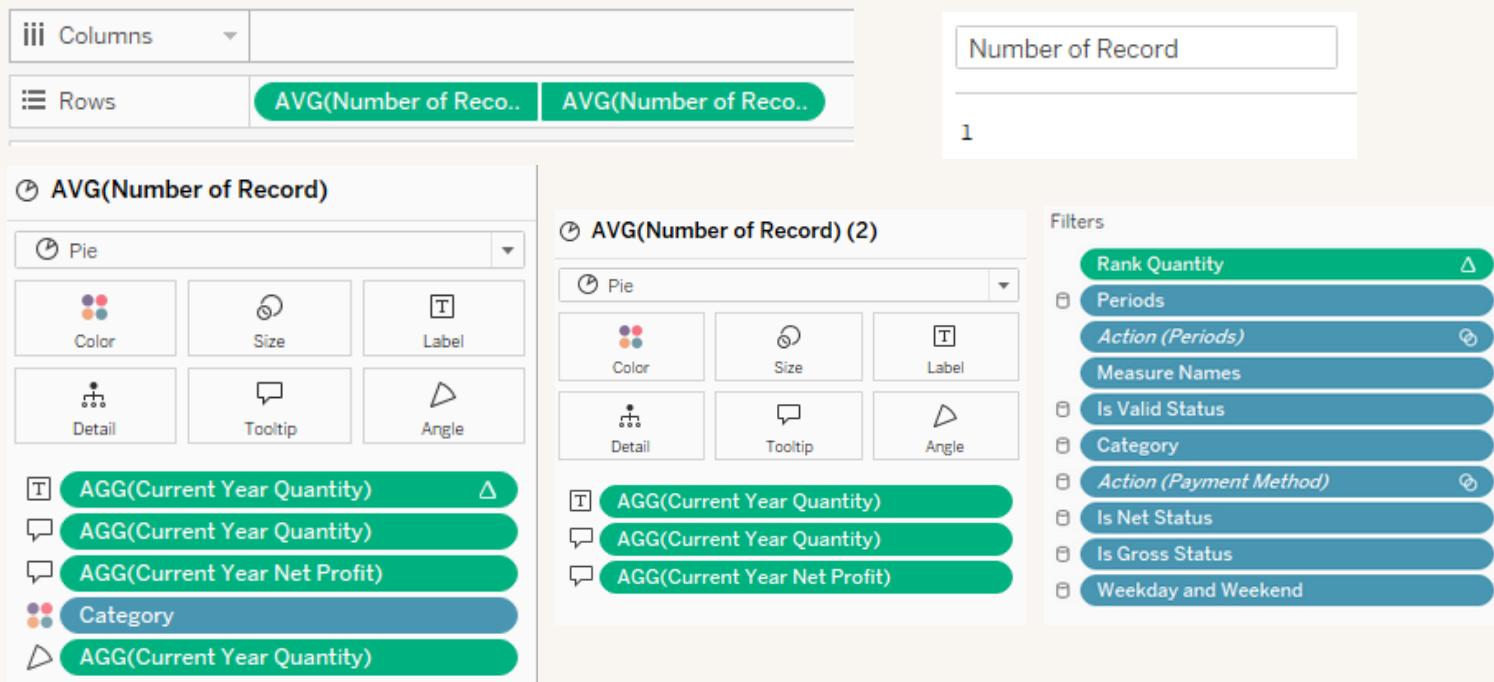


## Steps

### Sun Burst Tooltip



- Create a new sheet named **Sunburst Tooltip** containing the top 5 products from each selected category and sorted by **Net Profit**.
- Create a calculated column called **Number of Records** with an average value of 1 (to keep the pie chart filled in the sheet).
- Arrange dual-axis to **Number of Records**, with Hierarchy two for categories.
- To visualize the number, the measures were dragged to the Text Marks and set to Percent of Total
- Change all to Pie Chart
- Set Tooltip to be more interactive with the chart



### Tooltip Sunburst 1

<AGG(Current Year Quantity)> Quantity  
Net Profit: <AGG(Current Year Net Profit)>

#### Top 5 Product Overall by Net Profit

<Sheet name="Sun Burst Tooltip" maxwidth="300" maxheight="105"  
filter="<Category>">

### Tooltip Sunburst 2

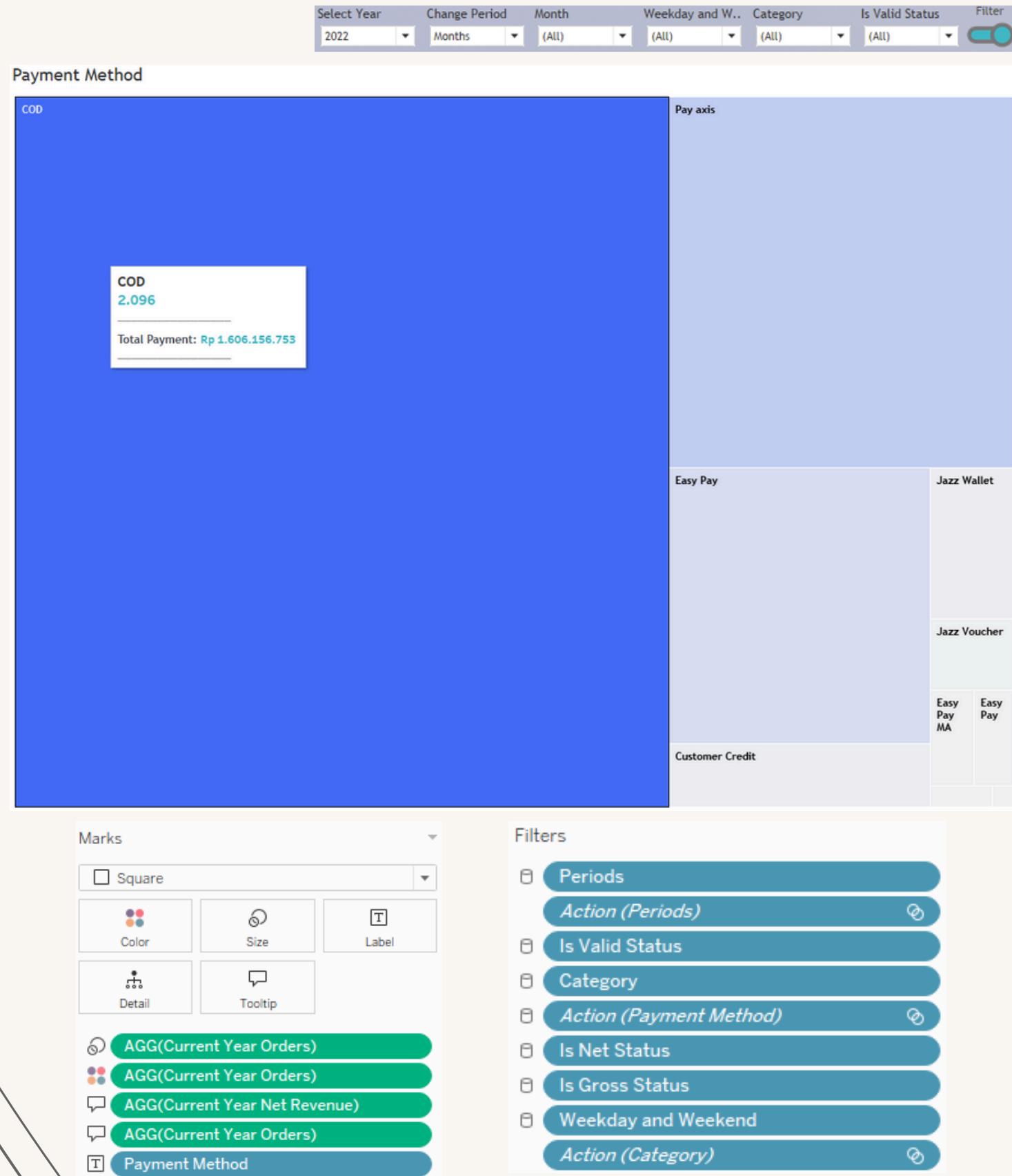
<Category>  
<AGG(Current Year Quantity)> Quantity  
Net Profit: <AGG(Current Year Net Profit)>

#### Top 5 Product by Net Profit

<Sheet name="Sun Burst Tooltip" maxwidth="300" maxheight="105"  
filter="<Category>">

# Dashboard Development

## Creating Heatmap Chart



### Steps

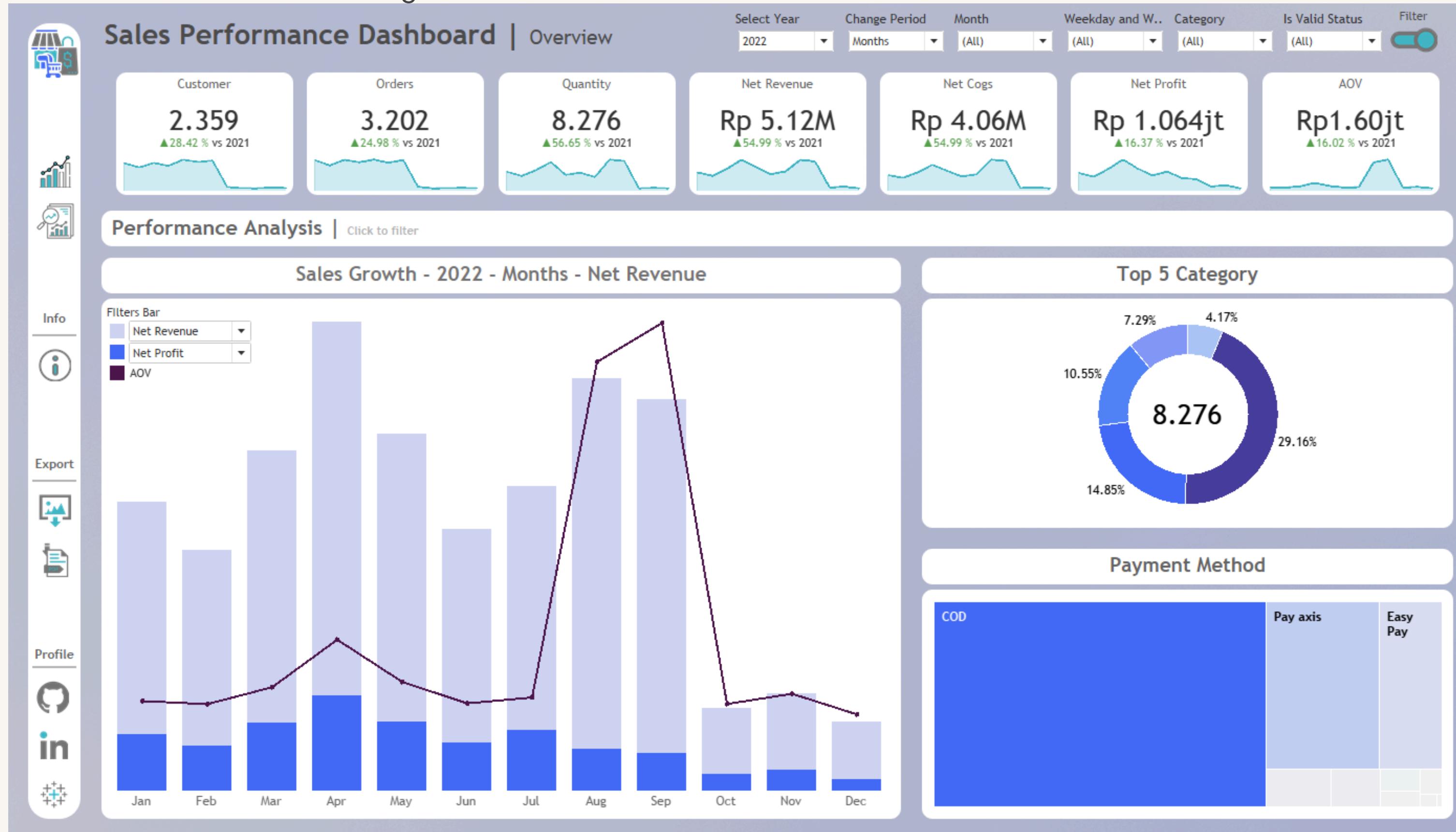
- To visualize the **Payment Method**, the dimension were dragged to the Text Marks
- Change the Marks Type to Automatic or Square
- Adjust the color to differentiate payment
- Set Tooltip to be more interactive with the chart

#### <Payment Method>

<AGG(Current Year Orders)>

Total Payment: <AGG(Current Year Net Revenue)>

# Final Dashboard | Page 1



## DASHBOARD TITLE

Embody the dashboard type for executive level

### Filter for this sheet

Change Year and Period to Months/Quarter

Select Year

2022

Months

(All)

Weekday and W...

(All)

Category

(All)

Is Valid Status

(All)

Filter

### Filter for all sheet

Change Weekday or Weekend CEO often checks business health in weekday/weekend basis

Change Month/Quarter CEO often checks business health in month/quarter basis

Change Category

Change customers who have made payments or have not made payments

### Filter button

Hide and show filter buttons

### Scorecard

Find quick insights from metrics with prior year's growth comparison

### Sunburst Chart

Displays two main hierarchies. The first hierarchy shows the big picture, while the second hierarchy provides details of the categories and the highest-profitable products in each category. Each metric is clearly calculated and can be explored further for deeper insights.

8.276 Quantity

Net Profit: Rp 1.063.625.457

Top 5 Product Overall by Net Profit

IDROID BALRX7 Gold	Rp 67.9jt
MACBOOK PRO 15 IN..	Rp 34.3jt
samsung galaxy s7 e..	Rp 27.2jt
Samsung 40K500	Rp 25.2jt
yamaha EF1200E	Rp 21.7jt

View is too large to show

### Payment Method

COD

2.096

Total Payment: Rp 1.606.156.753

Pay axis

Easy Pay

### Heatmap Chart

Deep insights and exploration. The calculation of each metric is clearly visible on each chart, making it easier to analyze the data more comprehensively.

### Overview Dashboard

Bring to overview dashboard



### Product Detail Dashboard

Bring to product detail dashboard



Metrics Change

### Dashboard Info

Provides information to people who access this dashboard



### Export Image or PDF

Export this sheet to Image or PDF



### Profile



All charts are interactive to provide more detailed information.

### Combinated Charts

Displays two metrics for the purpose of comparing one metric to another. Each metric is clearly calculated and can be explored further for deeper insights.

# Dashboard Development | Creating List

Sku Name	Category	Total Customer	Quantity	Price	Before Discount	Discount %	Discount Amount	After Discount	Net Cogs	Net Profit
IDROID BALRX7 Gold	Mobiles & Tablets	2	2,000	1,037,504	1,037,504,000	0.00%	0	1,037,504,000	969,644,000	67,860,000
samsungGALAXY S ..	Mobiles & Tablets	17	41	89,463,956	188,106,238	5.00%	440,800	187,665,438	159,040,640	28,624,798
MACBOOK PRO 15 I..	Computing	9	13	136,300,000	177,190,000	0.00%	0	177,190,000	113,401,600	63,788,400
iphone 7 128GB wo..	Mobiles & Tablets	23	23	130,456,732	130,456,732	1.02%	58,000	130,398,732	111,890,584	18,508,148
Apple iPhone 6S PL..	Mobiles & Tablets	22	26	120,528,640	129,997,720	0.00%	0	129,997,720	98,478,432	31,519,288
iphone 7 128GB wo..	Mobiles & Tablets	21	21	118,927,086	118,927,086	0.00%	0	118,927,086	99,475,278	19,451,808
samsung K6000 49	Entertainment	13	20	103,887,280	103,887,280	0.00%	0	103,887,280	75,202,800	28,684,480
GMZV PS4 Pro 1TB ..	Entertainment	6	30	18,417,320	91,685,240	0.00%	0	91,685,240	77,845,860	13,839,380
infinix Zero 4 Grey	Mobiles & Tablets	14	67	22,677,014	89,374,114	0.00%	0	89,374,114	77,754,974	11,619,140
samsung galaxy s7 ..	Mobiles & Tablets	9	16	54,984,000	88,044,000	0.00%	0	88,044,000	60,830,400	27,213,600
Apple iPhone 6 Plus..	Mobiles & Tablets	10	13	63,219,420	82,185,246	0.00%	0	82,185,246	69,857,346	12,327,900
Huawei Mate 8 Wit..	Mobiles & Tablets	3	22	11,135,826	81,662,724	0.00%	0	81,662,724	72,679,684	8,983,040
Apple iPhone 6S 12..	Computing	8	12	63,219,420	75,863,304	0.00%	0	75,863,304	50,828,184	25,035,120
AYS Gree 18cith2	Appliances	14	17	67,447,040	71,662,480	0.00%	0	71,662,480	50,163,736	21,498,744
Samsung 40K5000	Entertainment	2	25	8,489,982	71,527,862	0.00%	0	71,527,862	46,356,500	25,171,362
MACBOOK PRO 13 I..	Computing	7	8	60,900,000	69,600,000	0.00%	0	69,600,000	43,848,000	25,752,000
Lenovo Zuk	Mobiles & Tablets	2	35	3,943,884	69,017,970	0.00%	0	69,017,970	44,860,970	24,157,000
iphone 7 32gb wof ..	Mobiles & Tablets	11	14	58,705,048	68,522,650	0.00%	0	68,522,650	59,177,748	9,344,902
iPhone7Plus Red 25..	Mobiles & Tablets	10	10	64,876,480	64,876,480	15.46%	1,002,812	63,873,667	51,252,280	12,621,387
Apple iPhone 6 (12..	Mobiles & Tablets	9	11	50,372,478	61,566,362	0.00%	0	61,566,362	40,017,912	21,548,450

iii Columns  Rows

Measure Values

- AGG(Total Customer)
- SUM(Quantity)
- SUM(Price)
- SUM(Before Discount)
- SUM(Discount %)
- SUM(Discount Amount)
- SUM(After Discount)
- SUM(Net Cogs)
- SUM(Net Profit)

Marks

- Automatic
- Color
- Size
- Text
- Detail
- Tooltip
- Measure Values

Filters

- Is Valid Status
- Periods
- Category
- Measure Names
- Action (Payment Method)
- Sku Name
- Is Net Status
- Is Gross Status
- YEAR(Order Date)
- Weekday and Weekend
- SUM(Before Discount)
- SUM(Discount %)
- SUM(Net Profit)

## Steps

- Sort **Sku Name** and **Category** in descending order from **Before Discount**
- To visualize the number, the **Measure Value** were dragged to the **Text Marks**
- Change marks to **Text**
- Remove Tooltip

Sort [Sku Name]

Sort By

Sort Order  Ascending  Descending

Field Name

Aggregation

Sort [Category]

Sort By

Sort Order  Ascending  Descending

Field Name

Aggregation

# Final Dashboard | Page 2

**Sales Performance Dashboard | Select an order to filter**

**Product Detail**

Sku Name	Category	Total Customer	Quantity	Price	Before Discount	Discount %	Discount Amount	After Discount	Net Cogs	Net Profit
IDROID BALRX7 Gold	Mobiles & Tablets	2	2,000	1,037,504	1,037,504,000	0.00%	0	1,037,504,000	969,644,000	67,860,000
samsungGALAXY S ..	Mobiles & Tablets	17	41	89,463,956	188,106,238	5.00%	440,800	187,665,438	159,040,640	28,624,798
MACBOOK PRO 15 I..	Computing	9	13	136,300,000	177,190,000	0.00%	0	177,190,000	113,401,600	63,788,400
iphone 7 128GB wo..	Mobiles & Tablets	23	23	130,456,732	130,456,732	1.02%	58,000	130,398,732	111,890,584	18,508,148
Apple iPhone 6S Pl..	Mobiles & Tablets	22	26	120,528,640	129,997,720	0.00%	0	129,997,720	98,478,432	31,519,288
iphone 7 128GB wo..	Mobiles & Tablets	21	21	118,927,086	118,927,086	0.00%	0	118,927,086	99,475,278	19,451,808
samsung K6000 49	Entertainment	13	20	103,887,280	103,887,280	0.00%	0	103,887,280	75,202,800	28,684,480
GMZV PS4 Pro 1TB ..	Entertainment	6	30	18,417,320	91,685,240	0.00%	0	91,685,240	77,845,860	13,839,380
infinix Zero 4 Grey	Mobiles & Tablets	14	67	22,677,014	89,374,114	0.00%	0	89,374,114	77,754,974	11,619,140
samsung galaxy s7 ..	Mobiles & Tablets	9	16	54,984,000	88,044,000	0.00%	0	88,044,000	60,830,400	27,213,600
Apple iPhone 6 Plus..	Mobiles & Tablets	10	13	63,219,420	82,185,246	0.00%	0	82,185,246	69,857,346	12,327,900
Huawei Mate 8 Wit..	Mobiles & Tablets	3	22	11,135,826	81,662,724	0.00%	0	81,662,724	72,679,684	8,983,040
Apple iPhone 6S 12..	Computing	8	12	63,219,420	75,863,304	0.00%	0	75,863,304	50,828,184	25,035,120
AYS Gree 18cith2	Appliances	14	17	67,447,040	71,662,480	0.00%	0	71,662,480	50,163,736	21,498,744
Samsung 40K5000	Entertainment	2	25	8,489,982	71,527,862	0.00%	0	71,527,862	46,356,500	25,035,120
MACBOOK PRO 13 I..	Computing	7	8	60,900,000	69,600,000	0.00%	0	69,600,000	43,848,000	25,035,120
Lenovo Zuk	Mobiles & Tablets	2	35	3,943,884	69,017,970	0.00%	0	69,017,970	44,860,970	24,157,000
iphone 7 32gb wof ..	Mobiles & Tablets	11	14	58,705,048	68,522,650	0.00%	0	68,522,650	59,177,748	9,944,902
iPhone7Plus Red 25..	Mobiles & Tablets	10	10	64,876,480	64,876,480	15.46%	1,002,812	63,873,667	51,252,280	12,327,900
Apple iPhone 6 (12..	Mobiles & Tablets	9	11	50,372,478	61,566,362	0.00%	0	61,566,362	40,017,912	21,498,744
yamaha EF12000E	Appliances	2	2	55,564,000	55,564,000	0.00%	0	55,564,000	33,894,040	21,498,744
Apple MacBook Air ..	Computing	6	7	53,592,000	53,592,000	0.00%	0	53,592,000	35,370,720	18,508,148
Apple iPhone 6S Pl..	Mobiles & Tablets	10	10	53,359,420	53,359,420	0.00%	0	53,359,420	43,656,020	9,944,902
voucher Others	Others	2	3	52,200,000	52,200,000	0.00%	0	52,200,000	46,980,000	5,564,000
MACBOOK AIR 13 IN..	Computing	6	6	50,460,000	50,460,000	0.00%	0	50,460,000	30,276,000	20,191,380
iPhone SE 16GB	Mobiles & Tablets	1	16	3,140,758	50,252,128	0.00%	0	50,252,128	29,917,792	20,191,380
MACBOOK PRO 13 I..	Computing	5	6	44,892,000	44,892,000	0.00%	0	44,892,000	31,873,320	13,839,380
Apple iPhone 6 Plus..	Mobiles & Tablets	7	8	44,775,536	44,775,536	0.00%	0	44,775,536	27,760,656	17,005,120
Huawei P9 PLUS	Mobiles & Tablets	7	11	27,607,594	43,383,362	0.00%	0	43,383,362	28,632,802	14,035,120
Samsung 60InchesK..	Entertainment	2	3	28,419,884	42,629,826	0.41%	58,000	42,571,826	37,087,926	5,564,000
Apple iPhone 6 (64..	Mobiles & Tablets	5	10	21,197,028	42,462,322	3.00%	613,932	41,848,389	36,213,460	5,564,000

**Filter Hidden**

**Sales Performance Dashboard | Select an order to filter**

**Product Detail**

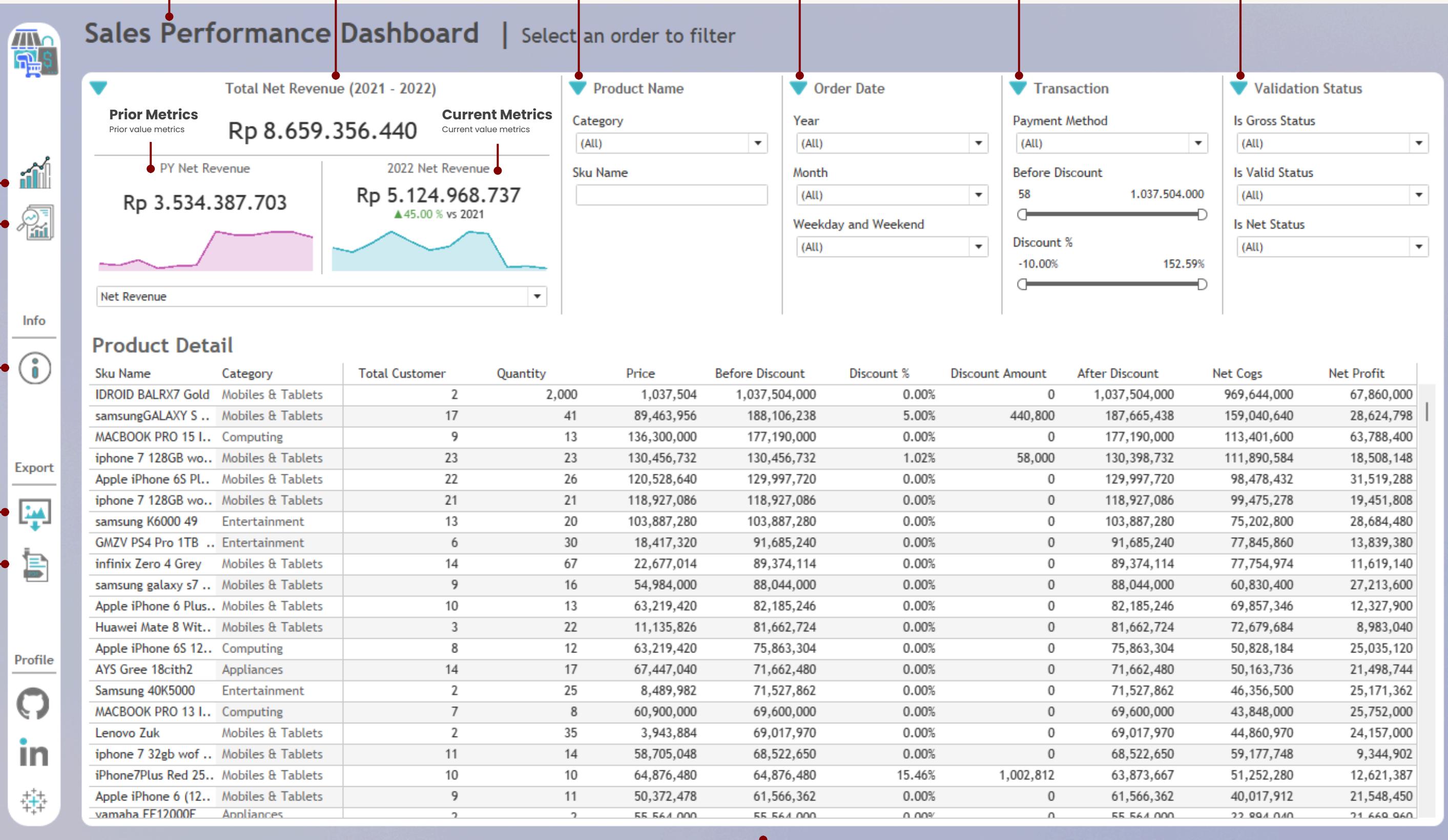
Sku Name	Category	Total Customer	Quantity	Price	Before Discount	Discount %	Discount Amount	After Discount	Net Cogs	Net Profit
IDROID BALRX7 Gold	Mobiles & Tablets	2	2,000	1,037,504	1,037,504,000	0.00%	0	1,037,504,000	969,644,000	67,860,000
samsungGALAXY S ..	Mobiles & Tablets	17	41	89,463,956	188,106,238	5.00%	440,800	187,665,438	159,040,640	28,624,798
MACBOOK PRO 15 I..	Computing	9	13	136,300,000	177,190,000	0.00%	0	177,190,000	113,401,600	63,788,400
iphone 7 128GB wo..	Mobiles & Tablets	23	23	130,456,732	130,456,732	1.02%	58,000	130,398,732	111,890,584	18,508,148
Apple iPhone 6S Pl..	Mobiles & Tablets	22	26	120,528,640	129,997,720	0.00%	0	129,997,720	98,478,432	31,519,288
iphone 7 128GB wo..	Mobiles & Tablets	21	21	118,927,086	118,927,086	0.00%	0	118,927,086	99,475,278	19,451,808
samsung K6000 49	Entertainment	13	20	103,887,280	103,887,280	0.00%	0	103,887,280	75,202,800	28,684,480
GMZV PS4 Pro 1TB ..	Entertainment	6	30	18,417,320	91,685,240	0.00%	0	91,685,240	77,845,860	13,839,380
infinix Zero 4 Grey	Mobiles & Tablets	14	67	22,677,014	89,374,114	0.00%	0	89,374,114	77,754,974	11,619,140
samsung galaxy s7 ..	Mobiles & Tablets	9	16	54,984,000	88,044,000	0.00%	0	88,044,000	60,830,400	27,213,600
Apple iPhone 6 Plus..	Mobiles & Tablets	10	13	63,219,420	82,185,246	0.00%	0	82,185,246	69,857,346	12,327,900
Huawei Mate 8 Wit..	Mobiles & Tablets	3	22	11,135,826	81,662,724	0.00%	0	81,662,724	72,679,684	8,983,040
Apple iPhone 6S 12..	Computing	8	12	63,219,420	75,863,304	0.00%	0	75,863,304	50,828,184	25,035,120
AYS Gree 18cith2	Appliances	14	17	67,447,040	71,662,480	0.00%	0	71,662,480	50,163,736	21,498,744
Samsung 40K5000	Entertainment	2	25	8,489,982	71,527,862	0.00%	0	71,527,862	46,356,500	25,035,120
MACBOOK PRO 13 I..	Computing	7	8	60,900,000	69,600,000	0.00%	0	69,600,000	43,848,000	25,035,120
Lenovo Zuk	Mobiles & Tablets	2	35	3,943,884	69,017,970	0.00%	0	69,017,970	44,860,970	24,157,000
iphone 7 32gb wof ..	Mobiles & Tablets	11	14	58,705,048	68,522,650	0.00%	0	68,522,650	59,177,748	9,944,902
iPhone7Plus Red 25..	Mobiles & Tablets	10	10	64,876,480	64,876,480	15.46%	1,002,812	63,873,667	51,252,280	12,327,900
Apple iPhone 6 (12..	Mobiles & Tablets	9	11	50,372,478	61,566,362	0.00%	0	61,566,362	40,017,912	21,498,744
yamaha EF12000E	Appliances	2	2	55,564,000	55,564,000	0.00%	0	55,564,000	33,894,040	21,498,744
Apple MacBook Air ..	Computing	6	7	53,592,000	53,592,000	0.00%	0	53,592,000	35,370,720	18,508,148
Apple iPhone 6S Pl..	Mobiles & Tablets	10	10	53,359,420	53,359,420	0.00%	0	53,359,420	43,656,020	9,944,902
voucher Others	Others	2	3	52,200,000	52,200,000	0.00%	0	52,200,000	46,980,000	5,564,000
MACBOOK AIR 13 IN..	Computing	6	6	50,460,000	50,460,000	0.00				

### DASHBOARD TITLE

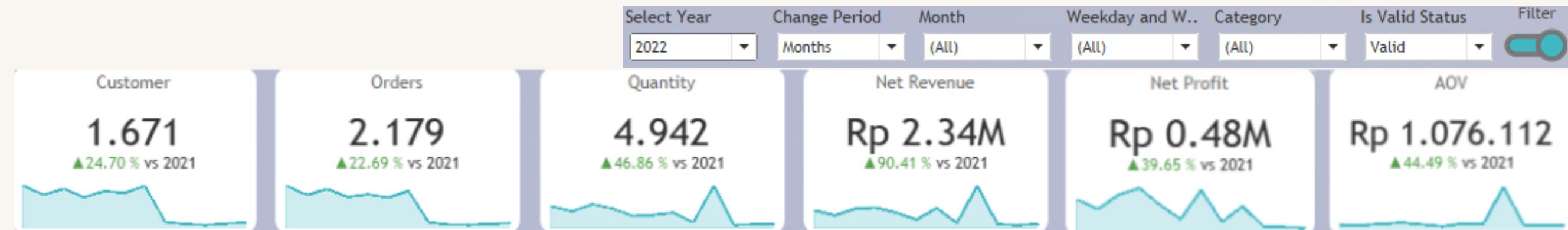
Embody the dashboard type  
for executive level

### Total Metrics

Total Metrics all years



This dashboard use **Is Valid Status** = **Valid**, who customer have made payments



- **Customer:** 1,671, with a growth of **24.70%** from 1,340.
- **Orders:** 2,179, with a growth of **22.69%** from 1,776.
- **Quantity:** 4,942, with a growth of **46.86%** from 3,365.

## Insight

Overall, business performance shows **strong growth** across key metrics. The significant **90.41% Revenue growth** and **46.86% increase in Quantity sold** indicate rising demand. Additionally, the **44.49% growth in AOV** suggests that customers are spending more per order, possibly due to price adjustments, bundling strategies, or changes in shopping behavior. Moving forward, strategies should focus on sustaining this growth trend by optimizing customer acquisition, enhancing retention, and analyzing key factors driving AOV improvements.

- **Revenue:** Rp 2.34M, with a growth of **90.41%** from Rp 1.32M.
- **Profit:** Rp 477jt, with a growth of **39.65%** from Rp 342jt.
- **Average Order Value:** Rp 1,076,112, with a growth of **44.49%** from Rp 744,779.

## Recommendation

1. **Targeted Marketing Campaigns:** Target potential customers with more relevant promotions.
2. **Evaluate Discount:** Re-evaluate promotions and discounts running. Focus on promotions that actually increase sales without reducing profits too much.
3. **Referral Programs:** Offer incentives for customers who successfully refer others to make purchases.
4. **Loyalty Programs:** Provide exclusive rewards or discounts for loyal customers to improve retention.
5. **Bundling Products:** Offer special pricing for bundled items to increase purchase volume.
6. **Minimum Purchase Discounts:** Provide discounts when customers reach a certain spending threshold.
7. **Optimize Operational Efficiency:** Ensure adequate inventory levels to meet the rising demand.

This dashboard use **Is Valid Status** = **Not Valid**, who customer have not made payments

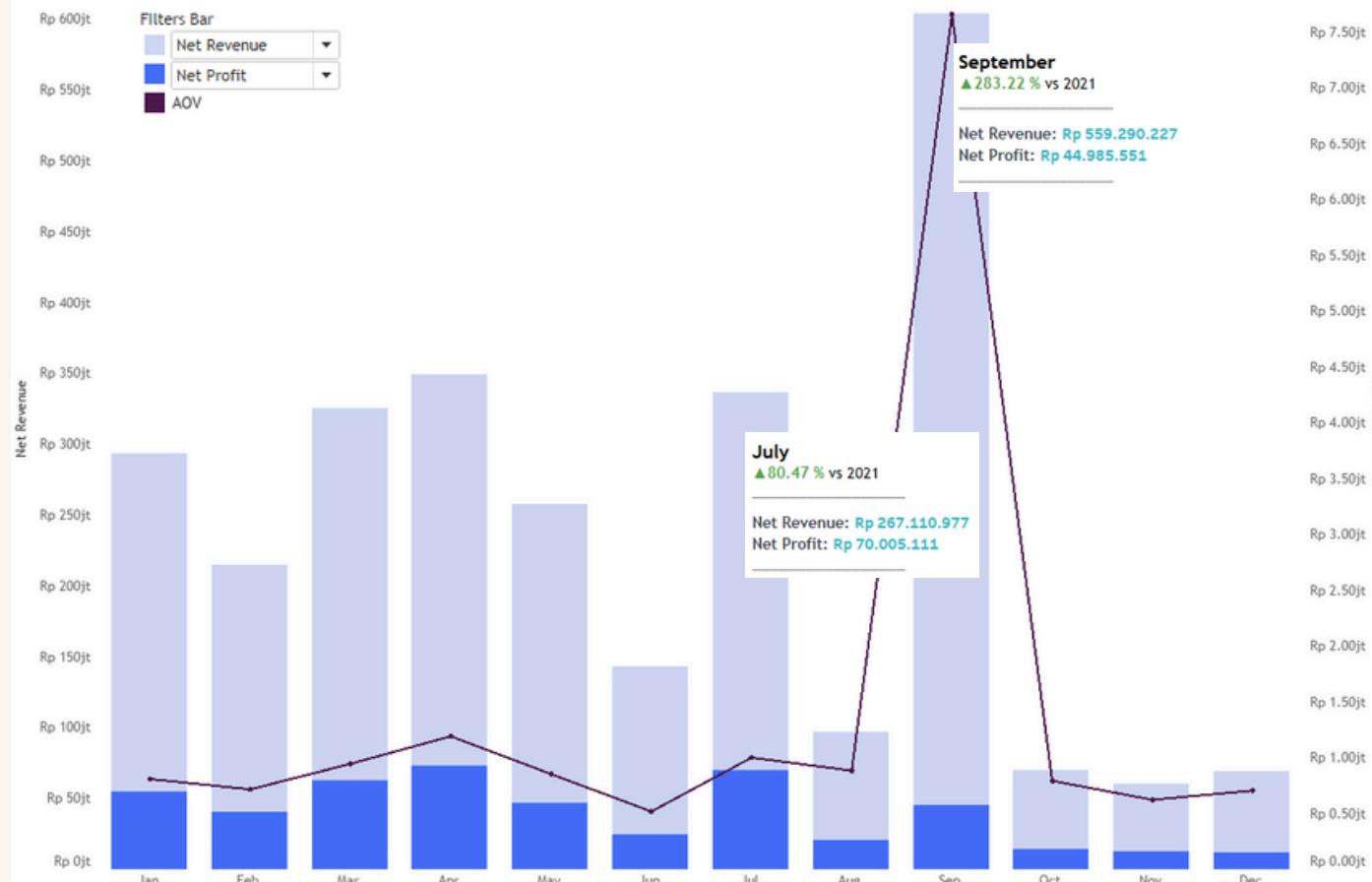
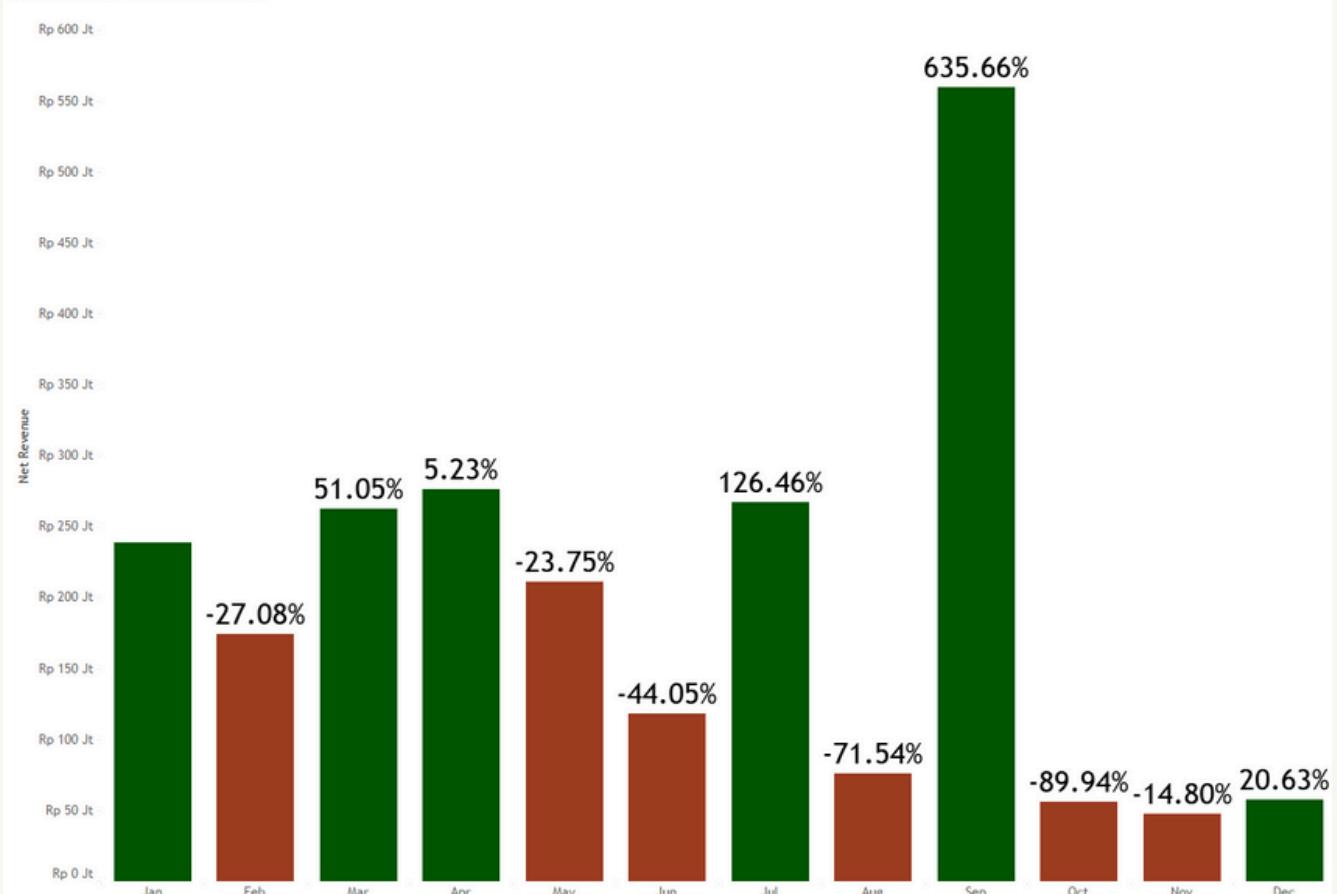


## Insight

The significant growth in unpaid revenue and profit highlights potential risks related to payment delays or abandoned transactions. While the number of unpaid customers, orders, and quantities has increased, a focus should be placed on payment recovery strategies to convert these into successful transactions. By addressing these unpaid transactions, businesses can increase actual revenue realization and improve overall financial stability.

1. **Automated Payment Reminders:** Sending timely reminders to customers with pending payments.
2. **Incentives for Early Payments:** Offering discounts or promotions for customers who complete payments early.
3. **Flexible Payment Options:** Implementing installment plans or alternative payment methods to reduce payment friction.
4. **Customer Follow-Ups:** Engaging with high-value customers to understand and address payment obstacles.

## Recommendation

**Net Revenue vs Net Profit**

**Month Over Month Growth**


Select Year	Change Period	Month	Weekday and W..	Category	Is Valid Status	Filter
2022	Months	(All)	(All)	(All)	Valid	<input checked="" type="checkbox"/>

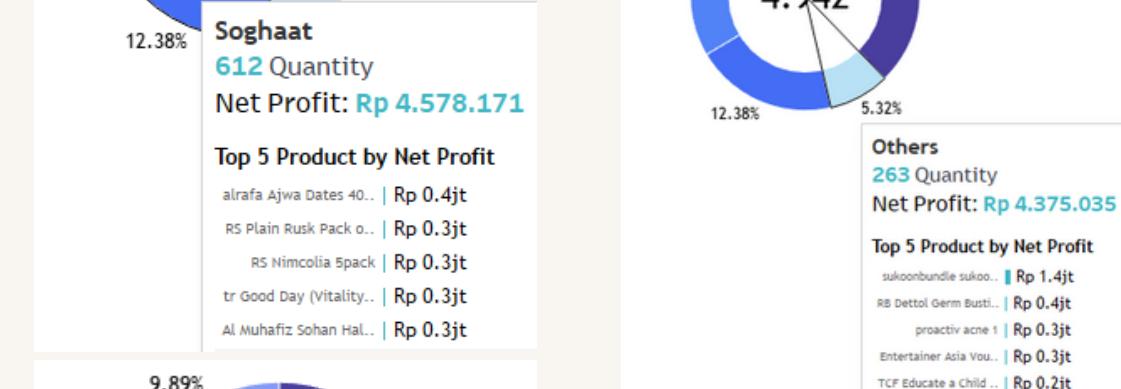
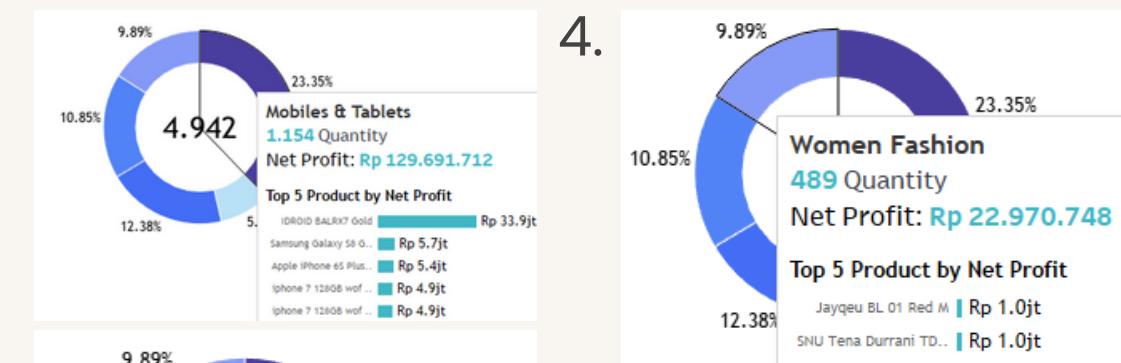
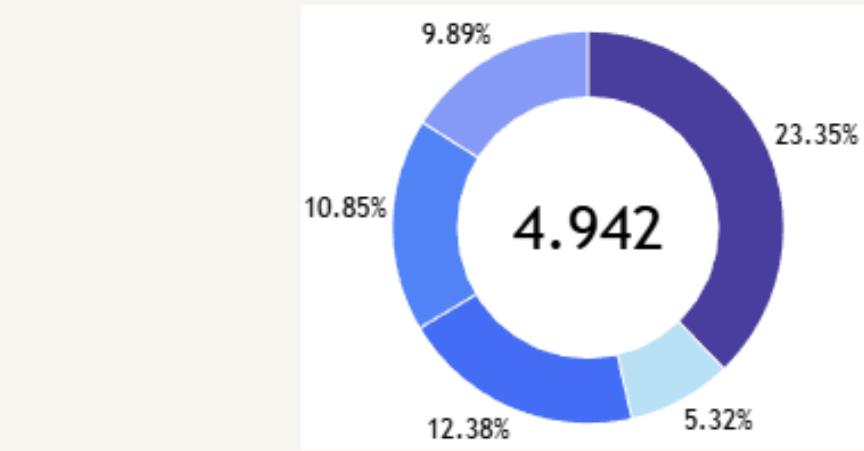
## Insight

There was a significant fluctuation in **Revenue** throughout the year. The highest increase occurred in **September**, where Revenue jumped drastically to IDR 936,200,227 with a **YoY growth of 48.13%**. This increase was also reflected in **MoM Growth** which reached **635.66%**, making it the month with the highest spike throughout the year. The factors causing this spike need to be further analyzed, whether it was caused by marketing strategies, big promos, or seasonal factors. However, this spike did not last long, because in the following month, **October** experienced a very drastic decline, with **MoM Growth dropping to -89.94%**. This decline indicates a dependence on the momentum of the previous month which may not be balanced by customer retention strategies or campaign sustainability.

In addition, **July** also showed positive growth with a **YoY increase of 4.81%** and **MoM Growth of 126.46%**, although not as high as **September**. On the other hand, several other months such as **June** and **August** experienced **quite large declines of -44.05%** and **-71.54%** respectively on a MoM basis. This indicates that the revenue and profit growth pattern is unstable, with some months experiencing sharp spikes followed by significant declines.

## Recommendation

- Focus on Sustainable Growth:** While YoY growth is strong, the company needs to find ways to achieve more stable month-over-month growth.
- Evaluate Anomalous Data:** Data that looks odd or unusual, such as unusually high growth in September. Determine whether there was a special event or error in data collection that caused the anomaly.
- Identify Trends:** Try to identify if there are any trends or patterns that can be seen from the MoM growth data. This can help in understanding future developments and predictions.



## Insight

Based on the number of units sold, the **Mobiles & Tablets** category was the largest contributor with 1,154 units and a profit of IDR 129,691,712. The product with the highest margin in this category was **IDROID BALRX7 Gold** with a profit of IDR 33.9 million, indicating high demand for electronic products, especially mobile phones. The **Soghaat** category was in second place in terms of the number of units sold with 612 units and a profit of IDR 4,578,171. Although the number of sales was quite large, the profit generated was still relatively low compared to other categories. In third place, **Women Fashion** recorded 489 units sold with a profit of IDR 22,970,748. Although fewer units were sold than **Soghaat**, the profit obtained was higher, indicating the existence of products with a larger margin in this category. The **Superstore** category recorded 536 units sold with a profit of IDR 7,271,568. With the right marketing strategy, this category has good growth potential. Lastly, the **Others** category has the smallest contribution with 263 units sold and a profit of Rp 4,375,035. Many products in this category have low margins, so it needs to be evaluated whether they are still profitable to maintain.

Overall, high-profit categories need to be strengthened through stock and marketing strategies, while low-profit categories need to be evaluated to increase their profitability.

## Recommendation

- Optimize Featured Categories:** Mobiles & Tablets continue to grow this category by adding product variety, providing attractive promotions, and ensuring stock availability, Women Fashion consider expanding product assortment, improving quality, or offering special discounts to increase sales.
- Focus on Top Products:** Promote the highest-profit products in each category. Provide special incentives for purchasing top products, such as discounts or freebies.
- Monitor and Analyze Data Regularly:** Continuously monitor sales and profit data to identify new trends and opportunities use this information to make better decisions about business strategy.
- Focus on improving customer experience by studying feedback. Employee training can help speed up the customer complaint process. To prevent product degradation, tighten quality control measures. And can also provide product warranties and return damaged merchandise.

Any Further Discussion?

# Let's Connect !

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