US STORE DASHBOARD

**KPIs selected and rationale**

* **Total Sales (1.9M)**: This KPI measures the total revenue generated from all sales transactions. It is vital in understanding the scale of business as well as the flow of revenue.
* **Total Profit (224K)**: The net earnings after deducting all expenses from the sales. It is important to monitor profit to understand the financial status of the business.
* **Total Loss of all Negative Profits (-291K)**: The amount of revenue lost in transactions where expenses exceed revenues. It is important as this is used in identifying the aspects where products or business were not profitable.
* **Total Profit of all Positive Values (516K)**: The amount of revenue generated from investments. This KPI is important in understanding the scale of good and profitable transactions.
* **Average Discount (4.90%)**: Shows the average discount offered on all the products. It is important to show the average discount strategy in terms of percentage, offering a view of how the strategy impacted copywriting.
* **Processing Time (24)**: Indicates the amount of time or hours taken to process all orders. It is vital in understanding the duration spent in handling orders.
* **Quantity Ordered (25k)**: The total number of items ordered. It represents the total quantity of items demanded within the year.
* **Sum of Shopping Cost (25k)**: The expense on shipping. The KPI offers the total cost of shipping logistics.
* **Sales by Customer Segment**: Shows how much the sales grew through the different customers. Consumer was leading in sales with corporate following closely.

***The types of visualizations***

* ***Cards*** – Display single-value metrics like total sales, profit, or processing time. They provide a clear, concise way of representing high-level figures, allowing stakeholders to quickly grasp essential information. Cards focus on key performance indicators (KPIs) critical for decision-making without overwhelming viewers with too many numbers.
* ***Bar Charts*** – Used to visualize profit and loss by product category, making it easy to compare performance across different categories. This is especially useful for identifying which product categories are profitable and which ones need improvement. For example, a bar chart might display the profit and loss for technology, furniture, and office supplies, highlighting areas where adjustments are needed in pricing or marketing. Bar charts also represent the “Top 3 Sales by City,” offering a direct comparison between leading markets and identifying the regions contributing the most to revenue.
* ***Pie Charts*** – Utilized for illustrating proportions, such as sales by ship mode and sales by customer segment. For sales by ship mode, a pie chart helps to quickly show the percentage of orders shipped through different methods like regular air or standard class, offering insights into customer shipping preferences. For sales by customer segment, the pie chart shows the contribution of each segment—Corporate, Home Office, and Consumer—towards overall sales, guiding businesses in tailoring their strategies for each group.
* ***Line Chart*** – Applied to show trends over time, such as total sales and profit by month. Line charts are ideal for tracking variables that change over time, like seasonal patterns in sales or profitability trends. By observing peaks and troughs, businesses can understand their performance across different periods and adjust strategies accordingly, such as ramping up marketing efforts during peak seasons.
* ***Map Visualization*** – Shows a geographic representation of sales distribution, like the sum of total sales by state or province. A map allows stakeholders to identify which regions generate the most revenue, emphasizing areas of strength and potential growth opportunities. It also highlights regions that may need increased marketing efforts or attention from the sales team.
* ***Gauge Chart*** – Used to show the sum of total sales, sales with discounts, and sales without discounts. Gauge charts provide a quick view of performance metrics against a target, such as how close the sales with discounts are to reaching the overall sales goal. This visualization helps in assessing the impact of discount strategies on overall sales, clarifying how discounts influence customer purchase behavior.

***Key insights derived from the dashboard.***

**Sales Distribution**: Regular Air dominates, accounting for 73.62% of sales, indicating that customers have a preference for faster delivery options.  
**Major Markets**: The strongest sales come from Los Angeles, New York City, and Washington D.C. These markets could benefit from specialized marketing campaigns or loyalty programs to maximize their potential.  
**Profit and Loss Analysis**: Technology and Furniture categories show negative profitability, indicating a need to revisit pricing strategies or find ways to reduce costs. Meanwhile, Office Supplies remain the most profitable segment.  
**Discount Impact**: Nearly 1.92M in sales comes from transactions involving discounts, highlighting the strong influence of discounts on customer purchase behavior. However, maintaining profitability is crucial to avoid the negative impact of excessive discounts.  
**Customer Segment Performance**: The Corporate segment contributes the most to sales at 34.18%, followed closely by Home Office and Consumer segments. This information can help in focusing marketing and sales strategies on high-performing segments.  
**Geographic Insights**: A map-based analysis reveals the most lucrative sales regions. To boost overall performance, the business might focus on expanding marketing efforts in lower-performing areas while reinforcing strategies in regions that are already doing well.