Individual Assignment

Samba Ecommerce Analytical Dashboard Data Visualization

Week 6&7, March 2023

Ichsan Maulana - Section Paris - Team 1

Brief

The head of Data Analyst ask you to create dashboard company wide. The main objective key and results (OKR) for this year is about transactions. So the CEO requested a dashboard for company-wide to understand business performance better. The bigger picture is there in our current dashboard and he need analyst help to capture more metrics and revamp our dashboard to be more comprehensive and insightful

Dashboard Objective

Dashboard is made for CEO which requested for company wide. The main objective (OKR) this year is transaction so the analyst decide to create analytical dashboard to understand business performance better and capture necessary metrics to be more comprehensive and insightful.

Who is needed dashboard?	Why need a dashboard?	What case we need dashboard?
The user's which CEO of Samba Commerce	To understand business performance of Samba Commerce this year	Commonly, for monitoring business, marketing analysis and reporting

Dashboard Creation

Understanding business question & business requirement and understand the user

The users : CEO
Purpose : to monitoring business of samba commerce

Import data, blending, join, and prepare dataset

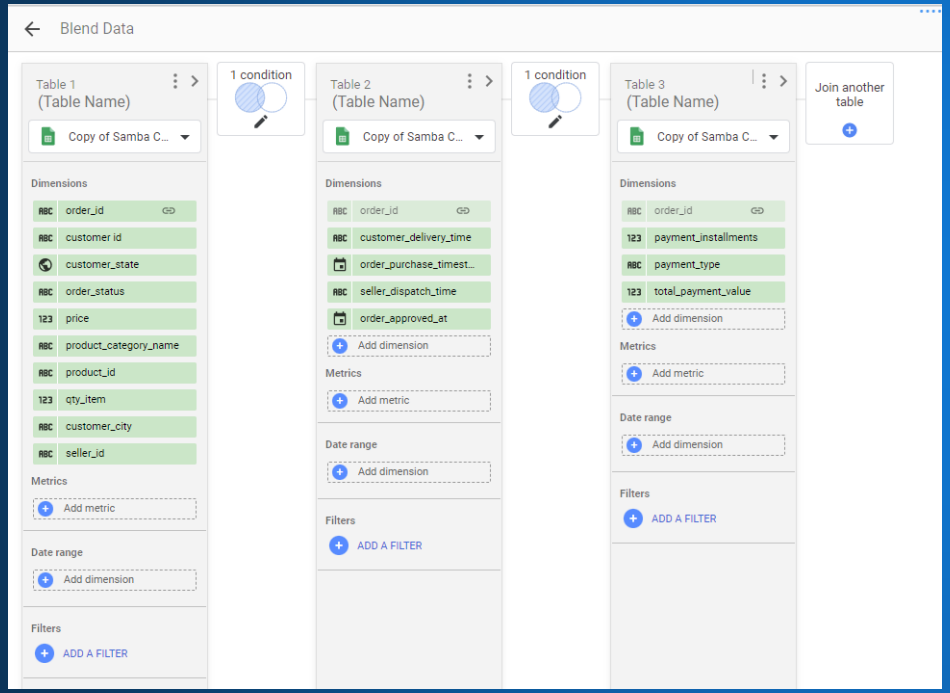
To create all the datasets into one page, we need to blend and join the data because the datasets have more than one sheets.

After blending and joining, we can prepare the dataset for example adjust data type so we found no problems while aggregating the data

Aggregate visualize and finalize in dashboard

We can start aggregate and combine field to reach our objective variables then we can arrange our findings into 1 interactive dashboard so the user's can easily extract the insight and information from our dashboard

Dashboard Creation



We start from blending all the datasets use left join to merge all the data become one page based on order id as the primary key.

Then we can adjust all the data type into our preference for example quantity as numeric, order purchase time stamp as date type.

We can add all of metrics or dimensions we need to aggregate the data

Looker

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Dashboard Explaination

1. Logo/ company identity, dashboard type and date update

4. Average order per customer in each city, to know average order in each city

6. Top category based on total delivers order, to know which category the most sell

2. Filter control to show preference of visualization

3. Scorecard, to provide a visual representation (KPI)

5. Group Payment Value, to grouping the numbers of orders per total payment

7. Average order per customer per city, to know average amount of order from customer each city

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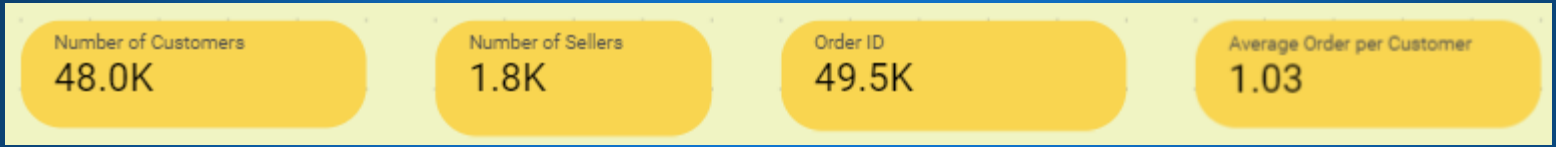
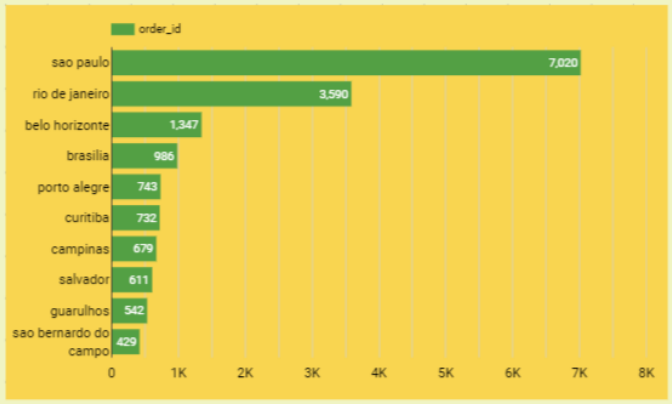
Exploratory Data Visualization



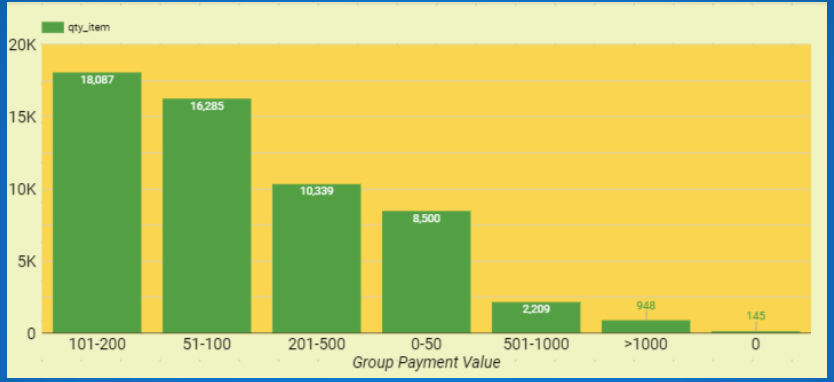
Up until 2022, we will have 1.8k vendors and about 48k total consumers. These customers will generate 49.5k orders, each of which will contain one quantity item.

Exploratory Data Visualization



Customers from Sao Paulo, with 7020 total orders placed till 2022, would place first, followed by those from Rio de Janeiro with 3590 total orders and Belo Horizonte with 1347 total orders.

Exploratory Data Visualization



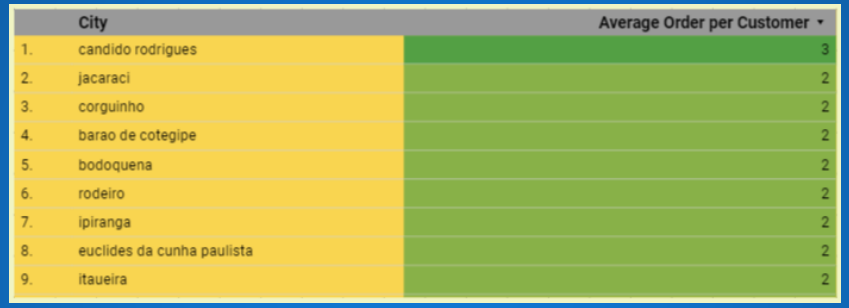
We got number of order per total payment group with total of quantity

Exploratory Data Visualization

	Category	Quantity
1.	bed table bath	5,052
2.	sport leisure	4,095
3.	HEALTH BEAUTY	3,856
4.	Furniture Decoration	3,527
5.	computer accessories	3,109
6.	housewares	2,674
7.	toys	2,541
8.	Cool Stuff	2,415
9.	Watches present	2,388

Top category is dominate by bed table bath by 5025 quantity followed by sport leisure by 4095 and health & beauty by 3856. We can see the daily stuff and healthy support is dominate the sells

Exploratory Data Visualization



	City	Average Order per Customer
1.	candido rodrigues	3
2.	jacaraci	2
3.	corguinho	2
4.	barao de cotegipe	2
5.	bodoquena	2
6.	rodeiro	2
7.	ipiranga	2
8.	euclides da cunha paulista	2
9.	itaueira	2

Customers from city candido rodrigues is the highest average order per customer by 3 qty per order

Tableau

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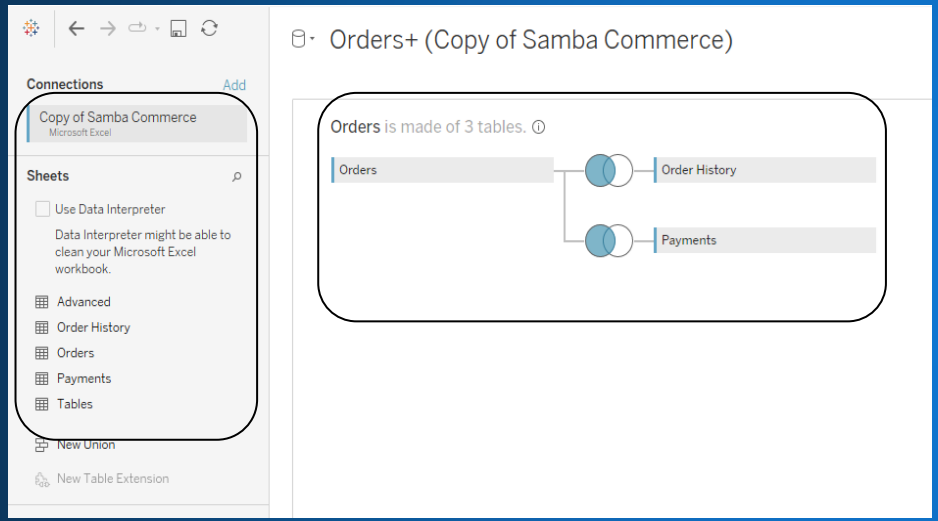
Dashboard Creation



We do the same thing in tableau too. Upload the dataset to Tableau public desktop and join all the table we need with same method, Left Join with order id key

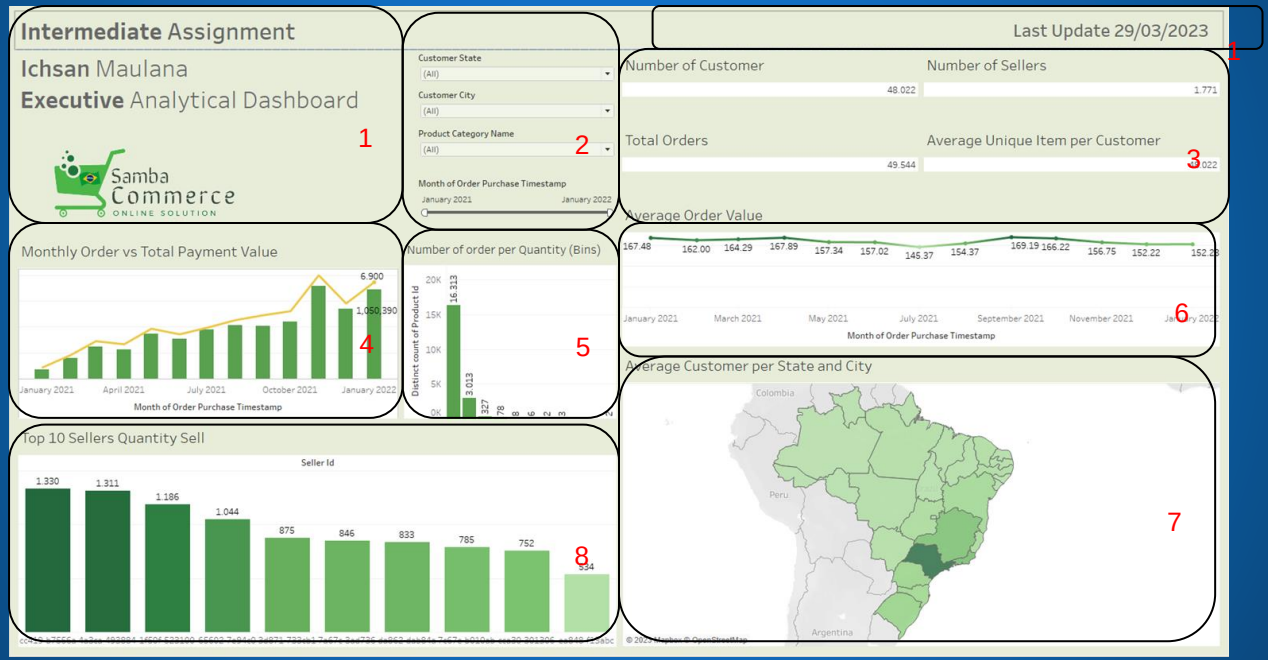
Exploratory Data Visualization

1. Logo/ company identity, dashboard type and date update

2. Filter control to show preference of visualization

4. Monthly Order vs Total Payment Value to know comparison based on month and year about order vs payment

8. Top 10 Seller, to know which seller who sell the most stuff



3. Scorecard, to provide a visual representation (KPI)

5. Bins, to know range grouping based on quantity

6. Average order value, to know average order purchase based on time

7. Average Customer per State and City to know average customer based on state and city using Geo map

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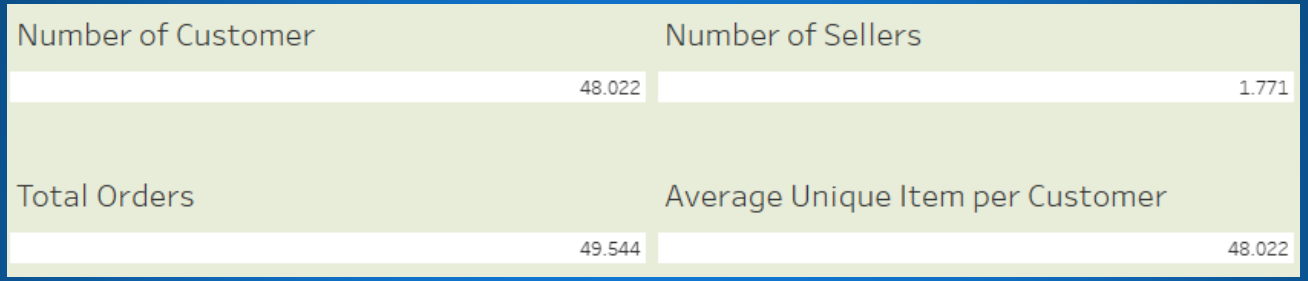
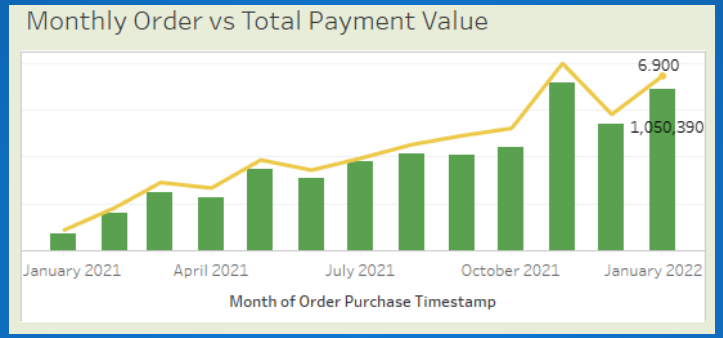
Exploratory Data Visualization



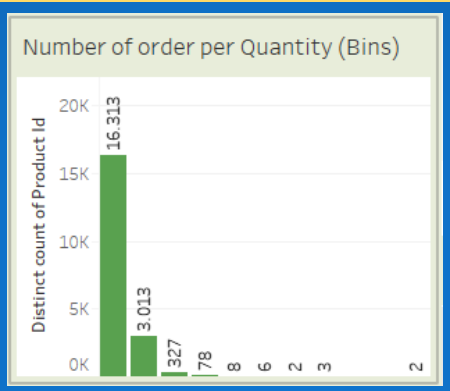
Up until 2022, we will have 1.771 vendors and about 48.022 total consumers. These customers will generate 49.544 orders, which 48.022 average unique item per customer.

Exploratory Data Visualization



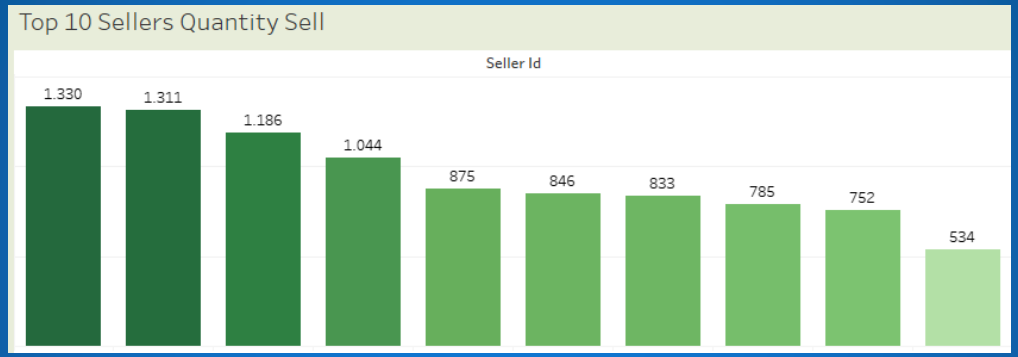
From 1st quarter until 4th quarter, we can see ups and down but the trend line is tend rising. The peak is on November 2021 which have Total payment value $1.125.656 with 7181 orders at that month. At January 1st quarter 2021 and January 1st quarter at 2022, total orders is rising 9 times compare with 1st quarter at 2021 along with the total payment value

Exploratory Data Visualization



We have 16.613 unique product, this one is higher than expected compared to other marks

Exploratory Data Visualization

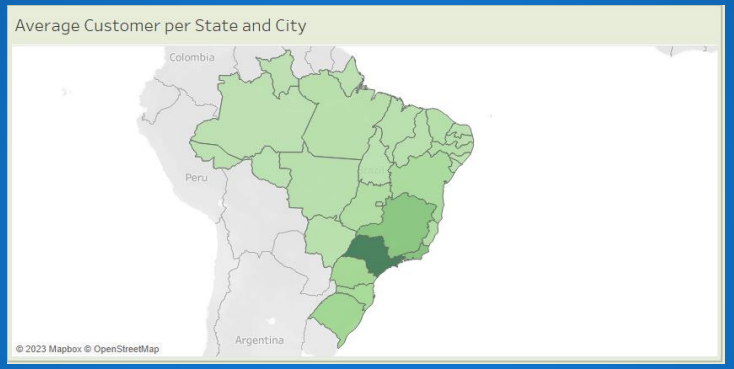


We have top sellers which sell 1330 items, following by 1311 and 1186 items

Exploratory Data Visualization

From average order value, we can see all time highest with 169 orders at september 2021 but the highest average we can see at 1st quarter with total average 493 orders

Exploratory Data Visualization



Sao Paulo have the highest average customer per state with 19048 customers and 34 customers per city

Thankyou for your attention

Merci pour votre attention

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Appendix

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Dataset and Data Dictionary

Link to dataset : https://drive.google.com/drive/u/0/folders/1DRbHwmaUPSA80Jq7cpu8rVrehObYXZjJ

Link to Looker Dashboard : https://lookerstudio.google.com/reporting/4f79346a-351c-44b4-8dd2-4239a5e766e0

Link to Tableau Dashboard : https://public.tableau.com/views/W10W11JAN23FSDA-Ichsan-Maulana/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link