ABC E-COMMERCE SALES PERFORMANCE DASHBOARD

2. Dashboard Sections

Section	Description	Key Insights
A. KPIs	**High-level summary**	**Total Revenue, Total Orders, Total Unique Customers, On- Time Delivery Rate, Avg Days Lagged, Count of New Customers, Total Active Sellers**
B. Revenue & Orders Trends	Time based sales and orders distributions.	Total revenue and sales growth over a time period.
C. Product Categories	Products & Categories Performance	Top Categories and Top Products
D. Payments	Payment Insights	Payment Types share on orders.
E. Locations	Customer and Seller locations.	Revenue or Order contribution over states and cities.
F. Customers	Customer Insights	Total Spends By Customer, Revisiting Customer.
G. Sellers	Seller Analysis	Total Sellers Revenue,Top Sellers, Average sellers rating
H. Delivery	Delivery Analysis	Average delivery days, Number of not on-time deliveries.

3. Data Requirements

Fields needed from the data model to populate each section.

Section	Key Tables / Columns
Sales/Trends/KPIs	`orders` (order_purchase_timestamp, order_status), `order_items` (price)
Product & Category	`products` (product_category_name), `order_items`

	(price, product_id)
Customers	customers (customer_unique_id, customer_city), orders (order_id), order_items (price)
Sellers	sellers (all fields), order_items (price, order_id), order_review_ratings (review_score)
Locations	customers (customer_state, customer_city)
Payments	order_payments (payment_type)
Delivery	orders (order_approved_at, order_delivered_carrier_date, order_delivered_customer_date, order_estimated_delivery_date)

4. Filters / Slicers

- **Date Range** (Year, Month)

5. Visuals / Charts

Visual	Purpose
KPI Cards	Key numbers (Revenue, Orders, On-Time %, Avg. Lag, etc.)
Line and Column Combo Chart	Revenue & Orders over time
Filled Map	Revenue by Customer State
Bar Chart	Revenue generation in different product categories. Sellers By Average Lagged Days.
Pie Chart	Payments through different payment methods.
Line Chart	Average Order Value over date. On-Time delivery rate over date period.
Table	Top Sellers. Product Combinations.
Scatter Plot	Each sellers revenue generation with average ranking

6. Interactivity

- **Cross-filtering:** All visuals on a single page will filter each other when clicked.
- **Drill-down:** Time-based charts (Revenue by Month) will allow drill-down from Year to Month and Month To Date.
- **Tooltips:** All visuals will show detailed information on hover, and Some of the show tooltip graphs.

7. Measures

Measure	Formula
Total Revenue	SUM(ORDER_ITEMS[price])
Total Orders	DISTINCTCOUNT(ORDERS[order_id])
Average Order Value	[Total Revenue] / [Total Orders]
Average Review Score	AVERAGE(ORDER_REVIEW_RATINGS[review_score])
Total Active Sellers	DISTINCTCOUNT(ORDER_ITEMS[seller_id])
Avg. Days Lagged	AVERAGEX(FILTER(ORDERS, ...), DATEDIFF(...))
Avg. Days to Ship	AVERAGE(DATEDIFF(order_purchase_date, order_delivered_carrier_date, DAY))
Avg. Days in Transit	AVERAGE(DATEDIFF(order_delivered_carrier_date, order_delivered_customer_date, DAY))
Seller Segment (Column)	SWITCH(TRUE(), [Seller Total Orders] <= 0, "Inactive", ...)

8. Assumptions & Notes

- The data model will be a Star Schema.
- Data cleaning (Dtype conversion, de-duping `review_id`) will be performed in Power Query.
- Id's are converted into readable Id's.
- Make Product Name From Product Id.
- Seller Segment logic is based on the statistical analysis of the user-provided Total Orders file.