TRANSACTION TRENDS

What it includes:

- Volume of transactions by time of day & location
- Peso value distribution
- Duration of transaction
- Units per transaction
- Brand and category
- Average value per transaction

Toggles (User can toggle to see different permutations)

- Time of day
- Barangay / Region
- Category
- Week vs weekend
- Location

📊 **Visuals:** Time series chart, box plot, heatmap
🎯 *Goal:* Understand transaction dynamics and patterns by dimension.

PRODUCT MIX & SKU INFO

What it includes:

- Category and brand breakdown per transaction
- Top SKUs per category
- Number of items per basket (1, 2, 3+)
- Substitution patterns (brand A → brand B)

Toggles (User can toggle to see different permutations)

- Category filter (e.g., haircare, snacks)
- Brand filter
- SKU name
- Location

📊 **Visuals:** Stacked bar, Pareto chart, Sankey/ flow chart
🎯 *Goal:* See what's being bought, in what combos, and what gets swapped.

CONSUMER BEHAVIOR & PREFERENCE SIGNALS

What it includes:

- How the product was requested (branded, unbranded, unsure)
- Pointing vs verbal vs indirect request
- Acceptance of storeowner suggestion

Toggles:

- Brand/category
- Age group
- Gender

📊 **Visuals:** Pie charts, stacked bar, funnel chart
🎯 *Goal:* Decode how people decide and buy at the counter.

CONSUMER PROFILING

What it includes:

- Gender (inferred)
- Age bracket (estimated from audio/video)
- Location mapping

Toggles:

- Barangay
- Product category
- Brand

📊 **Visuals:** Donut charts, demographic trees, geo heatmap
🎯 *Goal:* See *who* is buying, and *where*.

AI Recommendation Panel

SUGGESTED STRUCTURE

What it includes:

- Volume of transactions by time of day & location
- Peso value distribution
- Duration of transaction
- Units per transaction

The info/data that the dashboard user will see

Toggles (User can toggle to see different permutations)

- Time of day
- Barangay / Region
- Category
- Week vs weekend

Toggles that the user can play around with, so he/she can see the various permutations or interaction of the data

📊 **Visuals:** Time series chart, box plot, heatmap
🎯 *Goal:* Understand transaction dynamics and patterns by dimension.

Possible visualisations (you can propose)

AI Recommendation Panel

AI recommendations based on the data

REFERENCE (Info collected from the actual recording)

Info on Transactions:

Location, Time of day

Kind of product/ category

Of total transactions: Breakdown per product/ category eg yosi x%, haircare, y%, etc.

Volume or units per transaction (for product) e.g. for example, im hearing a lot of people order 5 pcs of YELO in a single transaction, anim na itlog

How many consumers buy 1 product in 1 transaction? 2 diff products? 3 diff products? etc. (usually bought with eg Yosi and Max)

How consumer requested for product: Mentioned specific brand e.g. Silka Papaya, MArlboro Red? Mentioned category or unbranded eg may suka kayo? unsure so consumer asked store owner? unbranded commodity e.g. yelo, asin? point to something (e.g. pabili nga neto)?

Duration of transaction (and is there a difference per location? how about per category/ product?)

Estimated peso value of transaction (derived from product) then correlated with location data

SKUs being bought (per product, category)

Substitution - what did the buyer substitute if first brand mentioned wasn't available (eg one customer mentioned Palmolive, then said Pantene afterwards)

How many times customer bought what the SSS attendant referred or suggested? (sss owner intereference)

Consumer profiling:

Gender

Age (audio + video)

Location