Dashboard Design Plan

**Page 1:**

**Title –** “**Demographic Insights: Gender and Age Group Analysis**”

**Page content:**

1. Bar chart – Consume frequency count by gender
2. Column chart - consume frequency count by age group
3. Pie chart – marketing channel distribution for the Youth
4. Donut chart – Total respondents values based on heard before column.

**Card:**

1. Energy Drink enthusiasts – Total High consume frequency respondents.
2. Total respondents – Total responses

**Slicer:**

1. Gender Slicer

**Page 2:**

**Title – “Consumer insights and Competition Analysis”**

**Page content:**

1. Table – Preferred Packaging preference with the count and the percentage share.
2. Stacked bar chart – preferred ingredients stacked by gender.
3. Column chart – brand preference among the respondents.
4. Matrix – Count of reason for choosing brand for each brand.

**Card:**

1. Multi row card- most preferred ingredient and its percent share.
2. Codex consumer share

**Slicer:**

1. Gender Slicer

**Page 3:**

**Title – “Codex Brand Performance Overview”**

**Page content:**

1. Column chart – count of each marketing channels.
2. Pie chart – Percentage share of brand perception column (Positive, negative, neutral)
3. Bar chart – Total count of each rating of taste experience column.
4. Matrix – Average rating given to each city

**Card:**

1. Average Taste Experience Rating
2. Codex Drinkers Count

**Slicer:**

1. Filter by City Tier
2. Filter by city

**Page 4**

**Title – “Consumer Purchase insights and Product weakness analysis”**

**Page content:**

1. Bar chart – Total count by each purchase location
2. Bar chart – Total count by Consumption situations.
3. Pie chart – Share for each reason prevent trying codex.
4. Matrix – Price range vs limited edition packaging preferences.

**Card:**

1. Most preferred price range along with the percentage share.
2. Respondents preferring Limited edition packaging.

**Slicer:**

1. Filter by Price Range