Customer Dashboard | Requirements

Dashboard Purpose

The customer dashboard aims to provide an overview of customer data, trends and behaviors. It will help marketing teams and management to understand customer segments and improve customer satisfaction.

Key Requirements

KPI Overview

Display a summary of total number of customers, total sales per customer and total number of orders for the current year and the previous year.

Customer Trends

- Present the data for each KPI on a monthly basis for both the current year and the previous year.
- Identify months with highest and lowest sales and make them easy to recognize.

Customer Distribution by Number of Orders

Represent the distribution of customers based on the number of orders they have placed to provide insights into customer behavior, loyalty and engagement.

Top 10 Customers By Profit

- Present the top 10 customers who have generated the highest profits for the company.
- Show additional information like rank, number of orders, current sales, current profit and the last order date.