# Electronics Dashboard Problem

## What problem are we trying to solve?

Decision makers in the Sales Division do not have a consolidated view on the performance of the business across the different regions. This slows down the decision-making process as any data driven decisions require time consuming ad-hoc sourcing of the relevant data and analysis to provide insights.

## What is the objective of the dashboard?

The dashboard provides a consolidated view which enables quicker decision making by the relevant stakeholders.

## Key stakeholders

The dashboard is designed for decision makers that oversee the overall performance of the sales division in this case the Head of Sales in the organisation to assess the performance of the division. Other stakeholders include regional managers to assess their performance and the impact of their sales initiatives.

## Measures of the success

The quality of insights and the speed of decision making resulting from the use of the dashboard are the measures of success.

## Scope of the dashboard

The dashboard only focuses on aggregated views of sales and is not designed to provide performance on the individuals in the sales team.

## Key dashboard insights

* KPI Cards – Revenue, Profit, Items Sold and Customers
  + Provides a financial and operational view
* Bar Chart
  + Shows a view on yearly sales revenue
* Tree Map
  + Shows the profitability of across the regions
* Bar and Line Chart
  + Provides a view of orders and average order size and gives a view of seasonality of orders through the year
* Donut Chart
  + Gives a view of the split between customer segments
* Matrix Table
  + Provides a view of the best performing product in each category in terms of profit margin
* Sankey Chart
  + Shows the interaction between product category, shipping mode and customer segment