User Guide for Olist Dataset Shiny App
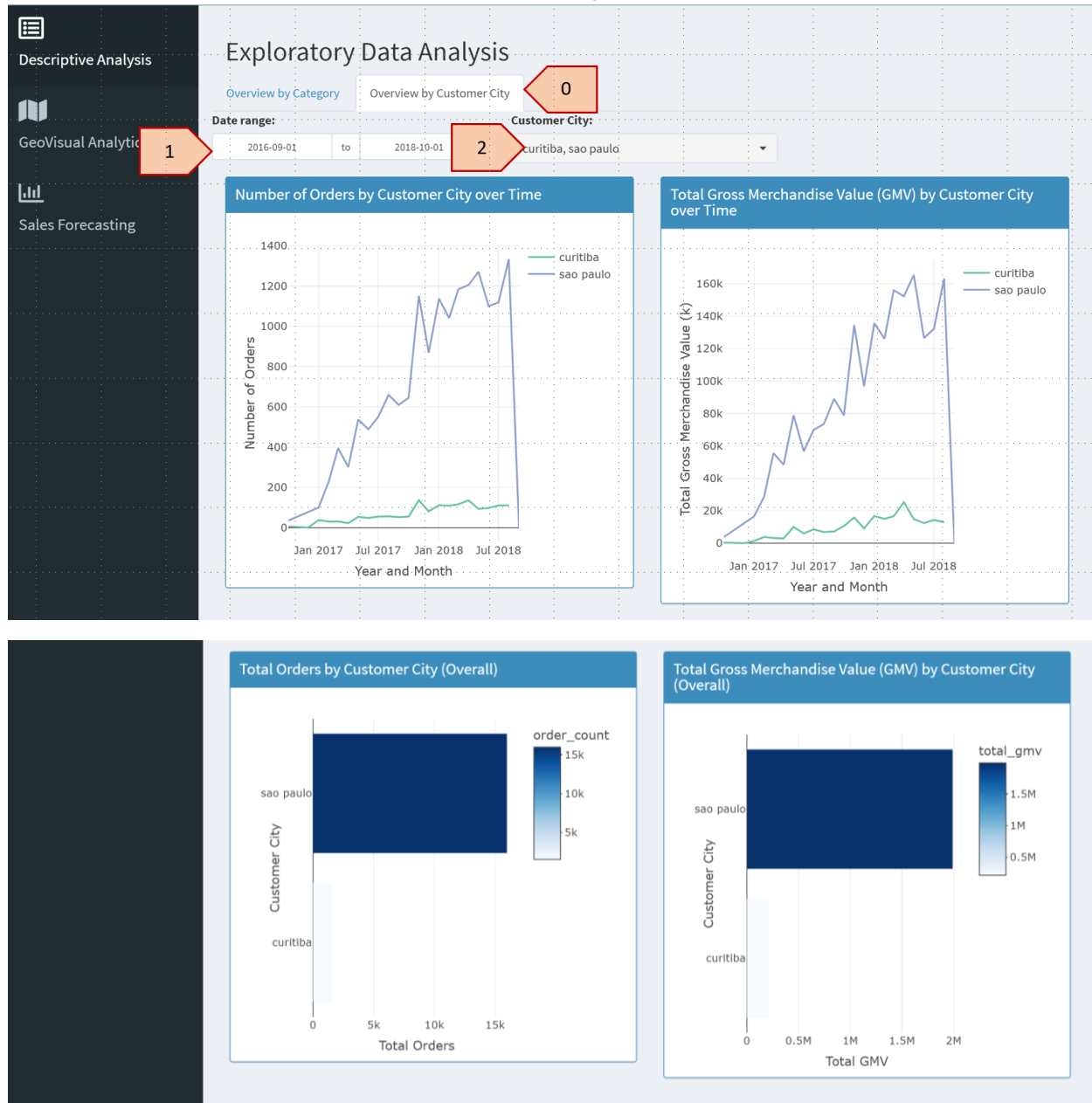
Section 1a: Descriptive Analysis

[0] By selecting the Overview by Category tab, users will be able to browse the total orders/total gross merchandise value of the selected category.

[1] By changing the date range, all the details in this section will vary based on the chosen time period. Note that the data in this section is grouped at monthly level.

[2] By changing the product category, all the details in this section will vary based on the chosen product category.

Section 1b: Descriptive Analysis

[0] By selecting the Overview by Customer tab, users will be able to browse the total orders/total gross merchandise value about the city of the customers who made purchases.

[1] By changing the date range, all the details in this section will vary based on the chosen time period. Note that the data in this section is grouped at monthly level.

[2] By changing the customer city, all the details in this section will vary based on the chosen customer city.

Section 2: GeoVisual Analytics
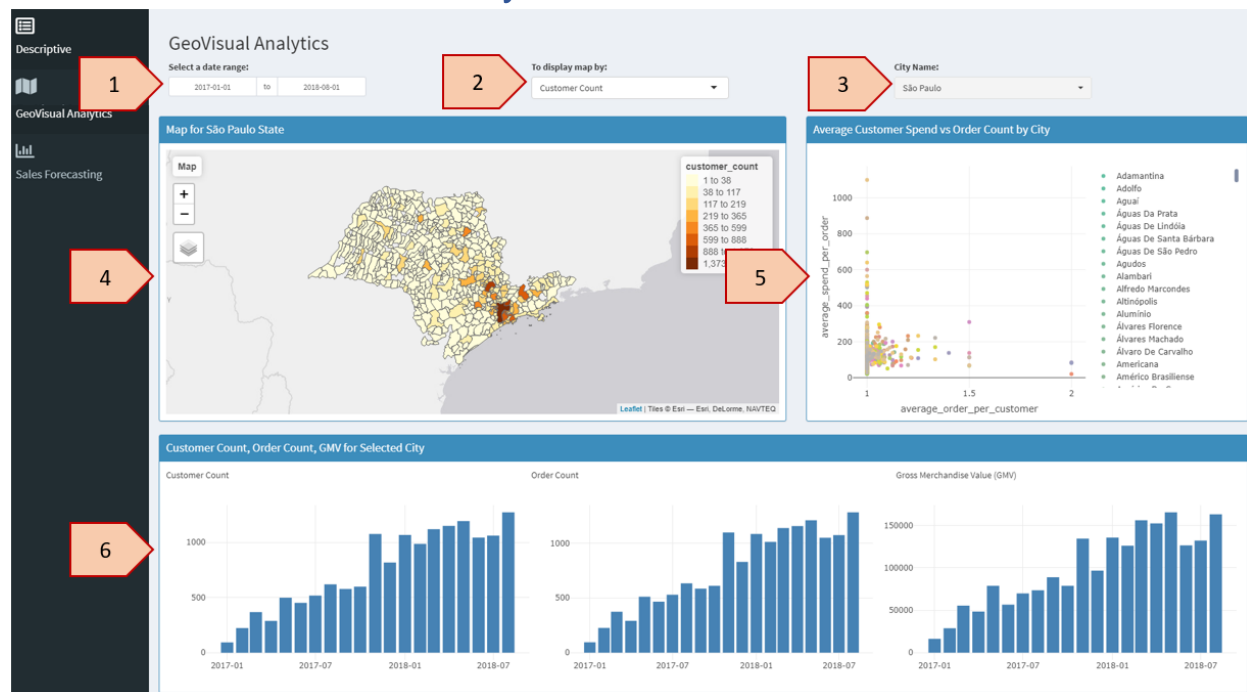
[1] By changing the date, all the details in this section will vary based on the chosen time period. Note that the data in this section is grouped at monthly level.

[2] Toggling the button, user may switch the view in map [4] to display and compare customer count, order count and gross mechandise value (GMV) respectively across the different cities in Sao Paulo State of Brazil.

[3] User may zoom in to further understand the trend in customer count, order count and GMV of selected city/cities in the graphs shown in [6].

[4] Intensity of the color displayed on map are based on the value. Interactive map is created such that users will be able to find out the value and the city name by clicking on the map. User may switch the view to display customer count, order count and GMV based on the selection in [4].

[5] User will be able to compare the average spent per order vs average order per customer across the different cities. User may hover over the points to find out the average spent per order vs average order per customer and its associated city. The data will vary with selected time period [1].

[6] The three charts show the customer count, order count and GMV trend of selected city/cities [3] across users' preferred time period [1]. Selecting the bar in one of the chart will highlight the corresponding bar of the same month in the other two charts.
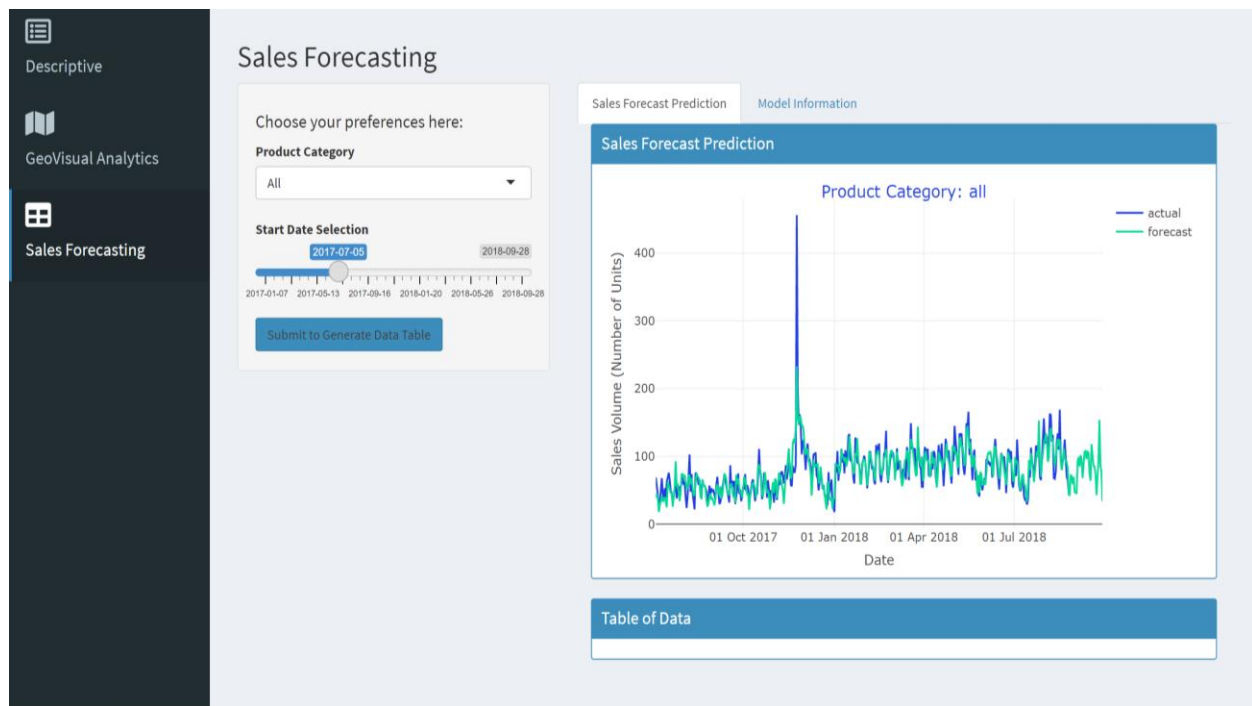
Section 3a: Sales Forecast Prediction
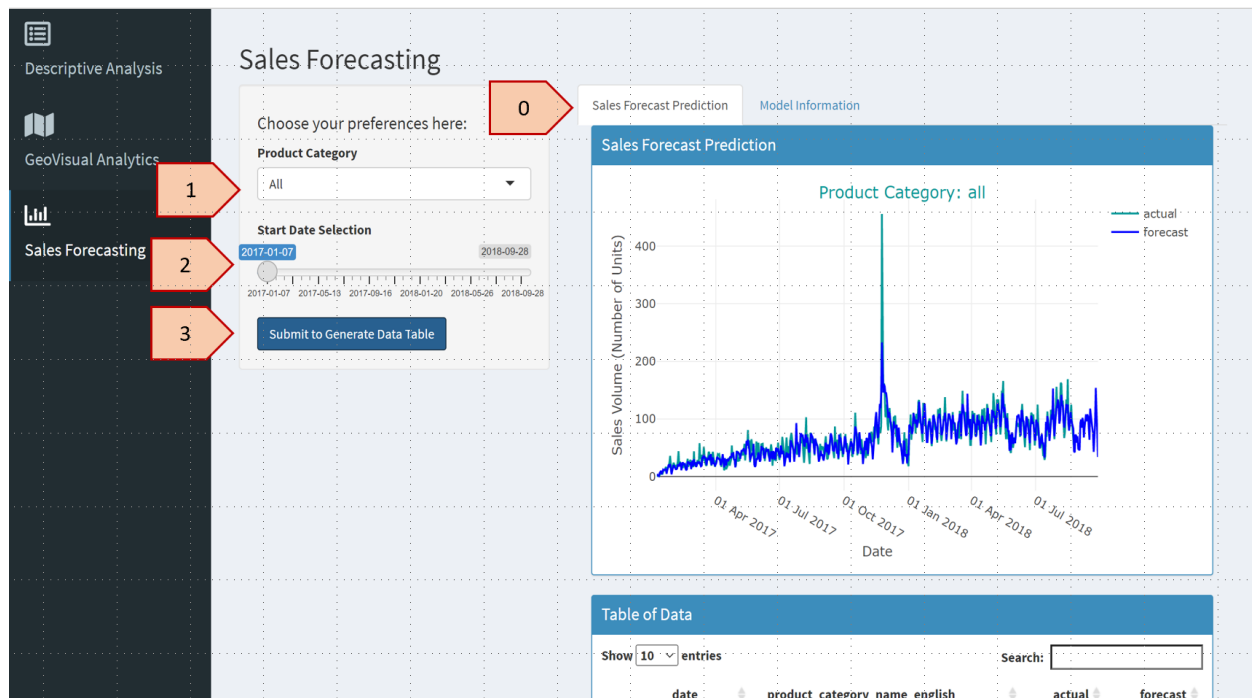
[0] By selecting the Sales Forecast Prediction tab, users will be able to forecast dales data based on chosen product category and chosen date range.

[1] By changing the Product Category, all the details in this section will vary based on the chosen product category

[2] By changing the date, all the details in this section will vary based on the chosen time period. Note that the data in this section is grouped at monthly level.

[3] Clicking on the button, users will be able to generate the data table based on selected category and data range.

Section 3b: Model Information

[0] By selecting the Model Information tab, users will be able to read more information about the sales forecast prediction model if desired.