DICISION SYSTEM SUPPORT

ASSIGNMENT #2

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1. The Context

The growth of supermarkets in most populated cities are increasing and market competitions are also high. We choose the dataset to know one of the historical sales of the supermarket company which has recorded in 3 different branches in 3 countries for 3 months data.

Attribute information:

- **Invoice id:** Computer generated sales slip invoice identification number
- **Branch:** Branch of supercenter (3 branches are available identified by A, B and C).
- **City:** Location of supercenters
- **Customer type:** Type of customers, recorded by Members for customers using member card and Normal for without member card.
- **Gender:** Gender type of customer
- **Product line:** General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and Lifestyle, Sports and travel
- **Unit price:** The price of each product is $
- **Quantity:** Number of products purchased by the customer
- **Tax:** 5% tax fee for customers buying
- **Total:** Total price including tax
- **Date:** Date of purchase (Record available from January 2019 to March 2019)
- **Time:** Purchase time (10 am to 9 pm)
- **Payment:** Payment used by the customer for the purchase (3 methods are available – Cash, Credit card and Ewallet)
- **COGS:** Cost of goods sold
- **Gross margin percentage:** Gross margin percentage
- **Gross income:** Gross income
- **Rating:** Customer stratification rating on their overall shopping experience (On a scale of 1 to 10)

2. Design and implement a Dashboard

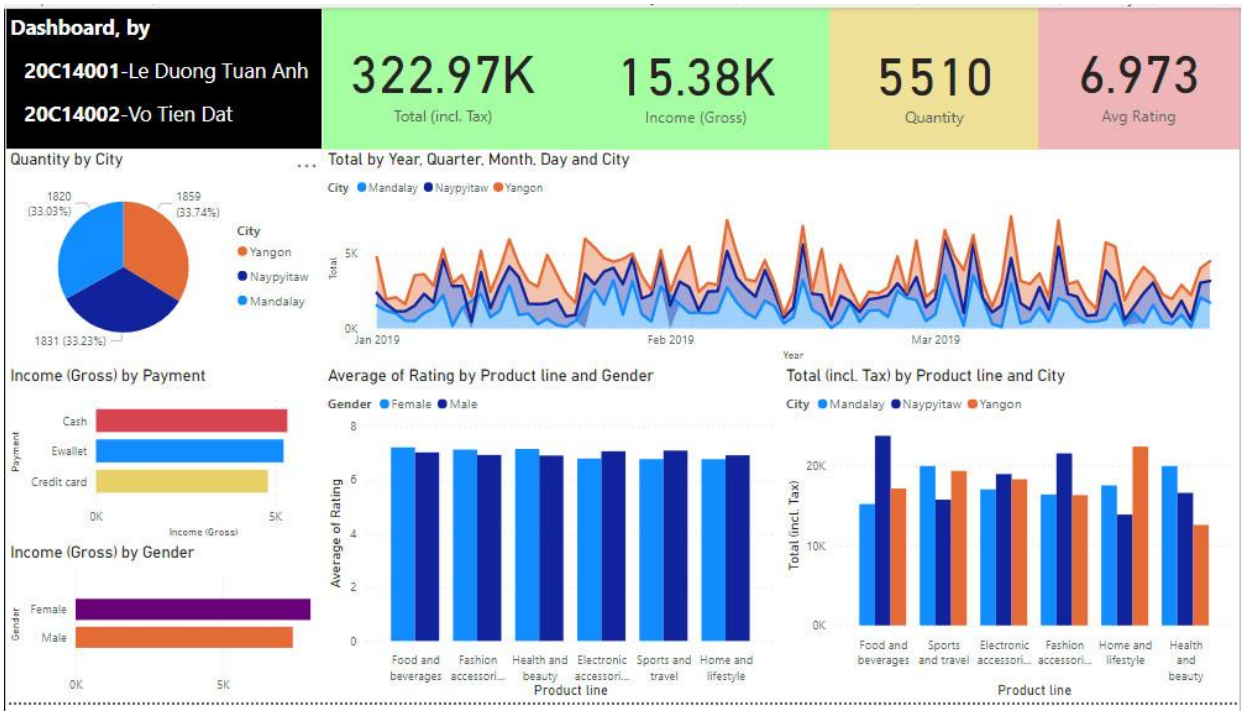

Figure 1: Dashboard for Supermarket management. Download at **HERE**

3. How it works

We decide to build the Operational KPI Dashboard. This dashboard is used to monitor the current condition and present information of the growth of supermarkets in 3 different branches in 3 countries for 3 months data.

The chosen KPIs:

- Operational KPIs:
  - Total price including tax
  - Income (Gross)
  - Quantity
  - Avg Rating
- Functional Unit KPIs:
  - Income (Gross) by Payment
  - Total price including tax by Product line and City

On this Dashboard, you can apply the filters of a selected data item and applies that through to the page that you're drilling through to. (As we know that is the Drill-through).

As the Sales Manager of Supermarket, I want to:

- Monitoring the Average of Rating by Product line
- Analysis the Quantity and Income (Gross) by Payment/Gender
- Management the Total price including tax by Year, Quarter, Month, Day and City

Conclution: This dashboard provides a snapshot for the Sales Manager of the way how the growth of supermarkets sales has been processed for 3 months.

REFERENCES

[1] KPI Examples and Templates
[2] What is a KPI?
[3] How to Design a Best-in-Class KPI Dashboard
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[3] Microsoft Power BI - https://docs.microsoft.com/en-us/power-bi/fundamentals/desktop-getting-started
[4] Drilling Into The Differences Between Drill-Down & Drill-Through
[6] Drill mode in a visual in Power BI