

DATA VISUALIZATION
Madrid Team 1

SAMBA ECOMMERCE

EXECUTIVE DASHBOARD

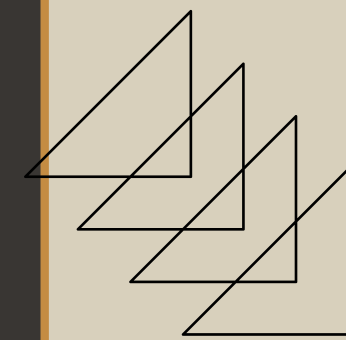
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ABOUT THE COMPANY



Samba Commerce is one of the fast growing ecommerce in Brazil which just launched in 2021.

Samba Commerce offers more than 15K products and more than 50 product categories to the customers all over Brazil.



In 2022 the company want to utilize more data to support the growth that are supported by internal and external variables. Therefore the CEO is requested the data team to create a company-wide dashboard to understand the business performance.

DASHBOARD OBJECTIVE



Build an Executive-level (CEO) dashboard for company-wide to understand the business performance better by capturing more metrics and revamp the dashboard to be more comprehensive and insightful.



Who is the user(s) of the dashboard?

Mr. Ronaldinho as the **CEO** of Samba commerce is the main user.

Other Executives can use the dashboard for occasional purposes.



Why does user(s) need the dashboard?

They need to get information about the business performance and get insight just from the dashboard.



How does user(s) use the dashboard?

By seeing the dashboard that has been described by scorecard and other visualization, they get information such as the number of customer, seller and orders, the top products and top seller based on the total orders.

CREATING DASHBOARD

1

UNDERSTANDING THE BUSINESS REQUIREMENTS & DEFINE DASHBOARD OBJECTIVES

users : CEO and other executives

Why : They need to get the business performance of SAMBA Commerce.

2

IMPORT, BLEND/JOIN & PREPARE DATASETS

First, we need to import and check the dataset and do the data cleaning process.

Then, we need to blend/ join the datasets so the variables between each dataset can be aggregated across datasets given.

3

CALCULATE & VISUALIZE THE METRICS NEEDED

All metrics needed are:
Number of customers, sellers, orders, numbers orders per customer city and state, top 10 product category based on total delivered orders, average orders per customer, number of orders per total payment, customer city, state and order purchase time.

4

LAYOUT & FINALIZE THE DASHBOARD

After all visualizations are ready, then we can start layouting the dashboards. We also create filters to ease using the dashboard. All charts and visualizations also can be used as filter for the others (cross-filtering) to make the dashboards more interactive.

HOW WILL USER(S) USE THE DASHBOARD?

»»»»» [Link to Dashboard](#) «««««

Score Card

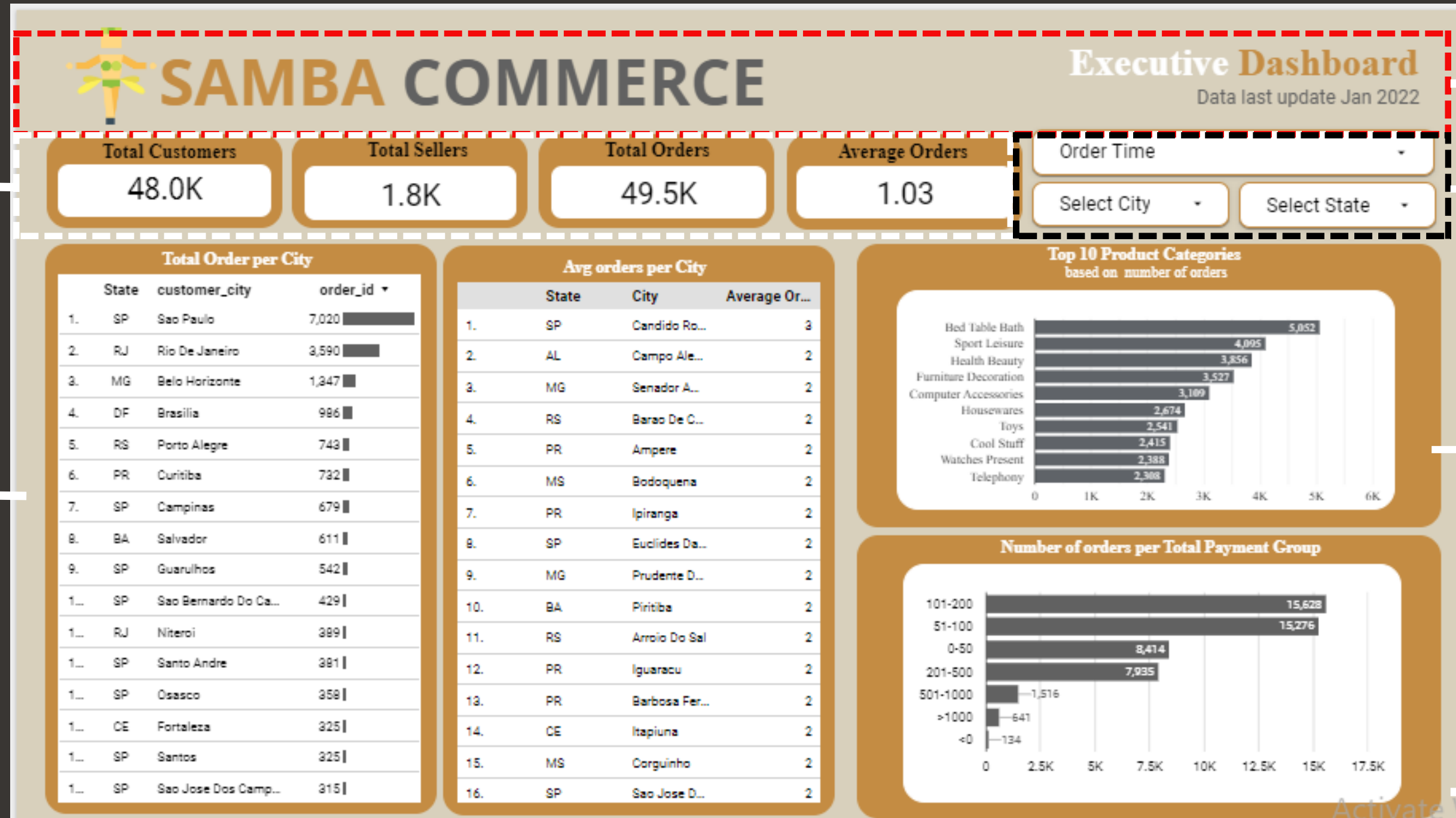
Give quick insights from the key metrics in the business such as: total customers, total sellers, total orders and average orders.

Chart of Total order per City

To find the total order of the customer per City.

Chart of Avg orders per City

To find the average orders of the customer per city and state as well.



Dashboard title

Give information such as: what kind of dashboard, team/person in charge, and data last updated time

Control Filter

Filter the data for more detailed preferences. On this dashboard, users can filter based on time-period, city and state

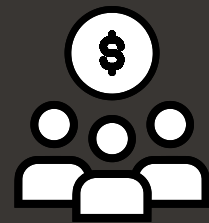
Visualization of best Product

To see the top 10 product categories based on the number of orders.

Visualization of orders in payment Group

To find the number of orders per total payment in group.

Total Customers	Total Sellers	Total Orders	Average Orders
48.0K	1.8K	49.5K	1.03



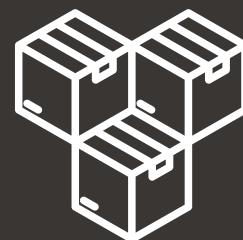
Samba commerce have total customer 48.0K



Samba commerce have total seller 1,8K



Total orders in samba commerce was 49.5K



The average orders was 1,03

Orders mostly came from City of Sao Paulo, Rio de Janeiro and Belo Horizonte while by the average was coming from Candido do de abreu

Total Order per City

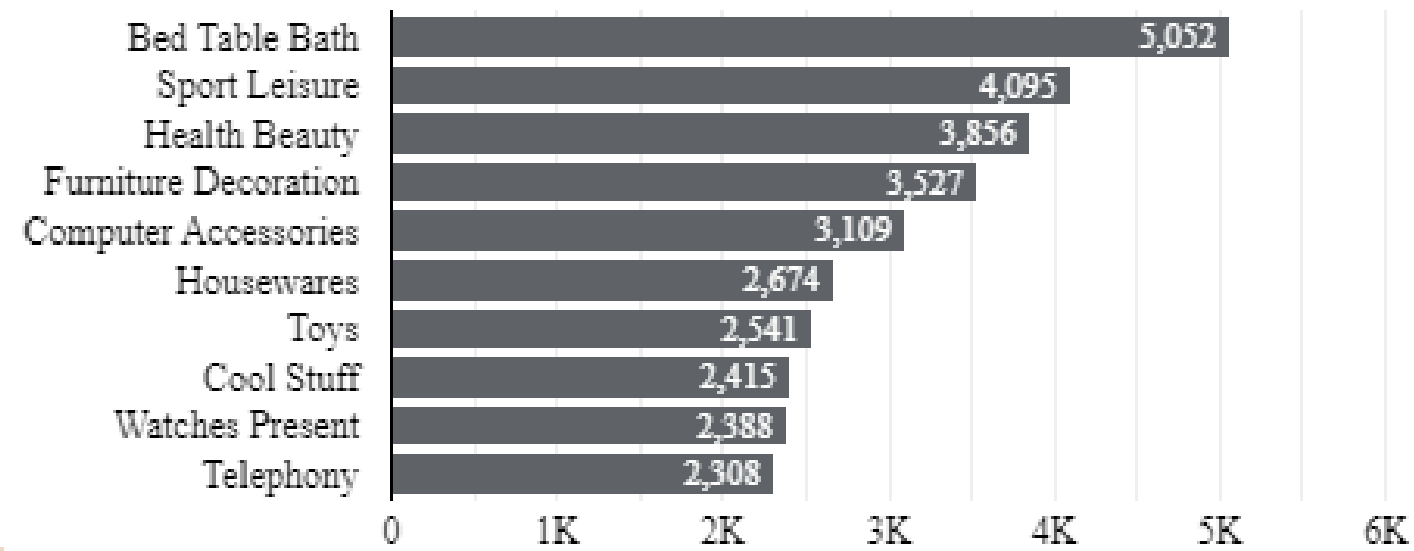
	State	customer_city	order_id ▾
1.	SP	Sao Paulo	7,020 <div></div>
2.	RJ	Rio De Janeiro	3,590 <div></div>
3.	MG	Belo Horizonte	1,347 <div></div>
4.	DF	Brasilia	986 <div></div>
5.	RS	Porto Alegre	743 <div></div>
6.	PR	Curitiba	732 <div></div>
7.	SP	Campinas	679 <div></div>
8.	BA	Salvador	611 <div></div>
9.	SP	Guarulhos	542 <div></div>
1...	SP	Sao Bernardo Do Ca...	429 <div></div>
1...	RJ	Niteroi	389 <div></div>
1...	SP	Santo Andre	381 <div></div>
1...	SP	Osasco	358 <div></div>
1...	CE	Fortaleza	325 <div></div>
1...	SP	Santos	325 <div></div>
1...	SP	Sao Jose Dos Camp...	315 <div></div>

Avg orders per City

	State	City	Average Or...
1.	SP	Candido Ro...	3
2.	AL	Campo Ale...	2
3.	MG	Senador A...	2
4.	RS	Barao De C...	2
5.	PR	Ampere	2
6.	MS	Bodoquena	2
7.	PR	Ipiranga	2
8.	SP	Euclides Da...	2
9.	MG	Prudente D...	2
10.	BA	Piritiba	2
11.	RS	Arroio Do Sal	2
12.	PR	Iguaracu	2
13.	PR	Barbosa Fer...	2
14.	CE	Itapiuna	2
15.	MS	Corguinho	2
16.	SP	Sao Jose D...	2

Top 10 Product Categories
based on number of orders

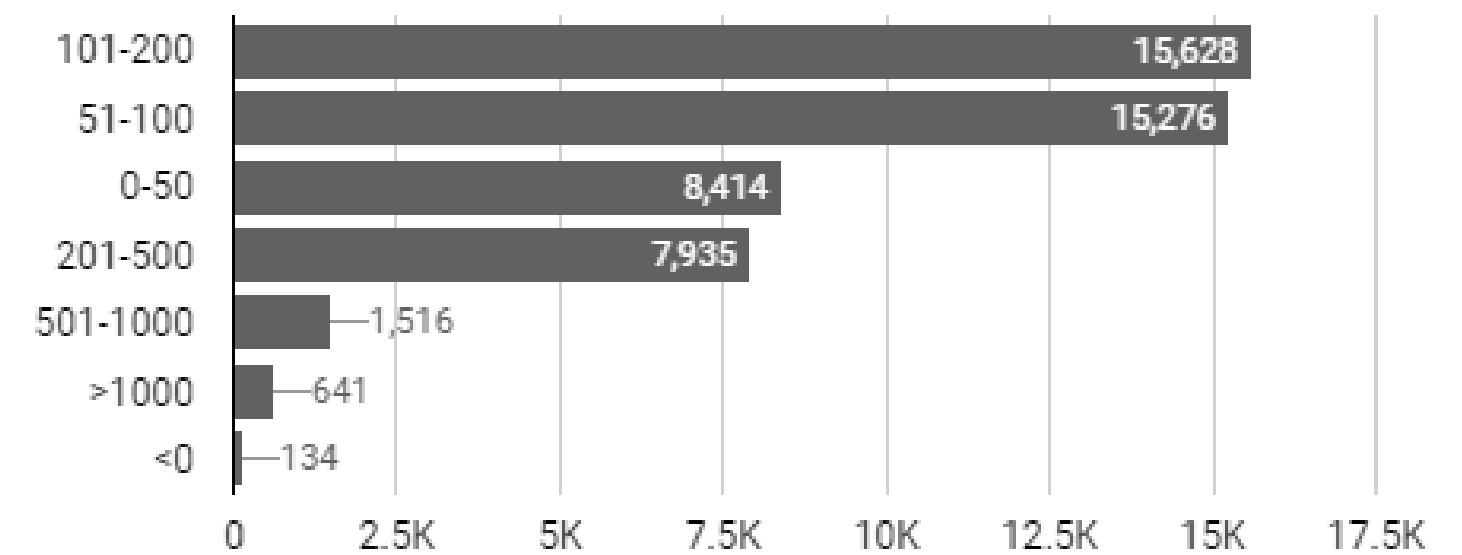
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Based on the number of orders Samba commerce has top 10 product categories during jan 2021- jan 2022.

1. Bed Table Bath with total orders 5,052
2. Sport Leisure with total orders 4,095
3. Health Beauty with total orders 3,856
4. Furniture Decoration with total orders 3,527
5. Computer Accessories with total orders 3,109
6. Housewares with total orders 2,672
7. Toys with total orders 2,541
8. Cool Stuff with total orders 2,415
9. Watches Present with total orders 2,388
10. Telephony with total orders 2,308

Number of orders per Total Payment Group



Activate Windows

Go to Settings to activate Windows.

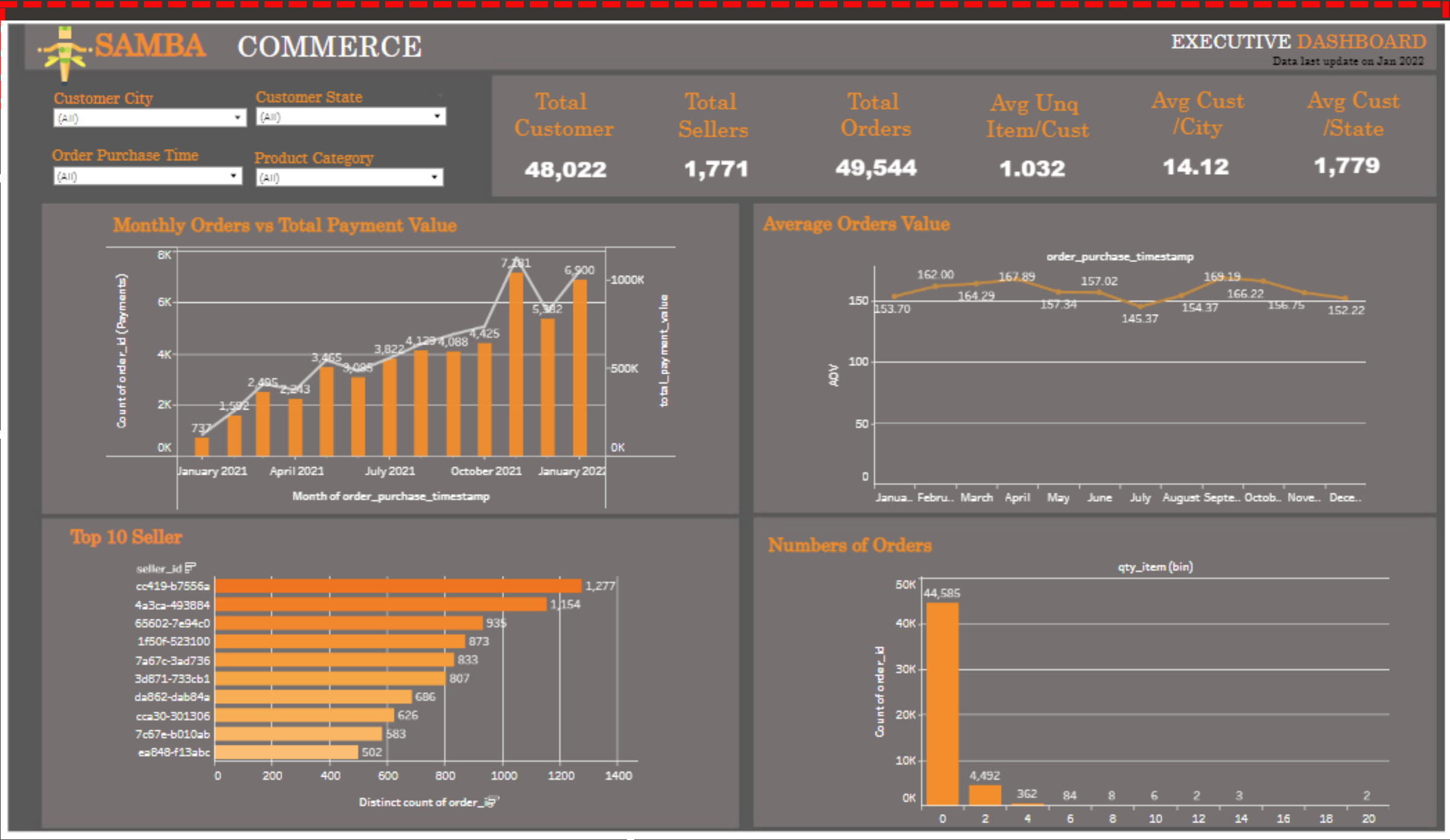
Grouping the numbers of orders based on the total payment into 7 groups.

- Group 1 with total payment value <0 = 134
- Group 2 with total payment value 0-50 = 8,414
- Group 3 with total payment value 51-100 = 15,276
- Group 4 with total payment value 101-200 = 15,628
- Group 5 with total payment value 201-500 = 7,935
- Group 6 with total payment value 501-1000 = 1,516
- Group 7 with total payment value >1000 = 641

It conclude that the most orders is in the range of 101-200 of the total payment

HOW WILL USER(S) USE THE DASHBOARD?

>>>>> [Link to Dashboard](#) <<<<<



Dashboard title

Give information such as: what kind of dashboard, team/person in charge, and data last updated time

Score Card

Give quick insights from the key metrics in the business such as: total customers, total sellers, total orders and average orders, average customer /city and average cust /state.

Visualization of average orders value

To see the average orders value.

Visualization the number of orders

To find the number of orders.

Control Filter

Filter the data for more detailed preferences. On this dashboard, users can filter based on time-period, city and state and product category.

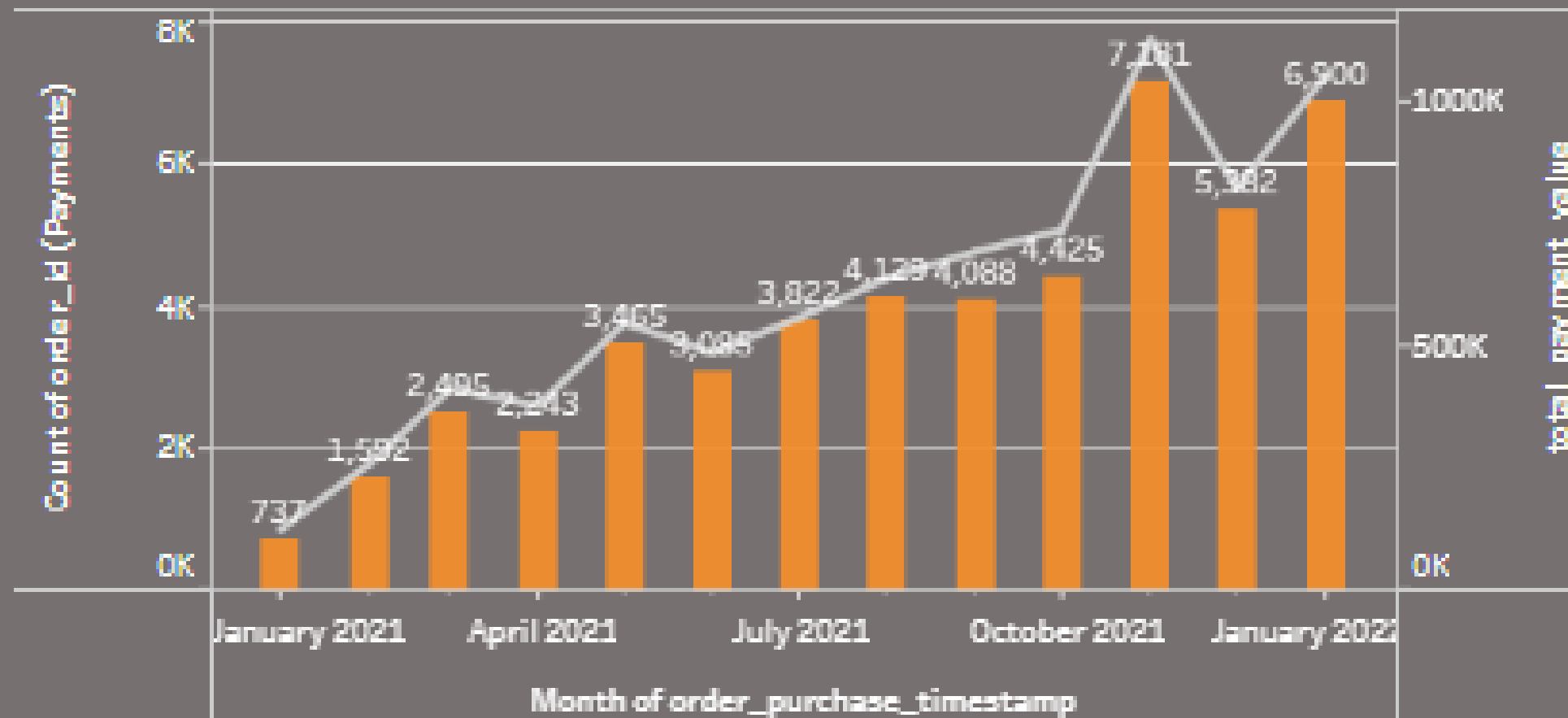
Visualization of Monthly orders vs total payment

To find the total monthly orders and the total payment value.

Visualization of top 10 Seller

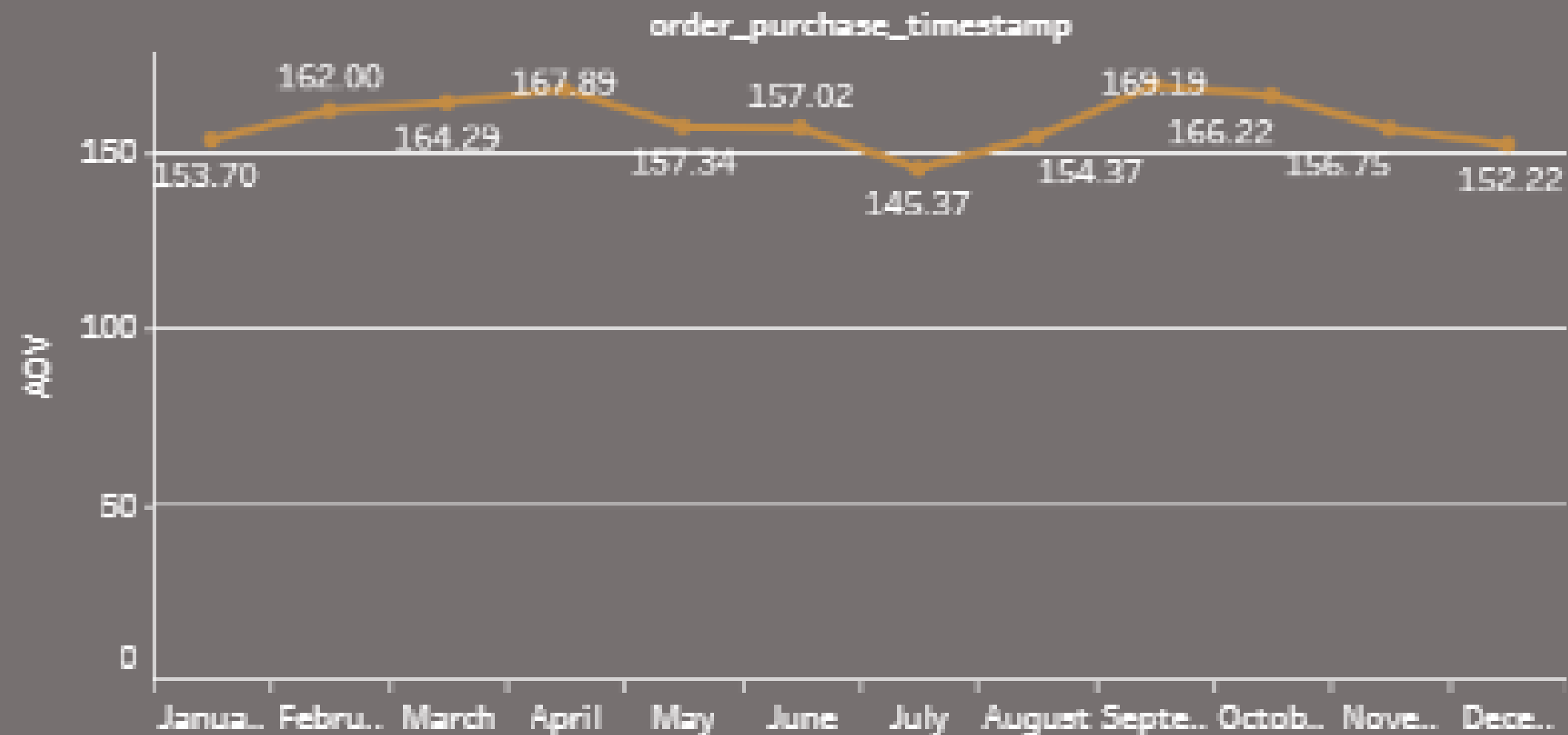
To find the top 10 sellers.

Monthly Orders vs Total Payment Value



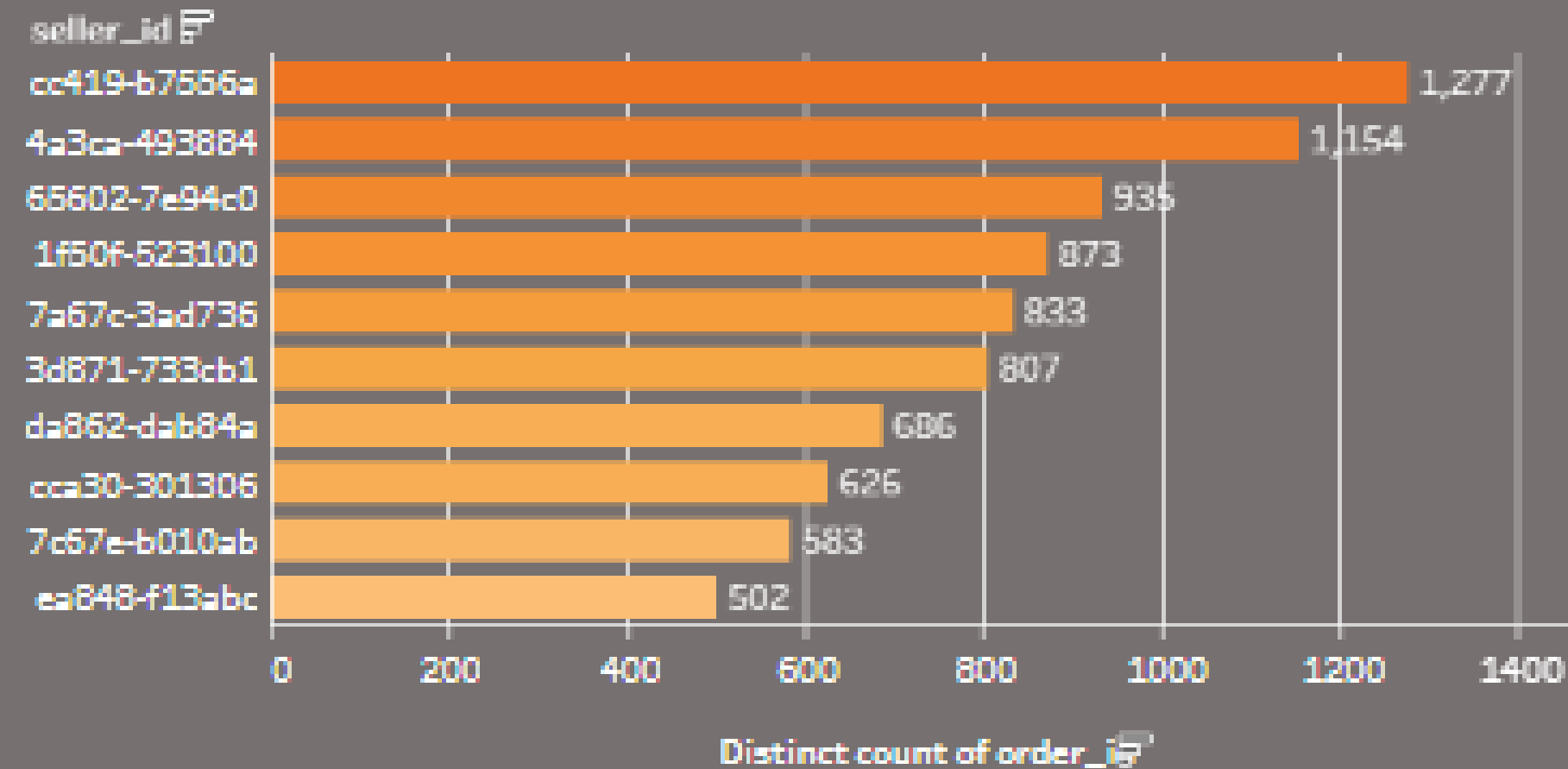
Based on the chart above we can see that the order and total payment value is decrease but overall it is gradually increase month to month with the highest one reach to 7,181 in November 2021

Average Orders Value



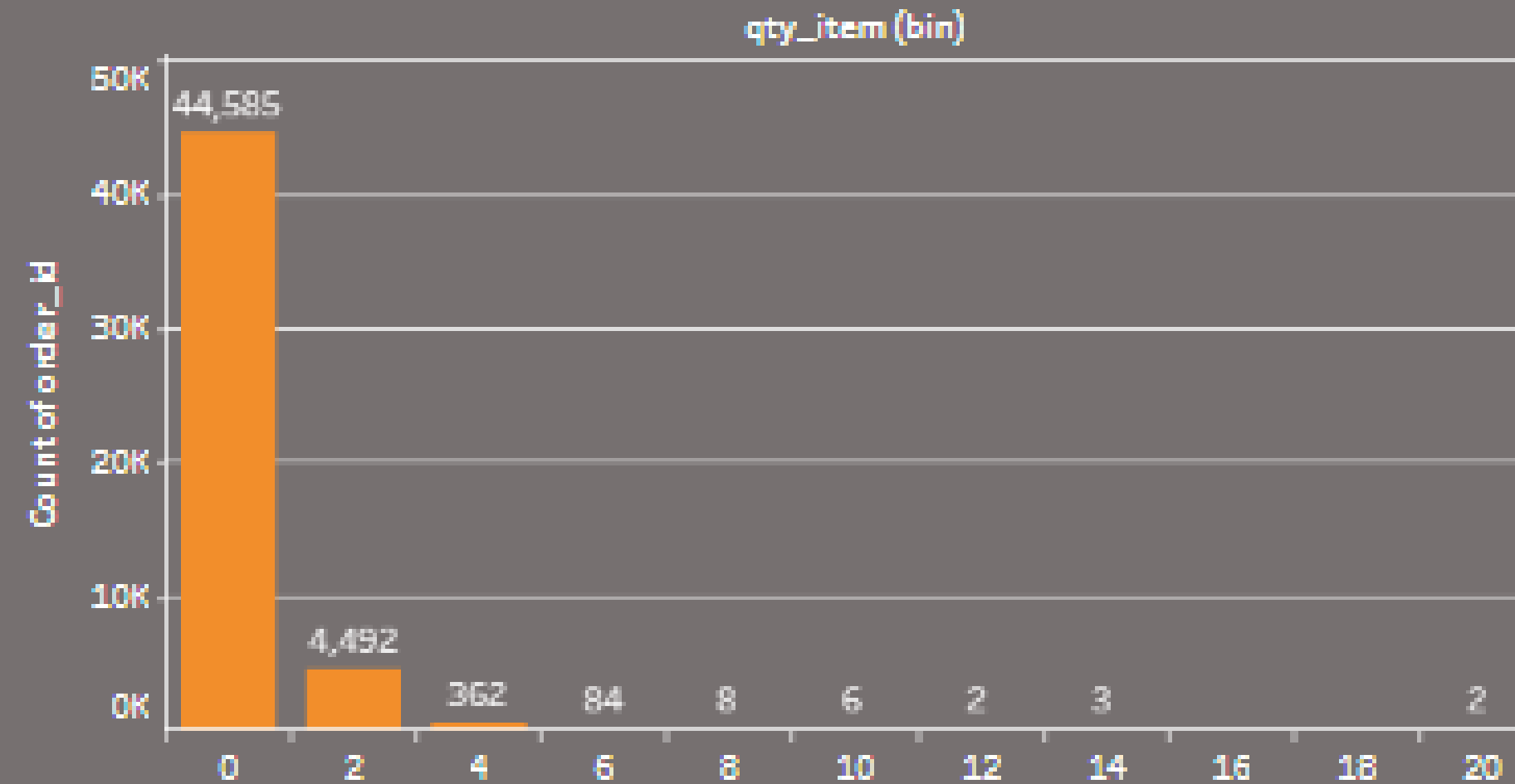
AOV (Average Orders Values) in 2021 from Jan to Dec is fluctuative where the highest peak happen on September that reached until 169.19

Top 10 Seller



The chart above was showing the top 10 seller with the highest order reach on 1.277 and the lowest reach on 502. The total orders is varied from 500-1.200

Numbers of Orders



After grouping the numbers of orders, mostly the customer buy 1 item. It is reach to 44,585 while the other number orders is 2-3 that reach on 4,492

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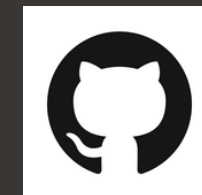
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