

Visualization

Layout and Proposed Improvements

- Black background is nice since it is easier for a user to read it, instead of a white one which tends to be more intense for the eyes.
- The 'Back to index' button is not so visible, so its color could be converted to yellow as the dates.
- **Cover Slide:**
 - Filters on top of the 1st slide, may not be so visible. Bold could help user to read them more easily.
 - The first chart, which includes both bars and lines, is good since can present much more information in one place. However, the gridlines are a bit confused and may need to be transformed or removed.
 - The KPIs in the middle of the slide would be nice if they were placed with more space between them so they can be readable.
 - On the bottom line chart:
 - the values should be excluded as they can confuse the user.
 - Also, the lines should have totally different colors so they can stand out e.g., light blue, red, orange and green.
 - Title in the right part of the chart should be added also so user can understand what this percentage is about.
 - The last KPI is not visible at all since it is around 0 and 0% for the entire week. As a result, it could be visualized in a separate chart. This will also allow the range of visualization to be reduced so the other 3 KPIs to be more readable.
- **Geographic breakdown:**
 - The first attribute needs to be converted from 'Poli' to 'City' as the entire report is in English. The same applies for 'sales_poli'.
 - The first 2 attributes are not well aligned as there is too much space between them.
 - In line 15 there is 'null'. These records may need to be excluded during the analysis process, so they are not visualized.
 - The indication of increase and decrease is very nice and useful. However, in the first case the differences are presented as percentage, while in other cases as value. So, one way should be selected so there is consistency.
 - 'cuisine_parent' on top of the table, is not visible.

Outcome

- Orders seem to be reduced during weekend, however, here may be the case of New Year's Eve so further investigation in the next weeks is needed.
- Low number of acquisitions may can be explained since almost 9 out of 10 orders placed using mobile application meaning that majority of users already have it downloaded.
- Athens is the leader in terms of the number of orders with significant difference from 2nd city, Thessaloniki.
- A variation of Average Basket Size appears among the cities.