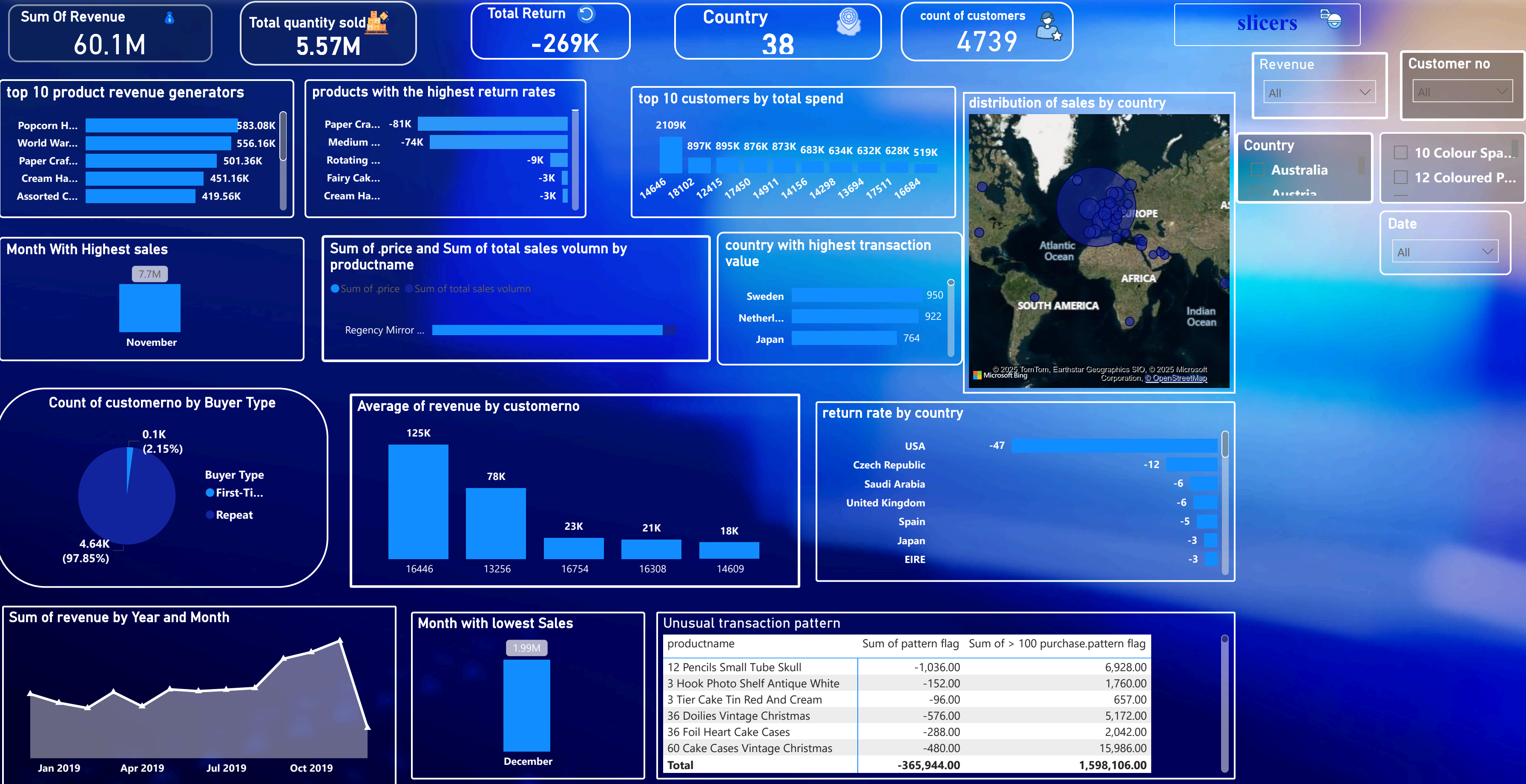


WELUP DIGITAL PROJECT DASHBOARD



INTRODUCTION

The "WELUP DIGITAL PROJECT DASHBOARD" is a data visualization tool designed to provide key insights into the business performance of the WELUP Digital platform. The dashboard encompasses several critical performance indicators (KPIs) and visualizations to offer a comprehensive understanding of sales, return rates, product performance, and customer behavior.

Aim:

The aim of this dashboard is to provide a comprehensive overview of business performance through various data visualizations, enabling decision-makers to monitor sales trends, customer behavior, product performance, and regional distribution. It serves as a tool for data-driven decision-making to enhance the company's operational and financial performance.

Key Insights

Sales and Revenue:

- The total revenue stands at 60.1 million, indicating robust sales performance.
- The highest sales occur in November, as shown by the "Month with Highest Sales" section.

Recommendations

Improve Return Rates:

- Investigate high-return products (such as "Paper Craft") to identify possible issues related to quality or customer expectations.
- Focus on improving product descriptions and customer support for products with high return rates.

Address high return rates by conducting customer satisfaction surveys and working directly with product teams to improve product quality or clarify product descriptions.

- Implement a **Return Rate Dashboard** that tracks the top return products on a weekly basis, providing actionable insights for the operations team to act swiftly.

Enhance Customer Retention:

- Develop targeted campaigns aimed at converting first-time buyers into repeat customers. Leverage the data on customer behavior to craft personalized