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**Practicum Assignment 4(Business Dashboard)**

**Note:** In this Assignment we used Tableau for visualizing customer shopping trends

A screenshot of a chart

Description automatically generated

**Key Indicators:**

1. **Previous Purchases**: Shows the total number of items previously purchased by customers, which provides insights into the volume of sales and repeated customer activity.
2. **Purchase Amount (USD**): Indicates the total revenue generated, which can help in understanding the overall financial performance.
3. **Number of Customers:** The total number of customers who have made purchases. This metric is essential for evaluating the size of the customer base.
4. **Avg. Review Rating:** An average rating provided by customers, potentially reflecting customer satisfaction and product/service quality.

**Graphically, the dashboard features:**

**Average Rating by Category:** A line graph that visualizes the average customer rating for different product categories. Peaks and troughs in this graph can help identify which categories are well-received and which may need improvement.

**Previous Purchase by Category:** A bar graph displays the number of purchases per category, which shows product popularity or seasonal buying trends.

**Purchase Amount by Country:** This map visualization provides a geographical breakdown of purchase amounts, revealing where customers are spending the most. This could be crucial for regional marketing and sales strategies.

Together, these elements create a user-friendly dashboard that can empower business decision-makers with actionable insights into customer preferences, seasonal trends, and geographical market performance. The choice of colours and clear labelling makes the data easily digestible at a glance.