ShopNest Store Dashboard Report

1. Introduction

The ShopNest Store Dashboard provides a comprehensive analysis of sales performance, product ratings, order trends, and customer behavior. This report explains each key visualization in the dashboard, along with insights derived from the data.
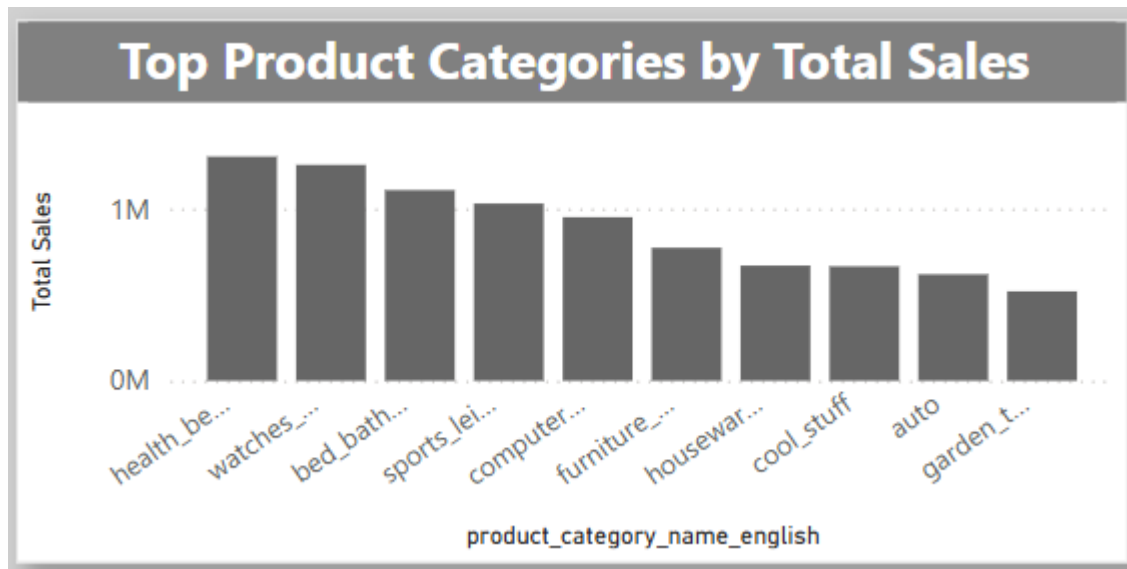
2. Dashboard Overview

The dashboard includes key metrics such as:

- **Total Sales:** 14.27M

- **Total Revenue:** 16.64M

- **Total Orders:** 112.65K

- **Time Filter:** Year_Month

Each visualization presents different business aspects, enabling data-driven decision-making.
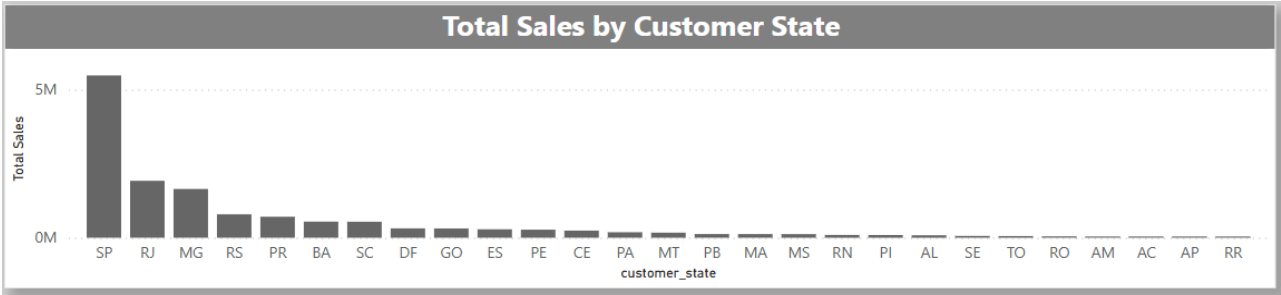
3. Visualizations and Analysis

3.1 Top Product by Total Sales

Explanation: This bar chart displays the top-selling product categories based on total sales. Categories like health, watches, and sports contribute the most revenue, indicating high customer demand.

3.2 Total Sales by Customer State

Explanation: The bar chart shows sales distribution across different states. **São Paulo (SP) leads with the highest sales**, followed by **Rio de Janeiro (RJ) and Minas Gerais (MG)**. Most other states have significantly lower sales, highlighting potential expansion opportunities.

3.3 Total Sales by Quarter
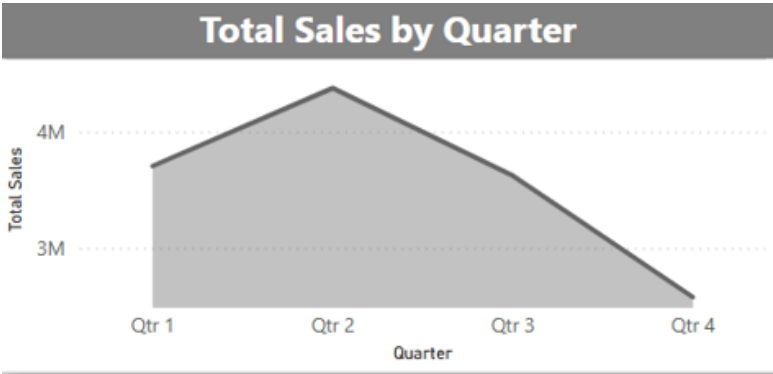
Explanation: A line chart represents quarterly sales trends. Sales peaked in Q2, indicating a seasonal pattern or promotional campaign impact.

### 3.4 Delayed and On-Time Orders by Month
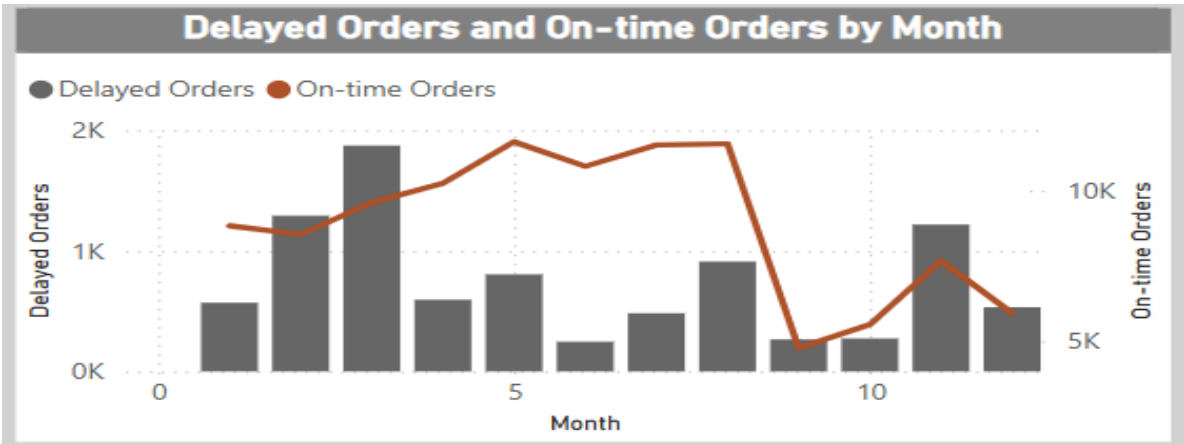
Explanation: A combination chart shows delayed vs. on-time orders over time. The rise in delays in certain months highlights potential supply chain issues.

## 3.5 Bottom And Top 10 Rated Products
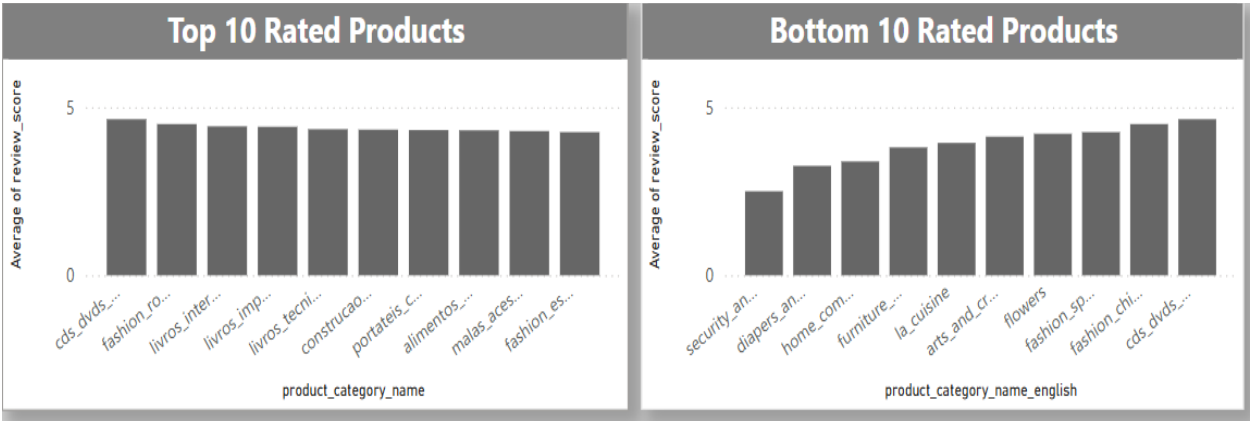
Explanation: A bar chart lists the 10 top and lowest-rated product categories. Security devices and diaper products received high and poor ratings, suggesting quality or service issues.

3.6 Total Revenue by Year and Month
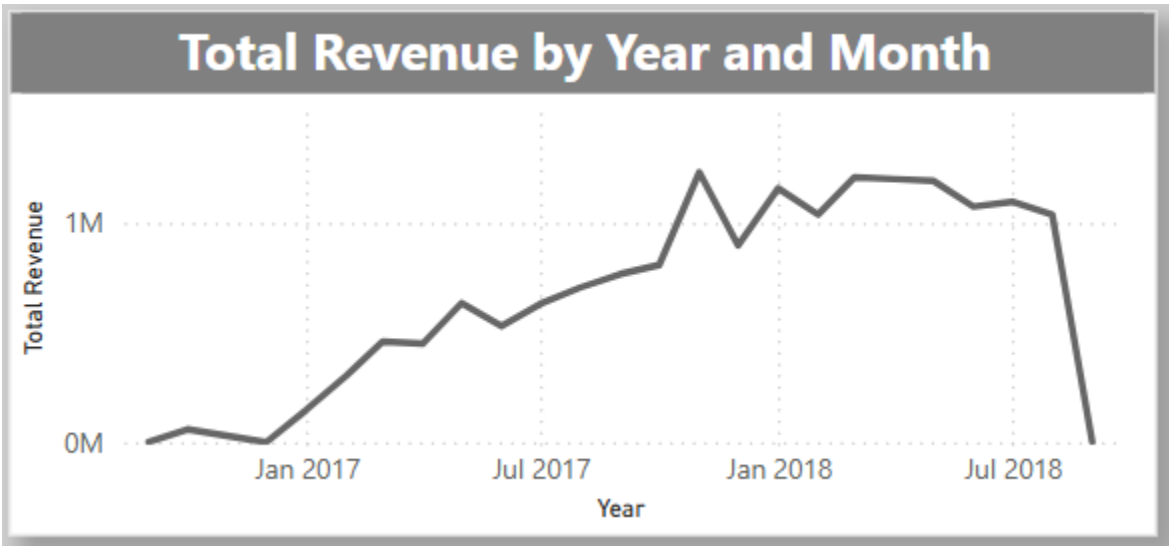
Explanation: A trend line illustrates revenue growth over time. A steady increase followed by a decline in later months suggests possible external market influences.

3.7 Delayed Orders by Product Category
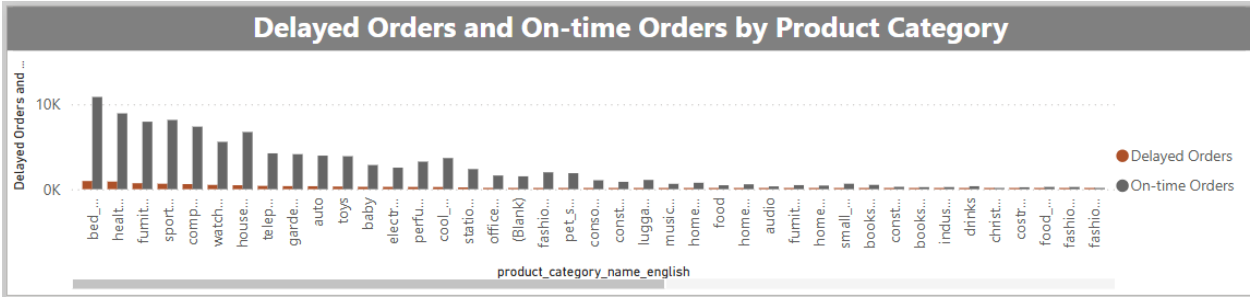
Explanation: This chart compares delays vs. on-time orders across different product categories. Categories like **bed, health, and furniture** have the highest delays, indicating possible supply chain issues. On-time orders dominate in most categories, but frequent delays in certain areas may need operational improvements.

3.8 Top 10 Rated Products
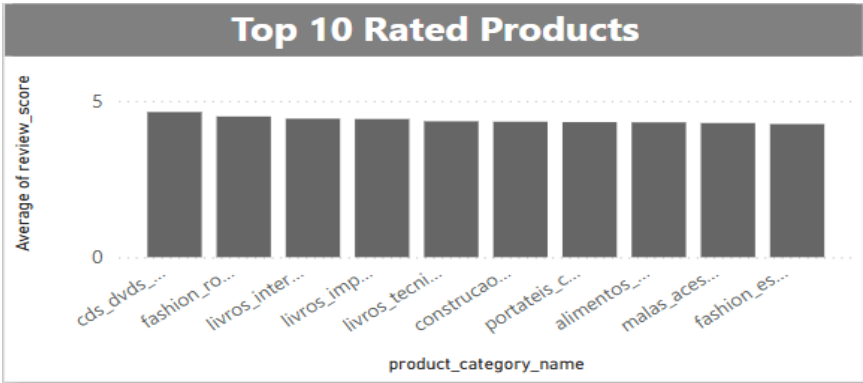
Explanation: A descending line chart highlights the best-rated products. Categories like CDs and books received the highest ratings, indicating strong customer satisfaction.

3.9 Most Used Payment Methods
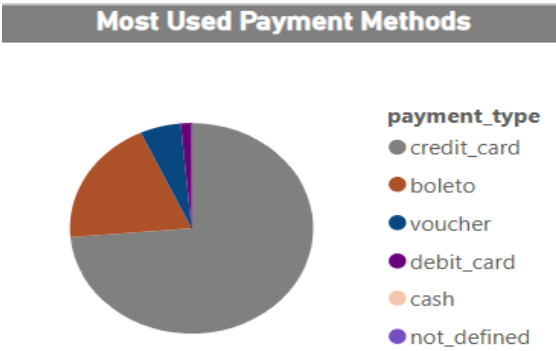
Explanation: A pie chart displays the distribution of payment methods. Credit cards are the most preferred, followed by boleto and vouchers.

4. Key Insights & Recommendations

- **High-Selling Products:** Focus on promoting top-performing categories like health and watches.

- **Regional Sales:** Target high-sales states with customized marketing strategies.

- **Order Delays:** Address delays in furniture and electronics by optimizing supply chain operations.

- **Low-Rated Products:** Improve customer service and product quality for bottom-rated categories.

- **Sales Trends:** Monitor quarterly sales fluctuations to optimize promotional campaigns.

5. Conclusion

The dashboard provides a clear view of business performance, helping in strategic decision-making. Addressing key issues like product delays and low ratings can enhance customer satisfaction and revenue growth.