MILESTONE 5: Dashboard

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in charts, graphs, and tables.

Responsive and Design of Dashboard

The responsiveness and design of a dashboard for analyzing the performance and efficiency of Product Placement is crucial to ensure that the information is easily understandable and actionable. Key considerations for designing a responsive and effective dashboard include user-centered design, clear and concise information, interactivity, data-driven approach, accessibility, customization, and security. The goal is to create a dashboard that is user-friendly, interactive, and data-driven, providing actionable insights to improve the performance and efficiency of Product Placement Analysis.
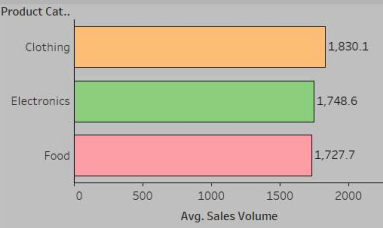
Once you have created views on different sheets in Tableau, you can pull them into a dashboard.
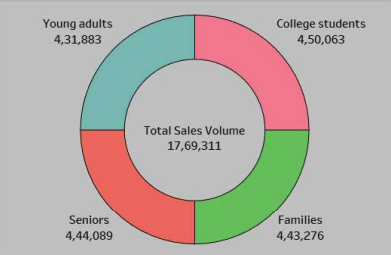
Explanation Video Link:

https://drive.google.com/file/d/1u67ecEyQz7XswgekZnpdHAE5sEhy79rS/view?usp=drive_link

PRODUCT PLACEMENT ANALYSIS-DASHBOARD

Avg Sales Volume vs Product Category

Product Cat..

Product Category	Avg. Sales Volume
Clothing	1,830.1
Electronics	1,748.6
Food	1,727.7

Avg. Sales Volume

Consumer Demographics vs Sales Volume

Young adults
4,31,883

College students
4,50,063

Total Sales Volume
17,69,311

Seniors
4,44,089

Families
4,43,276

Promotion on Product Category on Price and Sales Volume

Promotion	Product Category	Avg. Price	Avg. Sales Volume
No	Clothing	27.01	1,869
	Electronics	26.85	1,726
	Food	27.66	1,677

Foot Traffic by Avg Sales Volume

- Aisle 1,780.79
- End-cap 1,754.14
- Front of Store 1,773.35

Avg Sales Volume by Product Category by Season

Product Category

Clothing	Electronics	Food
1,844.6 No	1,727.0 No	1,676.2 No
1,817.1 Yes	1,774.0 Yes	1,773.2 Yes

Avg. Sales Volume

Competitor Price Vs Price

Product Category

	Clothing		Electronics		Food
Value	25.32	27.75	25.41	27.85	25.94	28.47

Avg. Com.. | Avg. Price | Avg. Com.. | Avg. Price | Avg. Com.. | Avg. Price

Product Category vs Price

- Food 28.47
- Clothing 27.75
- Electronics 27.85