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# Samba Commerce Dashboard

RevoU FSDA Week 10 & 11 Assignment  
Data Visualization

by **Riadhi Nur Fajrina**

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# BUSINESS BACKGROUND

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**SAMBA COMMERCE**, which debuted in 2021, is one of Brazil's fastest growing ecommerce companies. SAMBA COMMERCE has over 15000 products in over 50 categories for customers all across Brazil.

In 2022, our company intends to use more data to help it grow. Therefore, the CEO and other Executive Managers wanted a company-wide dashboard to better analyze our business performance.

# Dashboard Objectives

Create an executive-level (CEO) dashboard for monitoring the overall business performance condition of the Samba Commerce business using any necessary metrics.

WHO IS THE USER(S) OF THE DASHBOARD?

CEO of Samba Commerce as the main user.

Other Executives can also use the dashboard for occasional purposes.

WHY DOES USER(S) NEED THE DASHBOARD?

They need to get the information about the overall state of Samba Commerce's business performance as well as insights from the dashboard.

WHAT IS ONE USE CASE EXAMPLE?

The CEO is in a meeting with potential investors or stakeholders, and he is being asked about the company's current state of business performance. He can show them the dashboard. Scorecards can describe the overall condition, and other charts can visualize the details.

*\*assuming we already discussed all these questions with CEO and all stakeholders*



# Creating Dashboard

1

## UNDERSTAND THE BUSINESS REQUIREMENTS & DEFINE DASHBOARD OBJECTIVES

Users: CEO, and other executives

They need to get the information about overall condition of Samba Commerce business

2

## IMPORT, BLEND/JOIN, & PREPARE DATASETS

Import then check the datasets, is it cleaned? Are all the data types correct? Can we create new variable/feature engineering?

Blend/join the datasets so the variables between each dataset can be aggregated across datasets given, in example we can aggregate variable from dataset A grouped by variable from dataset B.

3

## CALCULATE & VISUALIZE THE METRICS NEEDED

All metrics needed are already stated in the brief and we should choose how to best visualize the metrics.

4

## LAYOUT & FINALIZE THE DASHBOARDS

After all visualizations are ready, then we can start layouting the dashboards.

We also create filters to ease using the dashboard.

All charts and visualizations also can be used as filter for the others(cross-filtering) to make the dashboards more interactive.



Total Customers

48,022

Total Orders

49,544

Total Sellers

1,771

Avg. Order per Cust

1.03

## Executive Dashboard

Data Last Updated on January 2022

State

▼

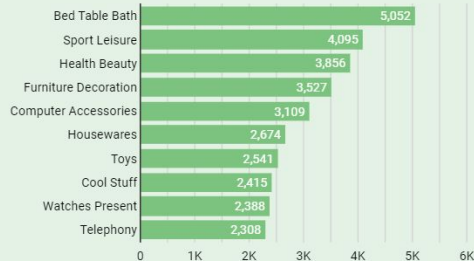
City

▼

Order Month

▼

### Top 10 Product Category



### Total Orders per State & City

	State	City	Orders
1.	SP	Sao Paulo	7,020
2.	RJ	Rio de Janeiro	3,590
3.	MG	Belo Horizonte	1,347
4.	DF	Brasilia	986
5.	PR	Curitiba	732
6.	RS	Porto Alegre	743
7.	BA	SalvaDor	611
8.	SP	Campinas	679
9.	SP	Guarulhos	542
10.	RJ	Niteroi	389
11.	SP	Sao Bernardo ...	429
12.	CE	Fortaleza	325
13.	GO	Goiania	308
14.	SP	Santos	325
15.	SP	Santo Andre	381
16.	PA	Belem	231
17.	SP	Osasco	358
18.	SC	Florianopolis	290
19.	PE	Recife	289

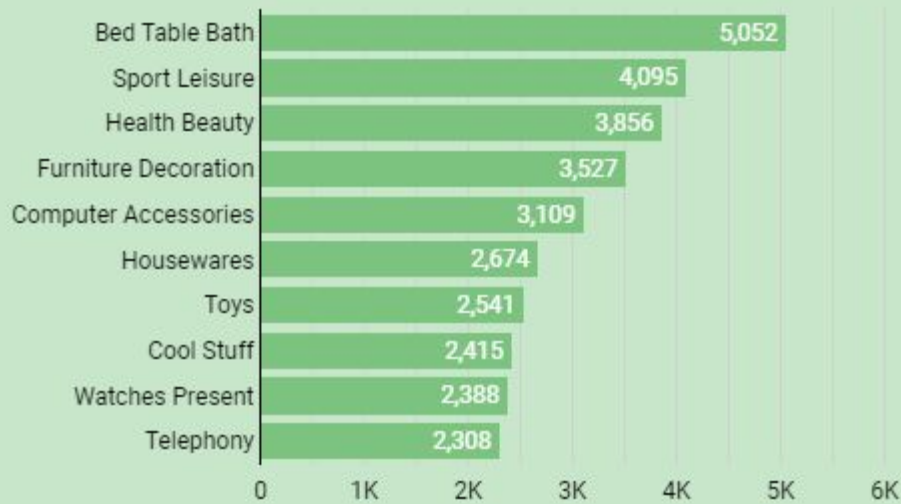
### Avg. Orders per City

	City	AoC
1.	Sao Paulo	1.03
2.	Rio de Janeiro	1.03
3.	Belo Horizonte	1.04
4.	Brasilia	1.03
5.	Curitiba	1.05
6.	Porto Alegre	1.03
7.	SalvaDor	1.04
8.	Campinas	1.02
9.	Guarulhos	1.03
10.	Niteroi	1.03
11.	Sao Bernardo do Campo	1.03
12.	Fortaleza	1.02
13.	Goiania	1.03
14.	Santos	1.04
15.	Santo Andre	1.04
16.	Belem	1.02
17.	Osasco	1.04
18.	Florianopolis	1.03
19.	Recife	1.05

### Number of Order per Total Payment Group

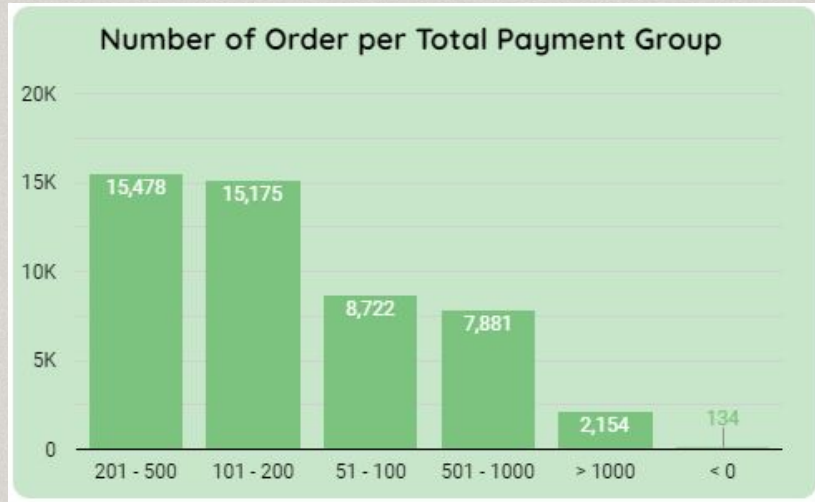


### Top 10 Product Category



**Bed Table Bath** category has customers who have purchased it (5,052), followed by **Sport Leisure** (4,095) and **Health Beauty** (3,856).





The majority of orders (15,478 orders or more than 70%) are paid for between \$201 and \$500. Customers who paid more than \$1000, on the other hand, nearly 14% of total orders (2,154 orders).

### Total Orders per State & City

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12.	Fortaleza	1.02
13.	Goiania	1.03
14.	Santos	1.04
15.	Santo Andre	1.04
16.	Belem	1.02
17.	Osasco	1.04
18.	Florianopolis	1.03
19.	Recife	1.05

**Sao Paulo has the most orders (7,020), followed by Rio de Janeiro (3,599) and Belo Horizonte (1,347). Candido Rodrigues, on the other hand, had the highest average customer orders per city, with an average of 3 orders per customer.**



## Tableau Executive Dashboard



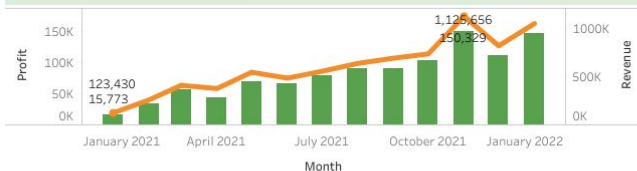
### EXECUTIVE DASHBOARD

Data Last Updated on January 2022

Total Order	Total Customer	Total Seller	Avg. Order Cust	Revenue	Profit
49,544	48,022	1,771	1.032	7.81M	1.06M

State :  City :  Category :   
 Date : January 2021  January 2022

#### Profit & Revenue Growth



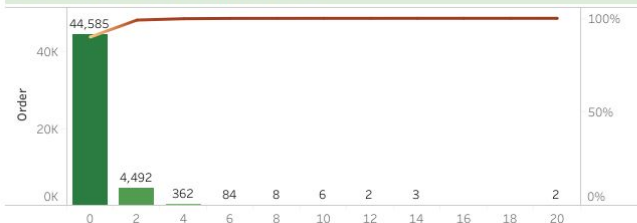
#### Customer per State & City

State	City	Number of Customer	Avg. Order per Customer	Avg. Order Value per Customer
SP	Sao Paulo	6,807	1.03	136.98
	Campinas	664	1.02	152.00
	Guarulhos	526	1.03	137.95
	Sao Bernardo do Campo	417	1.03	136.91
	Santo Andre	366	1.04	124.85
	Osasco	344	1.04	130.24
	Santos	313	1.04	148.27
	Sao Jose dos Campos	308	1.02	135.66
	Sorocaba	295	1.03	144.58
	Jundiai	259	1.03	155.82
	Ribeirao Preto	243	1.03	153.12
	Mogi das Cruzes	211	1.03	168.44
	Barueri	173	1.03	125.53
	Piracicaba	169	1.02	147.98
	Sao Jose do Rio Preto	164	1.01	147.87
	Carapicuiaba	144	1.00	103.19
	Taubate	135	1.02	123.98
	Praia Grande	132	1.07	122.89
	Indaiatuba	122	1.06	120.61

#### Avg. Order Value Growth



#### Distribution of Qty Item per Order



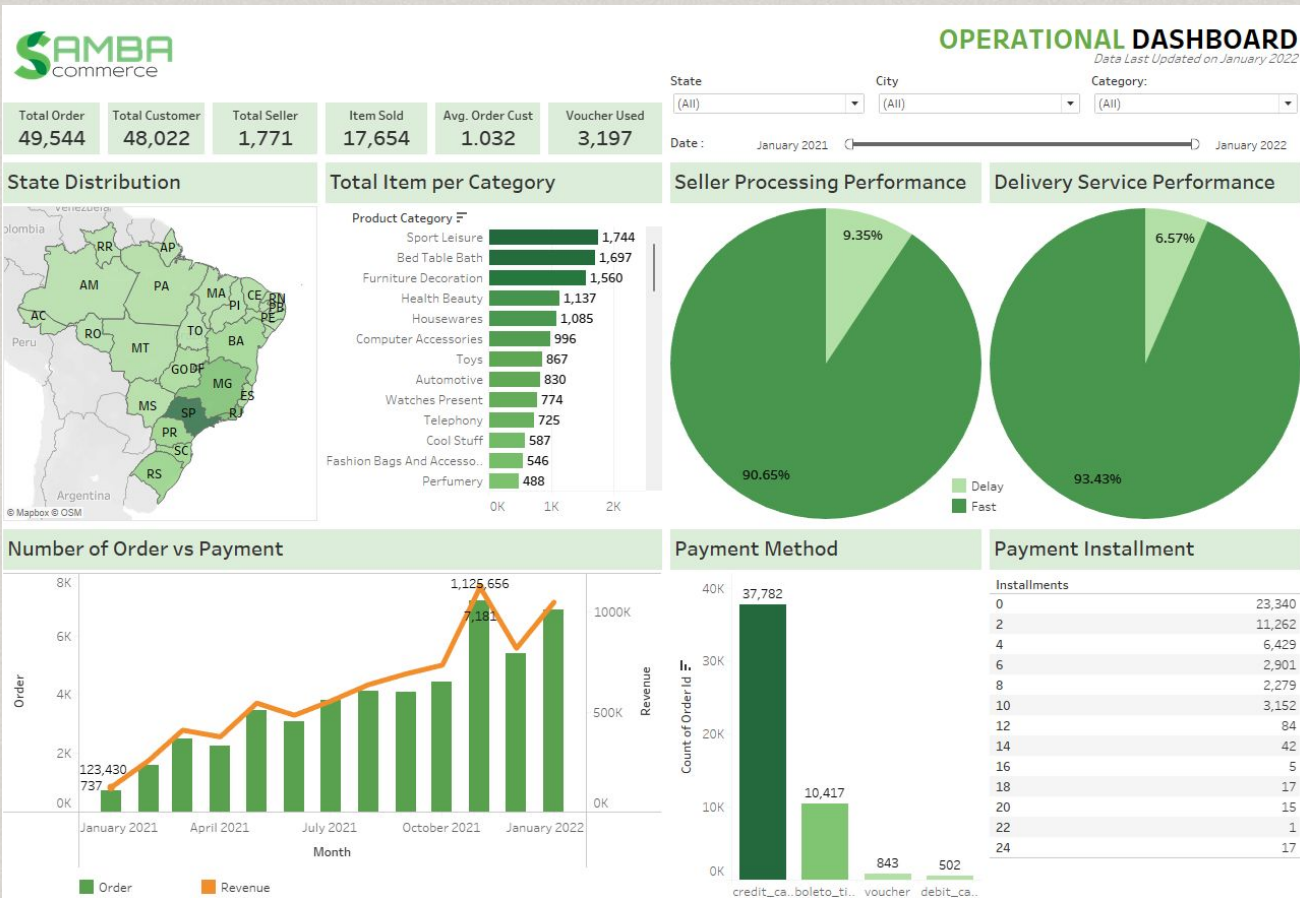
#### Top Seller



#### Revenue & Profit per Category

Product Category	Revenue	Profit
Bed Table Bath	664,287	99,129
Furniture Decoration	468,475	93,044
Sport Leisure	606,482	86,078
Housewares	328,785	69,279
Computer Accessories	538,991	65,588
Health Beauty	609,820	65,514
Garden Tools	347,770	64,727
Cool Stuff	474,973	55,347
Toys	373,513	52,869
Telephony	190,697	40,452

# Tableau Operational Dashboard





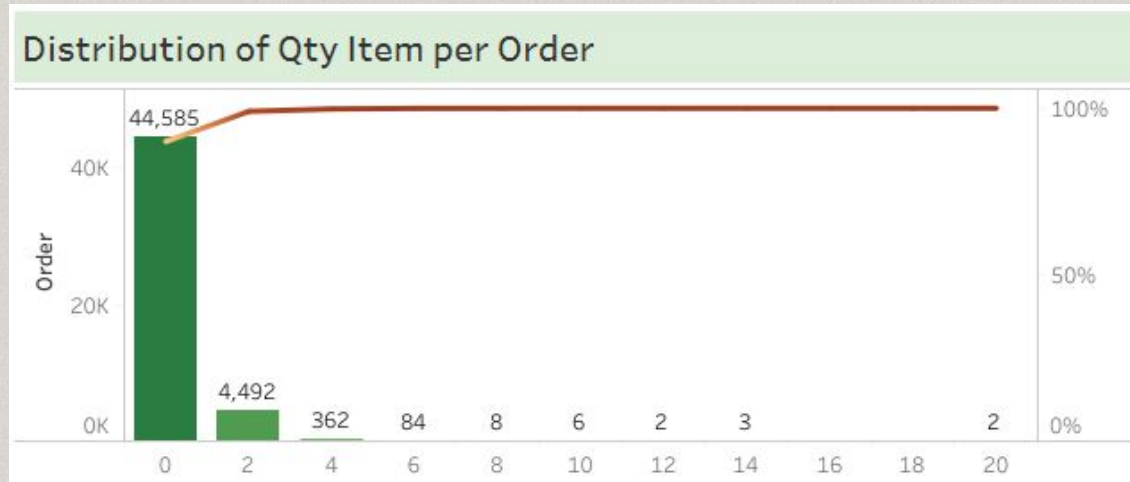
According to the dashboard, **the revenue and profit growth peaked in November 2021** with a **total revenue of 1,125,656** and **total profit of 150,329**. The trends tend to rise in the previous year.





The average order value has varied over time, peaking at 169.19 in September 2021 and falling to 145.37 in July 2021.

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Orders with only one item is contributed more than 80% of our total orders.

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	Taubate	135	1.02	123.98
	Praia Grande	132	1.07	122.89
	Indaiatuba	132	1.06	140.61

**Sao Paulo** has the most number customers (**6,807**) with an average of 1.03 order per customer and an average order value per customer of 136.98.



## Top Seller

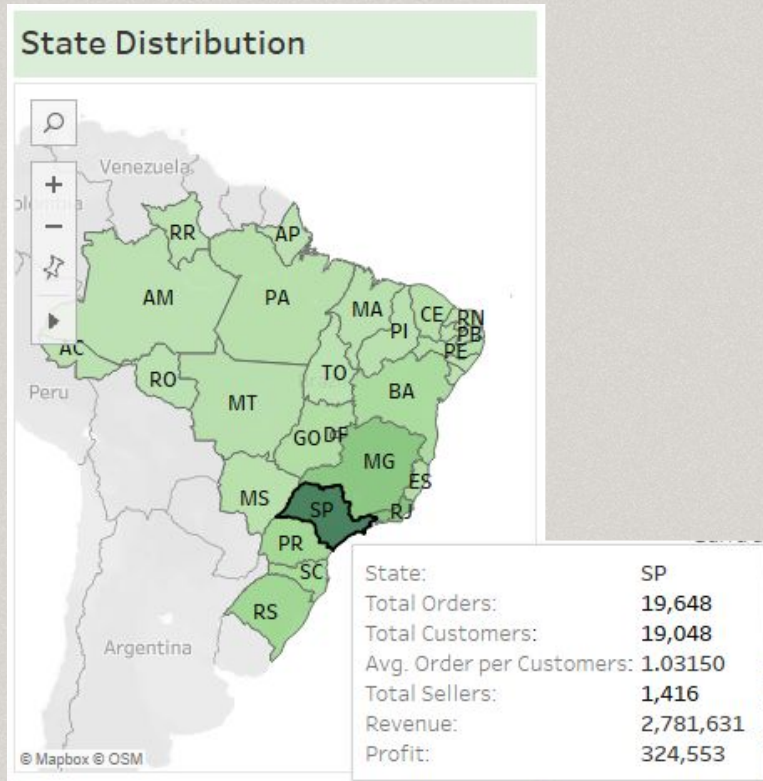


The **top seller** has a significant lead with a total of **1,277 orders**, followed by the **second with 1,154 total orders**, and the **tenth of top seller has 502 total orders**.

## Revenue & Profit per Category

Product Category	Revenue	Profit
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Telephony	190,697	40,452

**Bed Table Bath had the highest revenue of 664,287 and profit of 99,129**, followed by Health Beauty with revenue of 908,820 and profit of 65,514, but Sport Leisure had a higher profit than Health Beauty with a profit of 86,078 and revenue of 606,482.

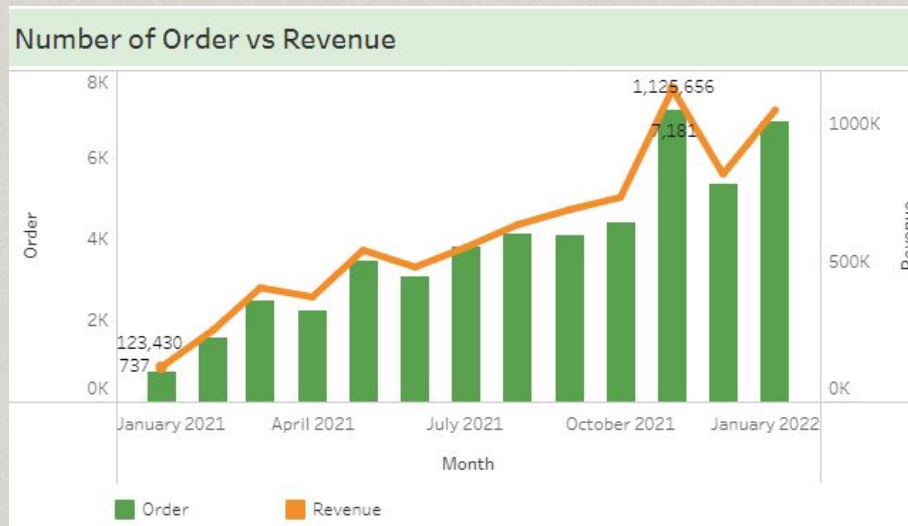


SP has the most users, with **19,048 total customers** who generated **19,648 total orders**, with an **average order per customer of 1.03**, followed by **1,416 total sellers**. This state alone generated **2,781,631 in total revenue** and **234,553 in total profit**.

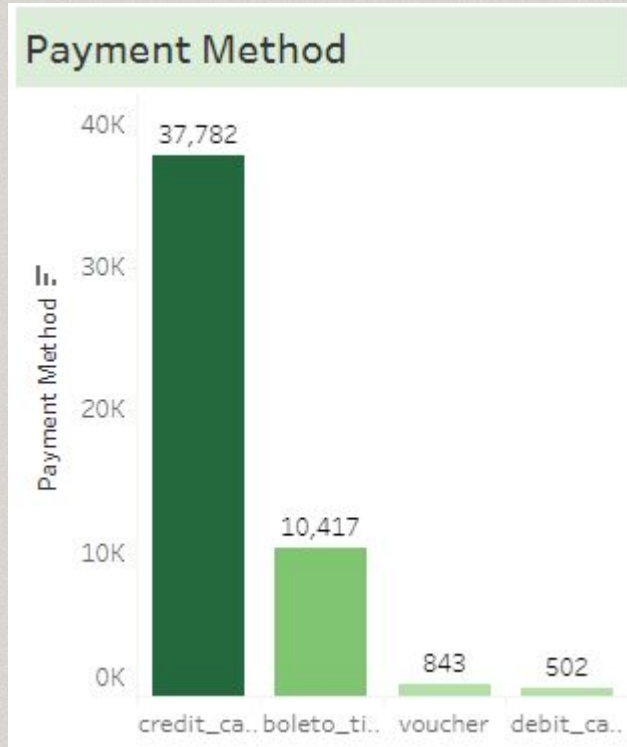




**Sport Leisure has the most items/products (1,744),** followed by Bed Table Bath (1,697 items) and Furniture Decoration (1560 items).



The monthly purchase order and revenue **peaked in November 2021**, with the generated revenue of 1,125,656 and a total orders of 7,181. The trends tend to rise in the previous year.



With **37,782** recorded, **credit cards** were chosen as the payment method by the majority of our customers, followed by boleto tickets with 10,417 and debit cards with 502.

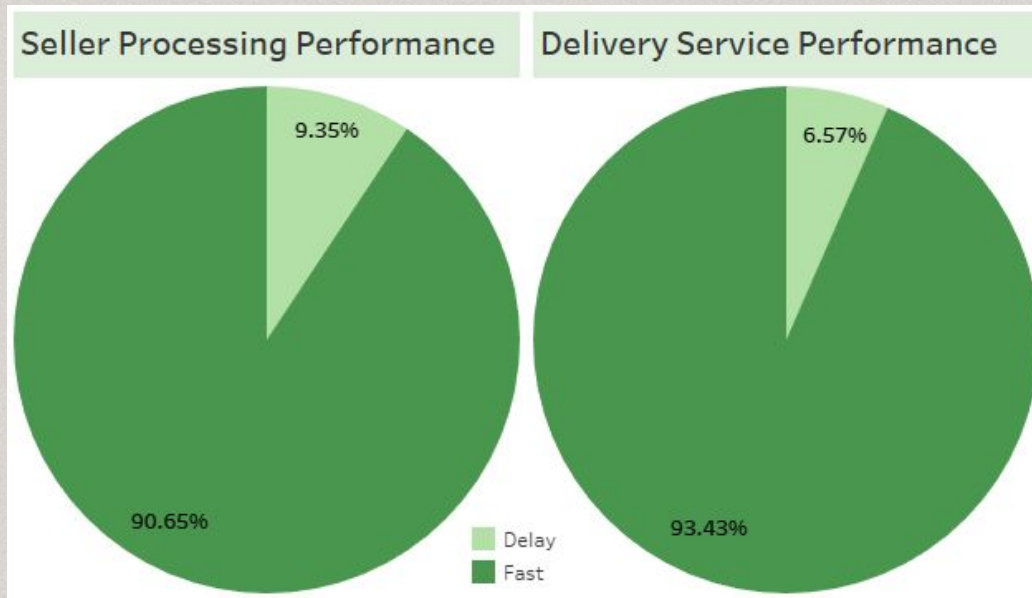


## Payment Installment

### Installments

0	23,340
2	11,262
4	6,429
6	2,901
8	2,279
10	3,152
12	84
14	42
16	5
18	17
20	15
22	1
24	17

The majority of the transactions (**23,340**) were made in a **single payment**. A total of 11,262 orders selected a 2 month or 3 month installment payment plan, and the longest duration is a 24 month installment payment plan, with 17 orders placed.



The seller processed the customer's order relatively quick, with 90.65% (44,911 orders) processed, and the order that was delivered to the customers was 93.43% (46,287 orders) completed

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# Recommendation

- We can create some promotions to increase customer retention, such as giving a cashback or discount in the form of vouchers because a large number of vouchers were used in the previous year.
  - We could think about giving customers more payment options, such as split payments. And, because it was popular with customers, provide a more simple payment installment requirements.
  - To encourage more customers to purchase across states, we can offer some delivery promotions. For example, free delivery cost with certain amount of purchase.
  - We can invest in marketing and promotion such as "Fall Sale" for the upcoming season, and some similar promotions for each seasons to maximize sales and profit.
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# Thanks !

Have any questions, feedbacks or suggestions?  
Please do not hesitate to contact me



riadhigodjay@gmail.com



/riadhigodjay



/riadhigodjay



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