Munero Dashboard — User Guide

> This guide walks you through everything you can see and do in the Munero Order Insights Dashboard. It covers the three main pages, the filtering system, and the built-in AI assistant.

Getting Around the Dashboard

The dashboard has a **fixed header bar** at the top of every page. It includes:

- **Munero AI Platform** logo and title (top left)
- **Page tabs** to switch between the three dashboard pages:
  - Executive Overview
  - Market Analysis
  - Catalog Performance
- **"Ask AI" button** (top right) — opens the AI chat assistant
- **Live indicator** — a green "Live" label confirming the dashboard is connected to current data
- **User avatar** — your profile icon (top right corner)

The active page tab is highlighted so you always know which page you're on.

Filtering Your Data

A **filter bar** sits just below the header and stays visible as you scroll. It controls what data is shown across all three pages.

Available Filters

Filter	What It Does
Date Range	Pick a start and end date to define the time period you want to analyze
Currency	Choose which currency to display monetary values in
Country	Select one or more countries to focus on specific markets
Product Type	Filter by product type (e.g., gift card vs. merchandise)

More Filters

Click the **"More Filters"** button to access additional filters:

Filter	What It Does
Clients	Narrow results to specific client accounts
Brands	Narrow results to specific brands
Suppliers	Narrow results to specific suppliers

Filter	What It Does
Anomaly Threshold	Adjust the sensitivity for anomaly detection in trend charts (higher = only flag large deviations; lower = flag smaller deviations)

After choosing your advanced filters, click **"Apply"** to update the dashboard, or **"Clear Advanced"** to remove them.

Resetting Filters

Click the **"Reset"** button to return all filters to their default values (last 30 days, all countries, all product types, etc.).

Page 1: Executive Overview

> **What this page is for:** A high-level snapshot of your business — total orders, revenue, trends, and anything that needs attention.

When you open this page, you'll see a subtitle describing its purpose and an **"Updated"** timestamp showing when the data was last refreshed.

Key Metrics (Top Row)

Five large metric cards appear across the top of the page. Each card shows the current value, a percentage change versus the prior period (with an up or down arrow), and a small trend sparkline.

Card	What It Shows
Total Orders	The total number of orders in your selected date range, with a mini trend chart
Total Revenue	Total revenue earned, with a mini trend chart
Avg Order Value	The average value per order
Orders / Client	The average number of orders per client account
Stuck Orders	The number of orders that are stuck, failed, or stalled. If any exist, this card turns red and includes a "View" link that jumps you down to the details

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Sales & Volume Trend (Chart)

A combined chart showing **two metrics over time**:

- **Bars** represent one metric (e.g., number of orders)
- **A line** represents another metric (e.g., revenue)

What you can do:

- **Switch time granularity** — toggle between Day, Month, and Year views
- **Swap axes** — flip which metric is shown as bars vs. the line
- **Spot anomalies** — bars turn red when an unusual spike or dip is detected, and the legend shows how many anomalies were found
- **Hover** over any bar or point to see the exact values for that date

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Operational Health (Stuck Orders List)

A list of orders that are stuck, failed, or pending action. Each row shows:

Column	What It Shows
Order Number	The order identifier
Status	A color-coded label (e.g., Failed, Pending)
Age	How many days the order has been in this state

Each row has action buttons to **retry** a failed order or **view its details**. If there are more items than fit on screen, a **"View All"** button appears at the bottom.

Revenue by Geography (Map)

An interactive world map where countries are shaded based on how much revenue they generate — darker shading means higher revenue.

What you can do:

- **Hover** over any country to see its revenue, order count, and number of clients
- **Zoom in/out** using the controls, or reset the zoom to see the full map
- A **color legend** shows what the shading levels represent

Top Performers (Bar Chart)

A horizontal bar chart showing your top-performing products or brands by revenue.

What you can do:

- **Toggle between Products and Brands** using the switch at the top of the chart
  - **Products view:** Shows completed vs. failed/stuck revenue per product (stacked bars)
  - **Brands view:** Shows gift card vs. merchandise revenue per brand (stacked bars)
- **Hover** over any bar to see the exact totals and percentage breakdown

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Revenue by Type (Pie Chart)

A donut chart showing how revenue is split across product types (e.g., gift card vs. merchandise). A legend table beside the chart shows the exact percentage and dollar amount for each segment.

Anomaly Alerts (Scrollable Strip)

A horizontal strip of small alert chips at the bottom of the page. Each chip represents a detected anomaly — an unusual data point in your trends.

Each chip shows:

- The **date** the anomaly occurred
- Which **metric** was affected
- The **percentage change** that triggered the flag

If no anomalies are found, the strip shows: *"No anomalies detected in the selected period."*

Page 2: Market Analysis

> **What this page is for:** Understand your client base — who your biggest clients are, how revenue is concentrated, and how clients segment into different categories.

Key Metrics (Top Row)

Three metric cards appear at the top:

Card	What It Shows
Active Clients	The number of clients with orders in the selected period. May show a note like "Top 500 shown" if the dataset is large
Avg Revenue/Client	The average revenue generated per client
Top Client Share	The revenue share held by your largest client. Highlights in red if concentration risk is detected (too much revenue from one client)

Revenue Concentration (Bar + Line Chart)

A chart that answers the question: *"How dependent are we on our top clients?"*

- **Bars** show revenue by client, ranked from highest to lowest
- **A line** shows the cumulative percentage of total revenue
- A horizontal reference line marks the **80% threshold** — you can see how many clients make up 80% of your revenue
- Below the chart title, a summary line reads something like: *"Top 12 clients = 80% of revenue"*

What you can do:

- **Click on a bar** to select and filter to that specific client

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Client Segmentation (Scatter Plot)

A scatter plot that places each client on a grid based on their **order volume** (horizontal axis) and **revenue** (vertical axis). The grid is divided into **four quadrants** with labels like:

- **Champions** — high orders + high revenue (top right)
- **Whales** — low orders + high revenue (top left)
- **Loyalists** — high orders + low revenue (bottom right)
- **Developing** — low orders + low revenue (bottom left)

What you can do:

- **Adjust the threshold lines** that define the quadrant boundaries (using the input controls)
- **Click on a segment name** in the legend to filter the view to just that segment
- **Hover** over any dot to see the client name, revenue, order count, and segment

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Segment Distribution (Pie Chart)

A donut chart showing how many clients fall into each segment (Champions, Whales, Loyalists, Developing). Click on a segment to filter the page to clients in that category.

Client Leaderboard (Table)

A sortable table listing your clients with:

Column	What It Shows
Client Name	The account name
Segment	Which quadrant they belong to (shown as a color-coded label)
Revenue	Total revenue from this client
Orders	Total order count
Share %	This client's share of your total revenue

What you can do:

- **Click a column header** to sort by that column
- **Click a row** to select a client and filter the page to their data
- A **"Clear filter"** option appears when a client is selected, to return to the full view
- The table shows a count like *"5 of 42 clients in Champion"* to indicate how the filter is applied

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Page 3: Catalog Performance

> **What this page is for:** Understand which products are driving your business, spot rising and falling performers, and monitor supplier concentration risk.

Key Metrics (Top Row)

Four metric cards appear at the top:

Card	What It Shows
Active SKUs	The number of unique products with activity in the selected period
Global Reach	How many currencies your products are sold in
Avg Margin	The average profit margin across your product catalog
Supplier Health	Overall supplier risk status. Turns red if any suppliers are flagged as "at risk," with text like "2 at risk"

Product Performance (Scatter Plot)

A scatter plot placing each product on a grid based on **quantity sold** (horizontal axis) and **revenue** (vertical axis). Products are divided into four quadrants:

- **Cash Cows** — high quantity + high revenue
- **Premium Niche** — low quantity + high revenue
- **Penny Stocks** — high quantity + low revenue
- **Dead Stock** — low quantity + low revenue

Products are color-coded by type (e.g., gift card vs. merchandise).

What you can do:

- **Adjust the threshold lines** to change where the quadrant boundaries sit
- **Hover** over any dot to see the product name, revenue, quantity, margin, and which quadrant it falls in
- If the dataset is large, a **"Top 500 by Revenue"** label appears, indicating only the top 500 products are plotted

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Segment Distribution (Pie Chart)

A donut chart showing how many products fall into each quadrant (Cash Cows, Premium Niche, Penny Stocks, Dead Stock).

Movers & Shakers (Two Lists)

A split-panel showing two ranked lists side by side:

- **Top Risers** — products with the biggest revenue growth compared to the prior period
- **Top Fallers** — products with the biggest revenue decline

This helps you quickly spot which products are gaining or losing momentum.

Supplier Concentration (Bar Chart)

A vertical bar chart showing what share of your revenue comes from each supplier (top 5 suppliers shown, with an "Others" bucket for the rest).

A **30% threshold line** is drawn across the chart. If any single supplier accounts for more than 30% of your revenue, a **warning alert** appears — this signals concentration risk (too much dependence on one supplier).

Product Catalog Table

A sortable table listing your products with:

Column	What It Shows
Product Name	The product title
Type	Gift card or merchandise (shown as a label)
Revenue	Total revenue from this product
Growth %	Revenue growth compared to the prior period
Failure Rate	Percentage of orders for this product that failed
Margin %	Profit margin for this product

What you can do:

- **Click a column header** to sort by that column (e.g., sort by growth % to find your fastest-growing products)
- If no products match your current filters, the table shows: *"Adjust your filters or date range."*

The AI Assistant ("Ask AI")

Click the **"Ask AI"** button in the top-right corner (or press **Cmd+K / Ctrl+K**) to open a chat panel on the right side of the screen. Press **Esc** to close it.

What You Can Do

Ask questions about your data in plain English. For example:

- *"Which clients had the highest revenue last month?"*
- *"Show me order trends for the last 90 days."*

What You'll See in Responses

The AI can respond with:

- **Charts and tables** generated on the fly based on your question
- **Warnings** (shown in yellow) if there are data limitations or caveats
- **Export options** — download the response as a **CSV** (spreadsheet) or **PNG** (image)

If you haven't asked anything yet, the panel shows **suggested questions** you can click to get started.

Context Awareness

The AI assistant is aware of your current filters. A label at the top of the chat panel shows which date range and filters are active, so answers are always scoped to the data you're looking at.
