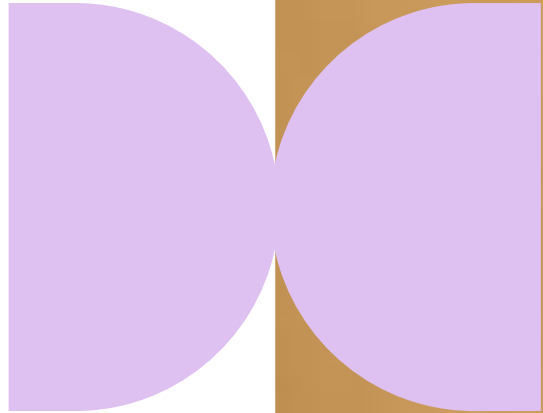
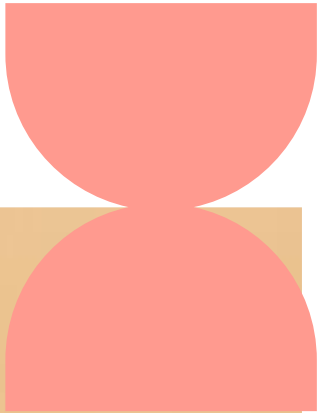
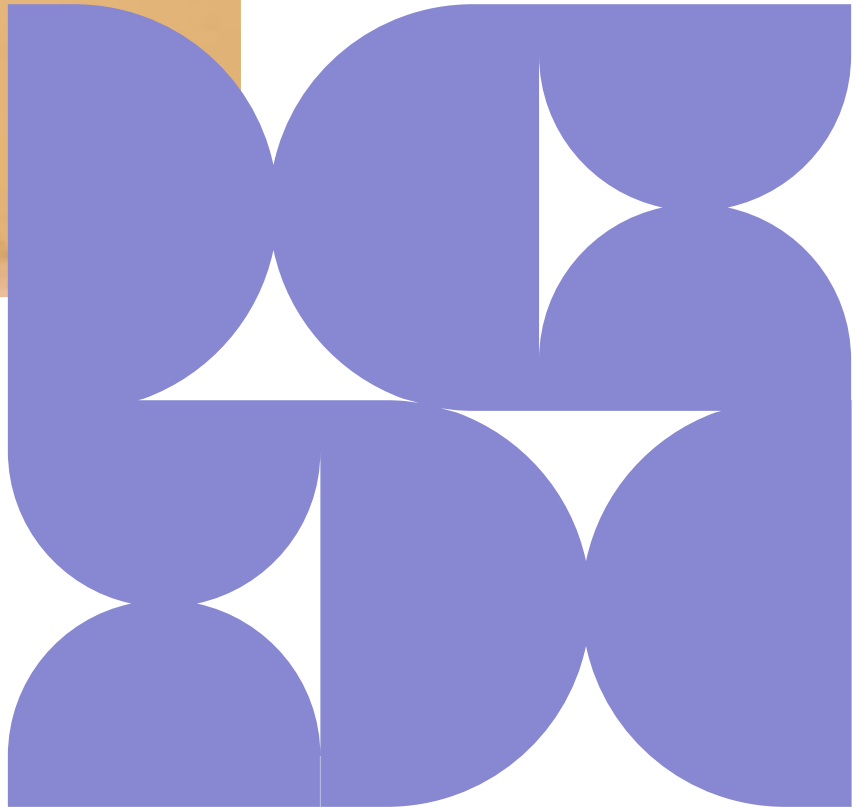
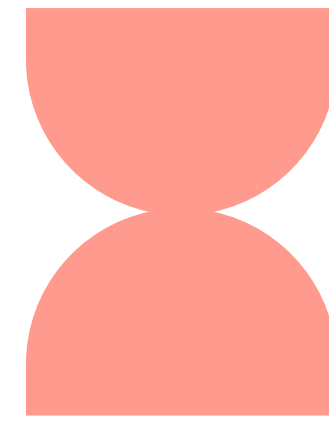




E-CommerceU Executive Dashboard

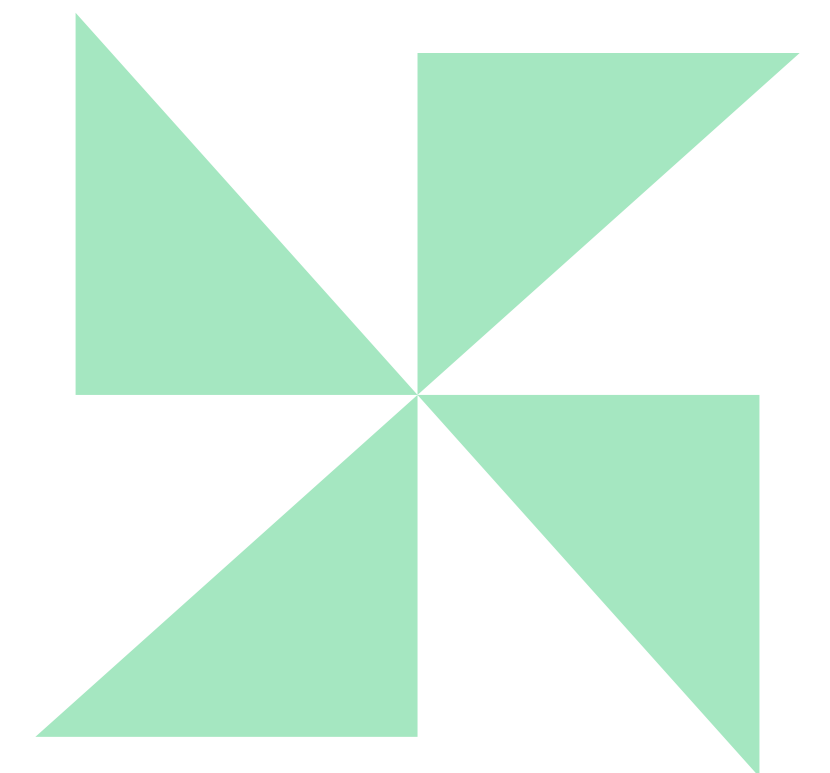
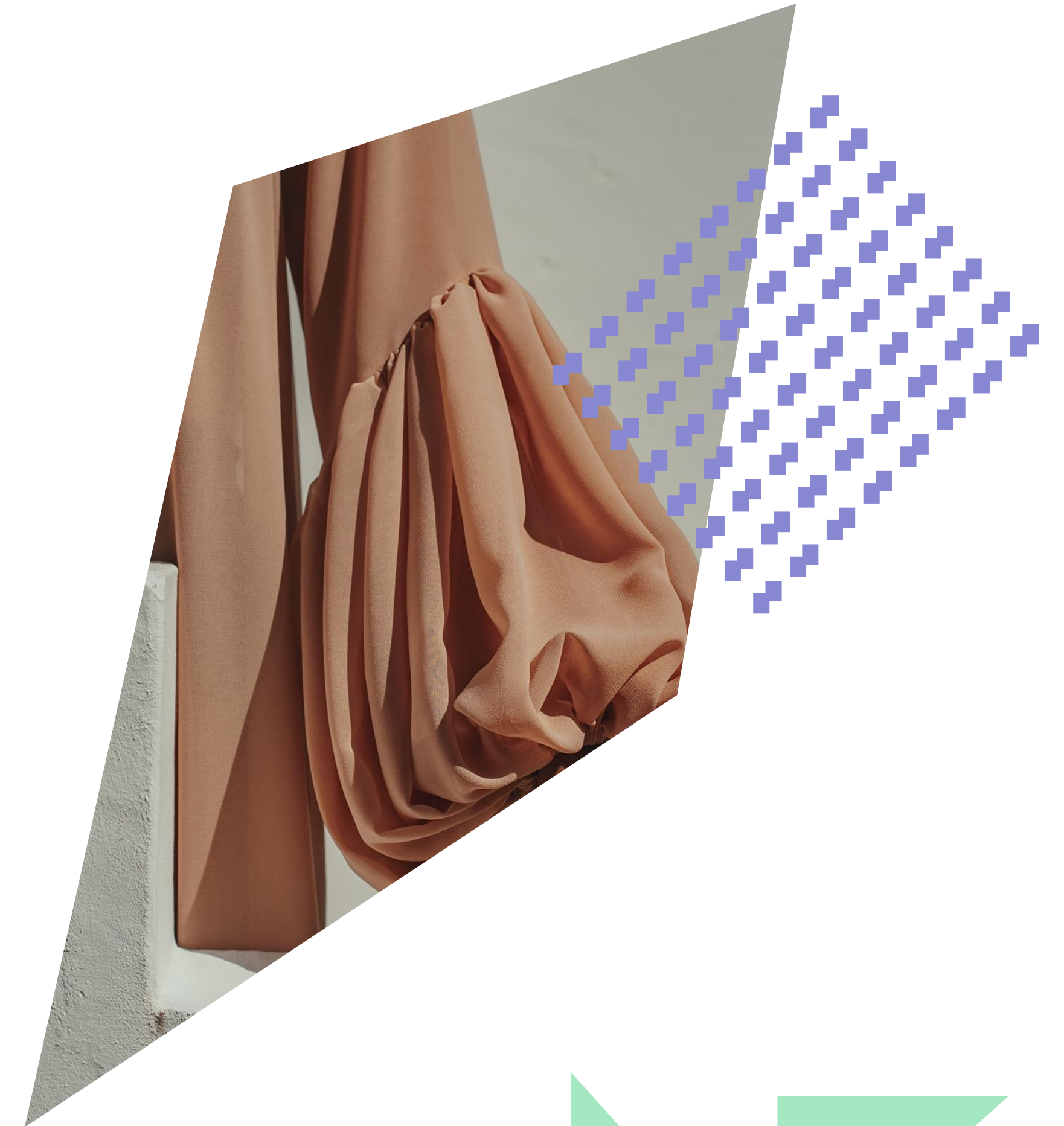
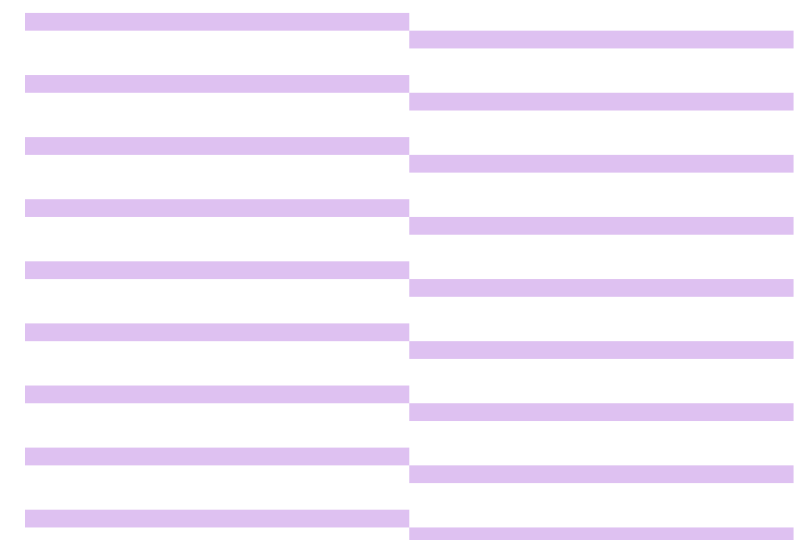


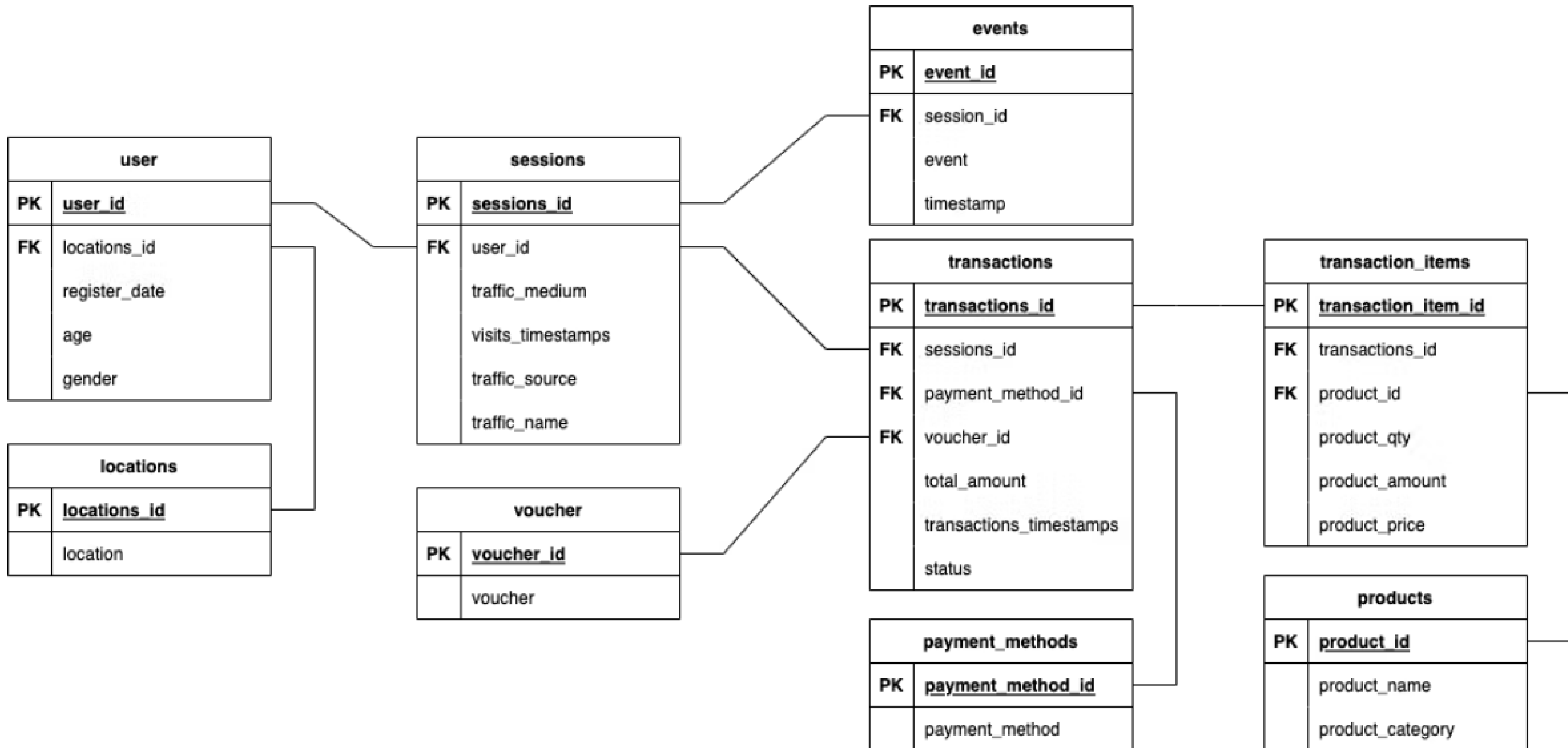
User Description



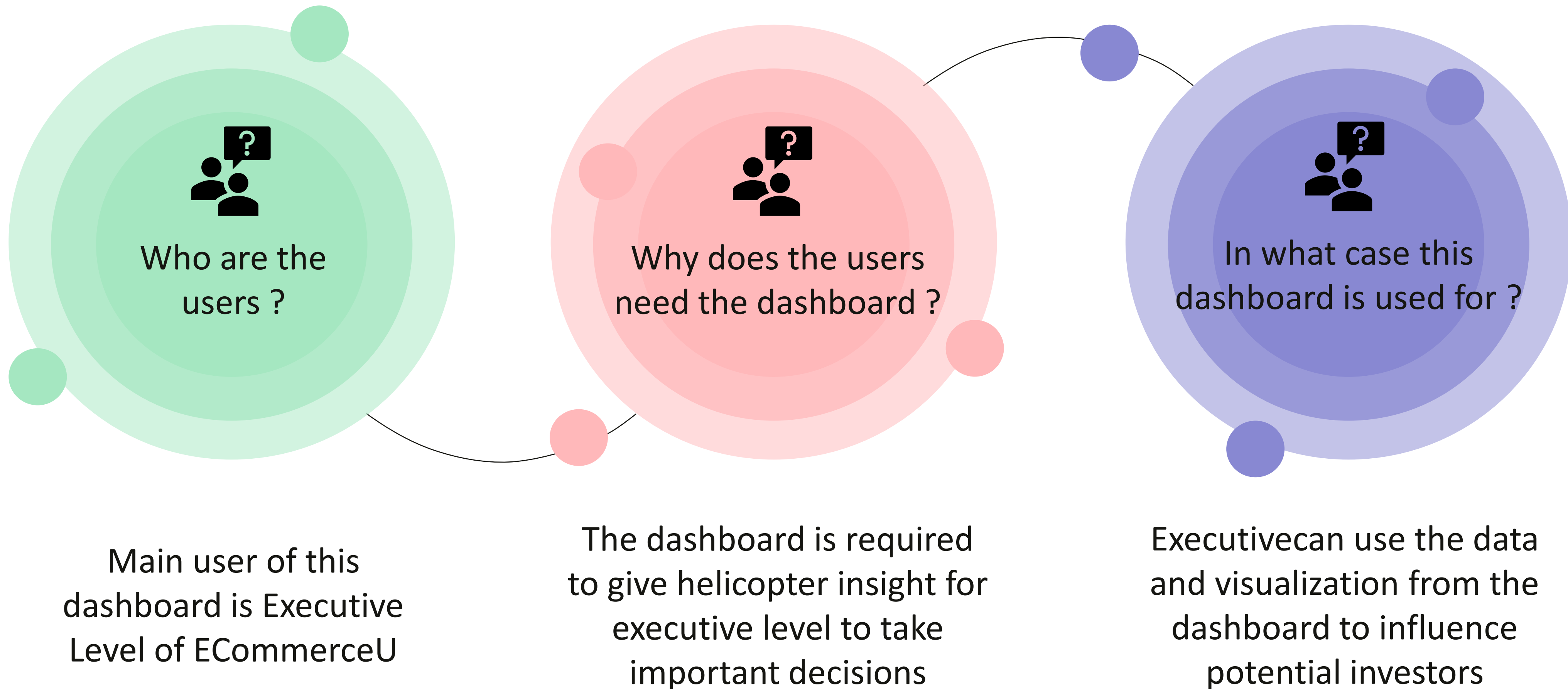
EcommerceU is a growing e-commerce platform. This year (2023), EcommerceU Company seeks to change the way organisations view business performance by using more data to make decisions. Therefore, you as Data Analyst team need to provide the proper evaluation and advice regarding how data can be used to provide analysis on the decision-making process that occurs in EcommerceU Company.

Their business direction in 2020 - 2022 is focusing more on acquiring quality users so that will increase the number of transactions and the revenue





Dashboard Objective



1. Dashboard Title.
The main title and the user of this dashboard

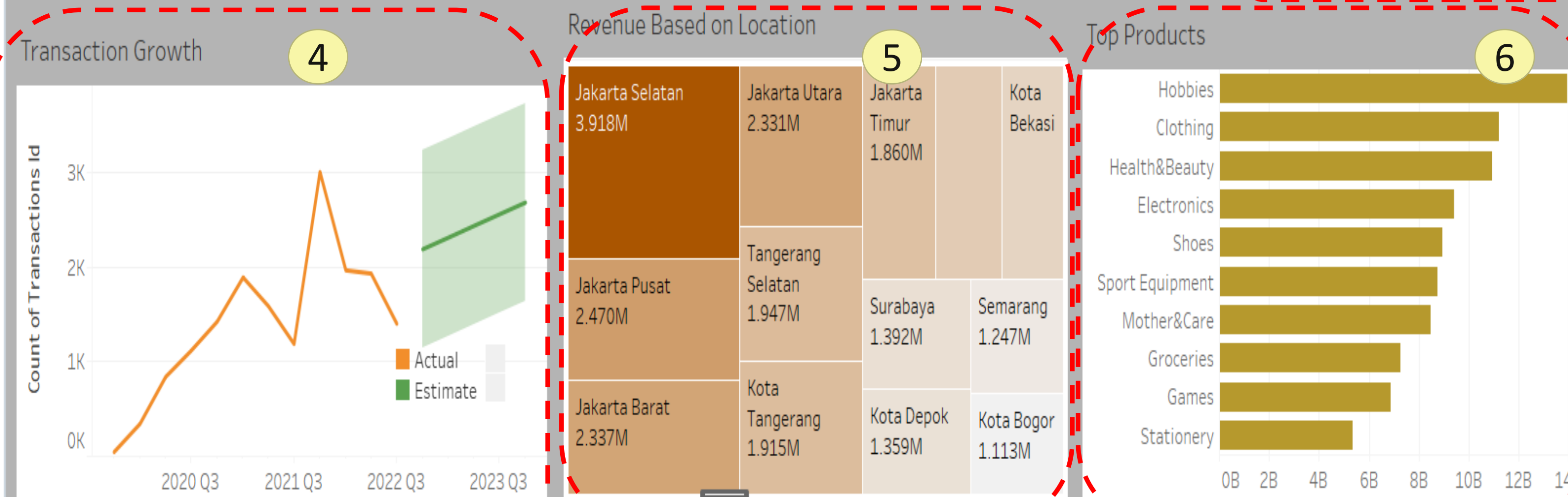
2. Scorecard
Consists of several scorecard, and show te highlight of important metrics

3. Filter
Enables users to focus on relevant information by dynamically controlling what data is shown or excluded from the dashboard visualization

4. Transaction and Revenue Growth/Forecasting
Show the graphic of Revenue and Transaction growth quarterly and also the reasonable target based on forecasting

ECOMMERCEU MANAGERIAL DASHBOARD

1



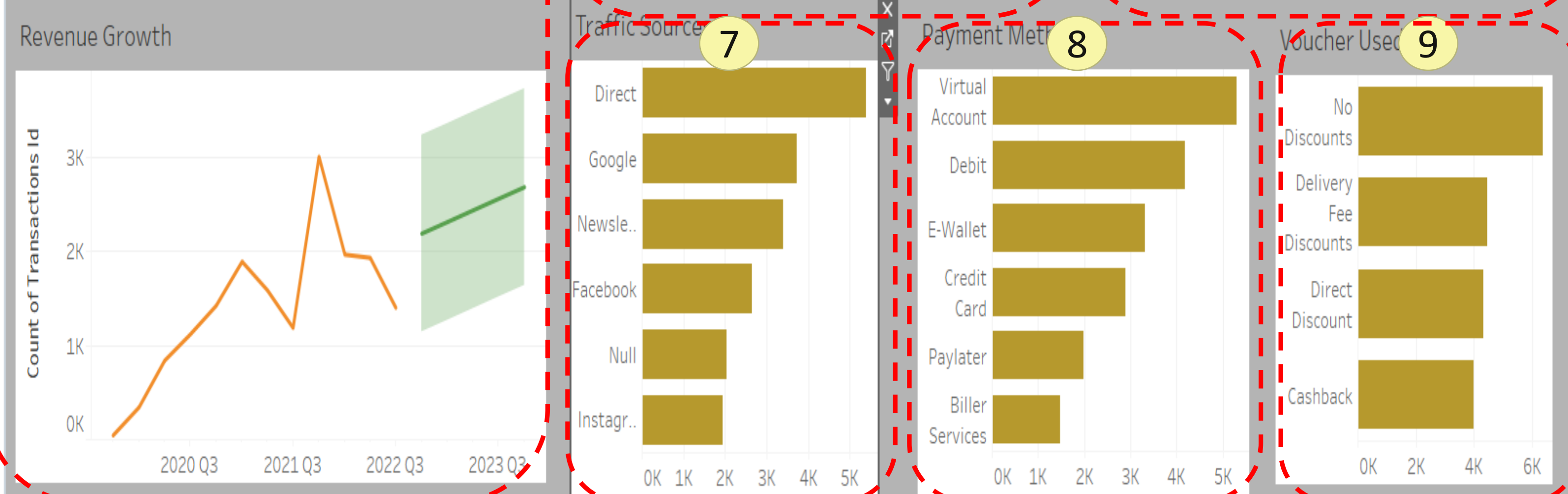
5. Revenue Based on Region
Show the regions that contribute the most revenue

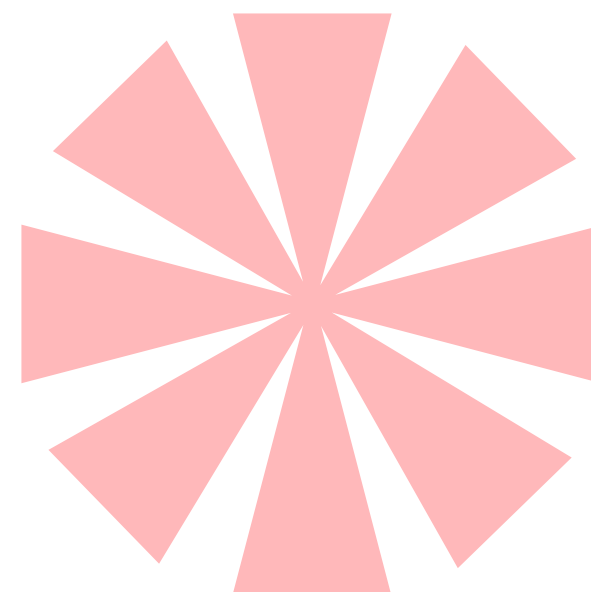
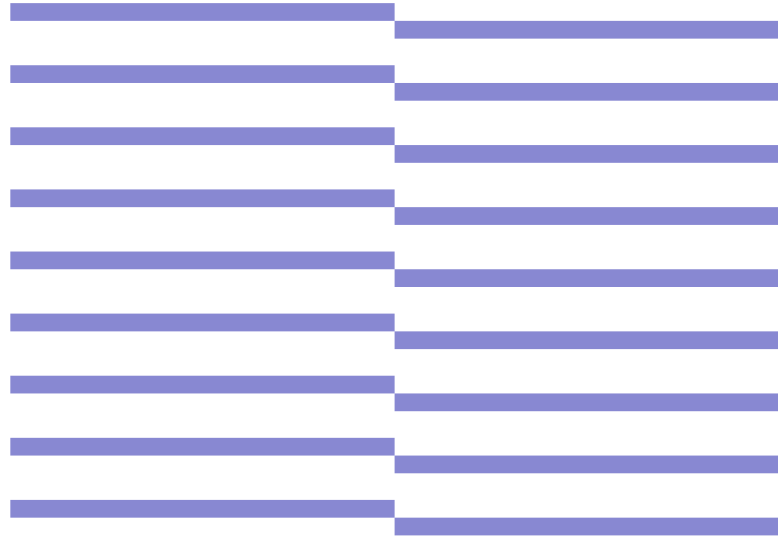
6. Top Product
Visualize top products with most revenue in ECommerceU

7. Traffic Source
The source that contribute most traffic

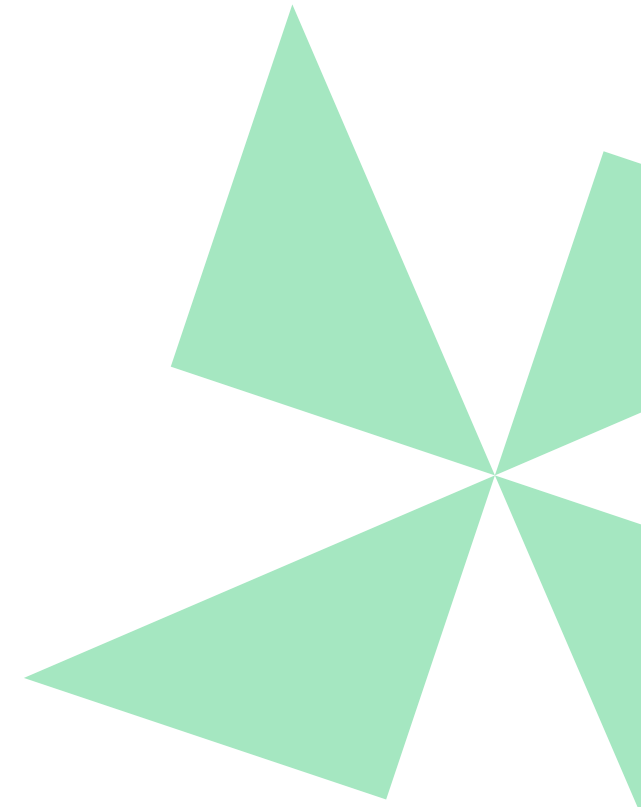
8. Payment Method
Most popular payment method used

9. Voucher Used
Most popular voucher used

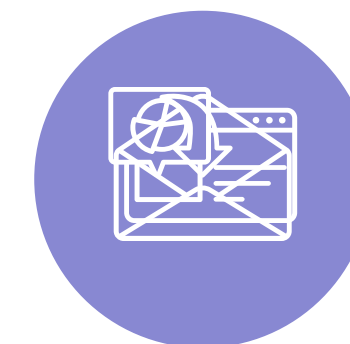




Thank You



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