

DATA VISUALIZATION

The Art of Making Numbers Come to Life



Samba E-Commerce

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Business Background

Samba Commerce need to monitorize their performance. The user of the dashboard are executive levels. This dashboard is created to understand the business better in bigger view. This dashboard has some key metrics to describe companies performance.

I make 2 versions of dashboard such as looker studio and tableau. In looker studio there are some filters that user can use. date, city and state is provided to see our performance. whereas, in tableau date, product category, city and state filter provided.



Dashboard Objective

Objective



**Who are the
users ?**

Main user of this
dashboard is CEO
and executive level
of Samba
eCommerce



**Why does
the users
need the
dashboard**

The dashboard is
required to give
helicopter insight for
CEO level to take
important decisions



**In what
case this
dshaboard
is used for ?**

CEO level can use
the data and
visualization from
the dashboard to
influence potential
investors

Connect Dataset



There are 3 main sheets in the dataset. Orders, order history and payment. I blend those sheet to make those dataset linked each other and make better analyze. In the other way it needed to join for looker and tableau read the data as one frame.



1. Looker Studio Dashboard

[Link to Looker Studio Dashboard](#)

1. Score card.

Consists of main metrics in business such as total customers, sellers, orders and order value

1

2. Top 10 Products

Describe 10 products that generates most revenue. This perspective give the most valuable products in the market

2

3. Avg Order per Region

Describe average order done each region, so know which region with the most active transaction.

3

4. Filter

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

4

5. Number Order per City

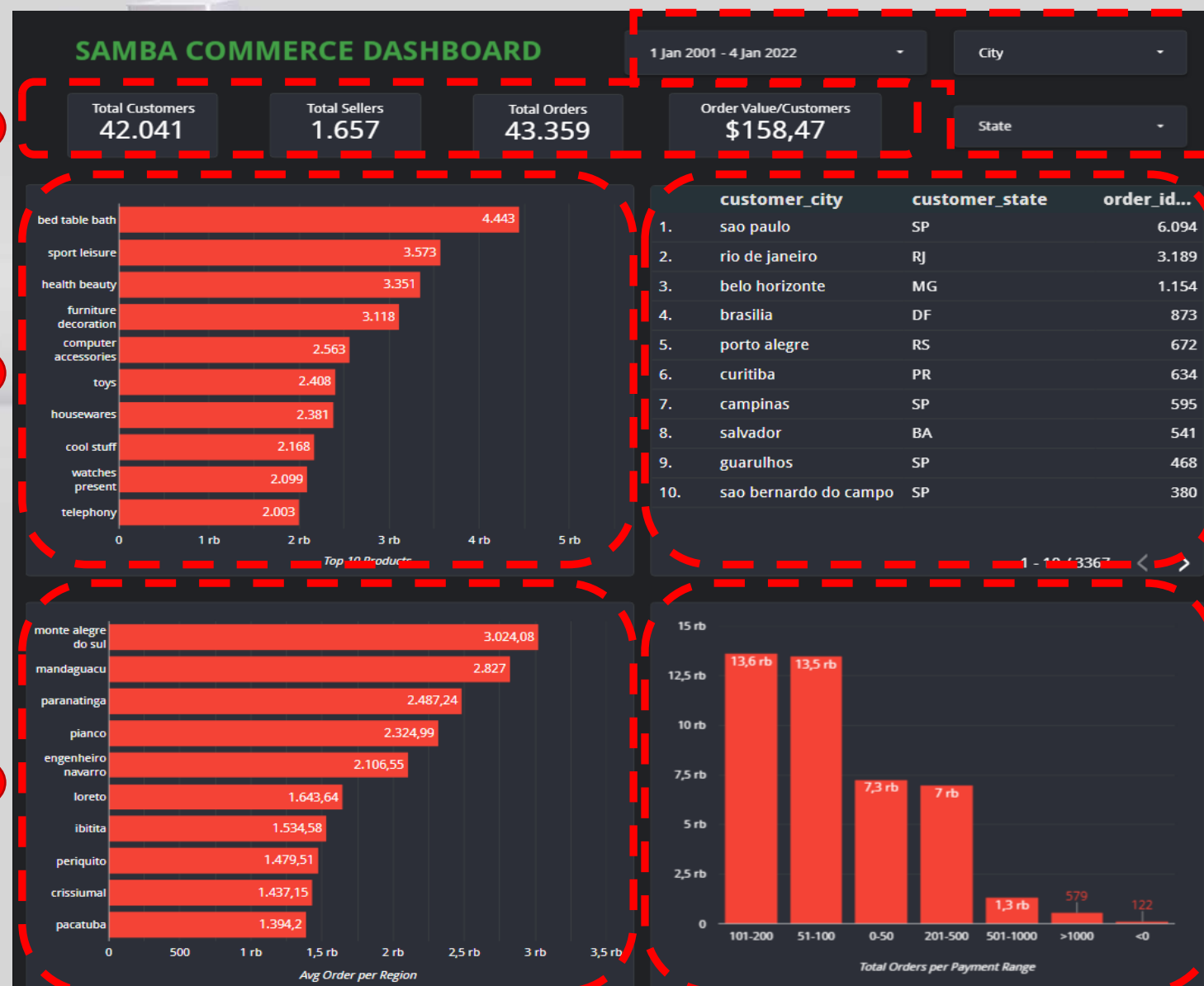
Describe number of order per city and state. Informed which city with the most done order so we can decide which city marketing we focused on

5

6. Total Orders per Payment Range

Each payment range describe how expensive is the item, showing the buying power of the customers

6



INSIGHT

Total Customers

48.022

Total Sellers

1.771

Total Orders

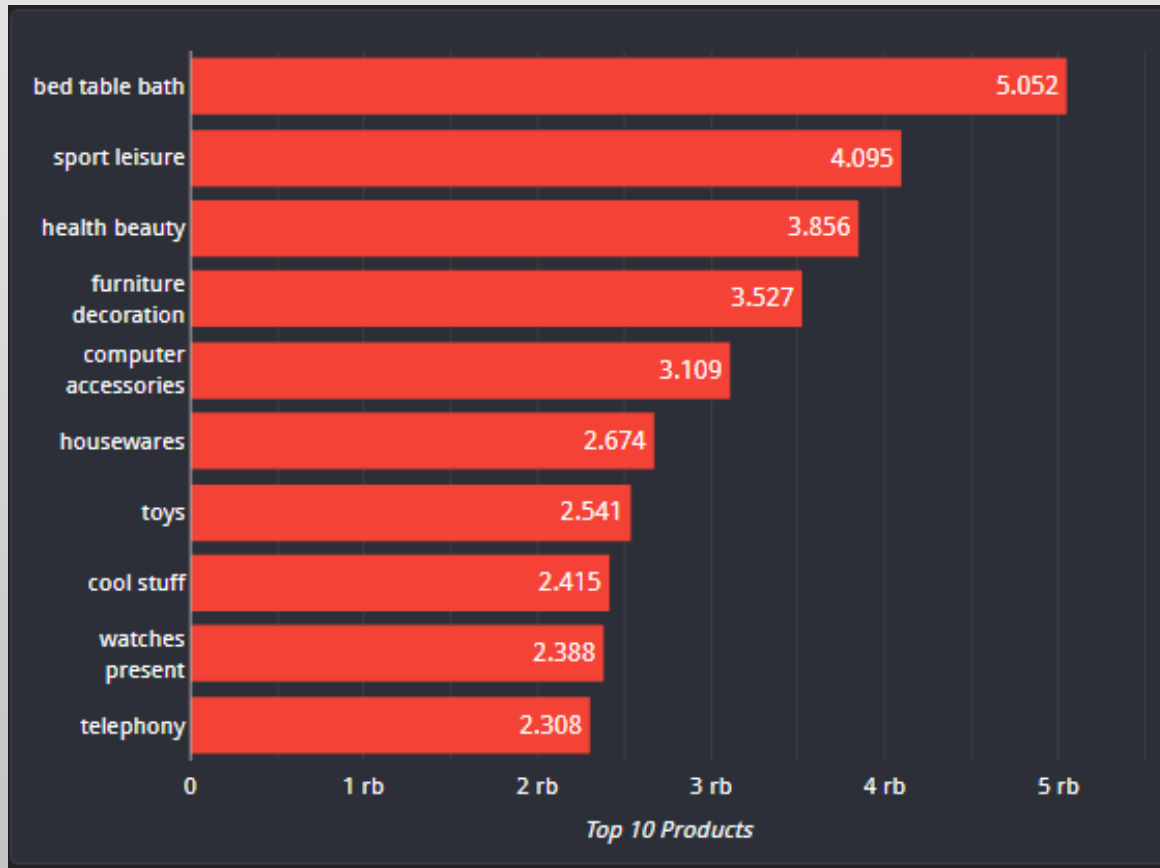
49.544

Order Value/Customers

\$157,70

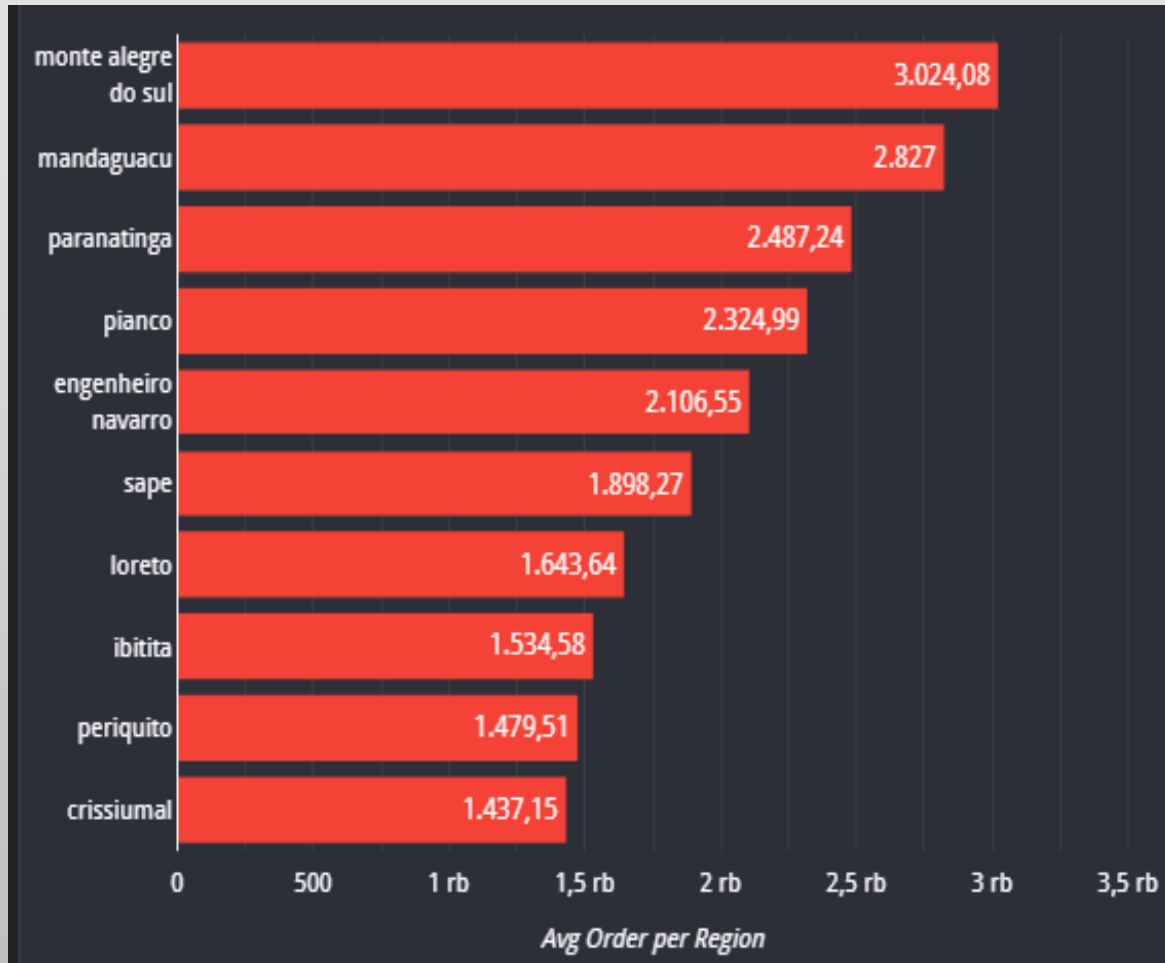
Total customers is way bigger than total sellers. Customers is 27 times bigger than total sellers. That amount of customers contribute 49.544 times done orders with \$157,70 order value.

INSIGHT



Bed table bath is the most popular product with 5.052 total transaction. Followed by sport leisure, health beauty, furniture decoration and computer accessories in the top 5 products. And then the top product in the 6th until 10th have below 3000 transactions.

INSIGHT



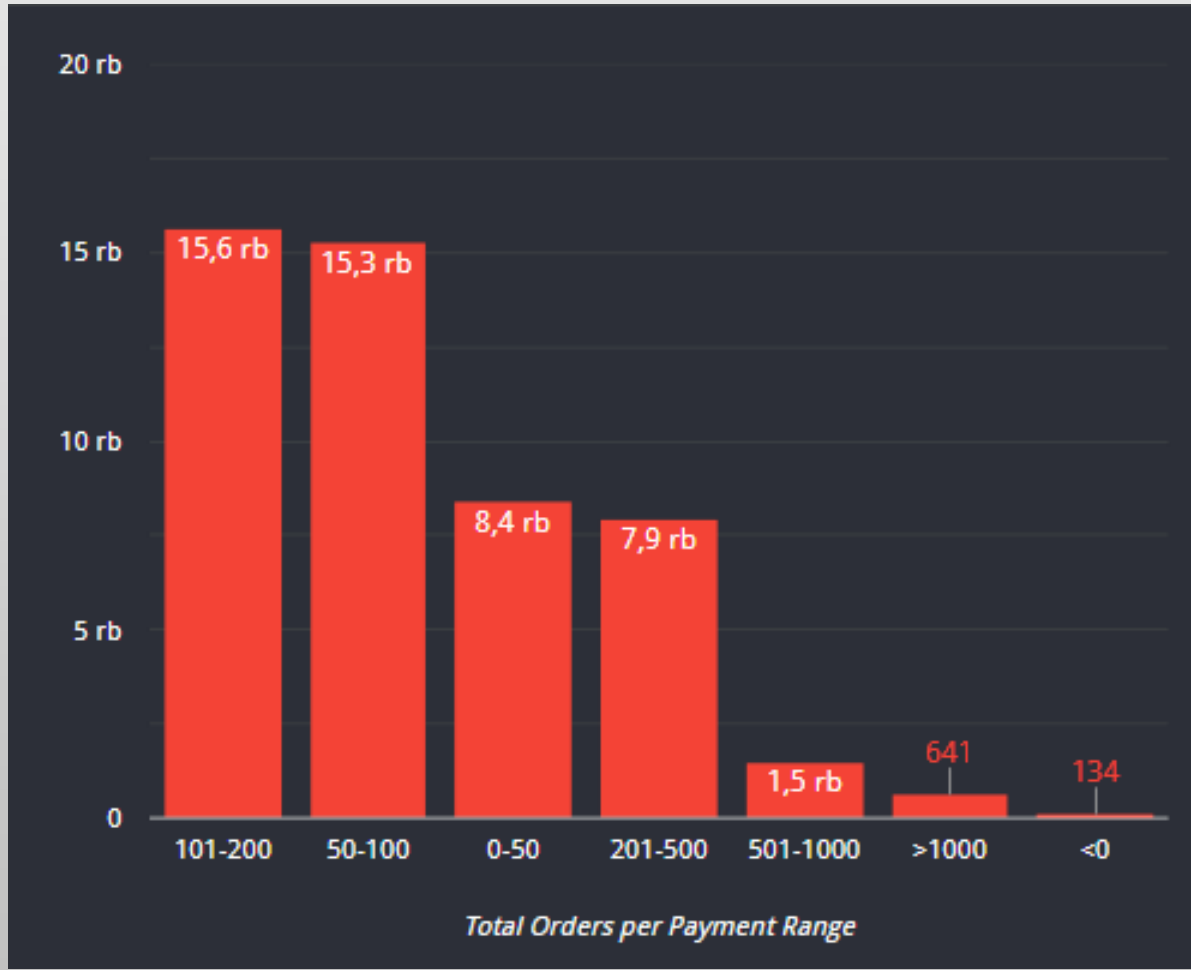
Monte Alegre Do Sul is the region with the most done order with 3.024,08 orders. Followed by Mandaguacu, Paranatinga, Pianco and Engenheiro Navarro in the top 5 regions with most order. And regions in the 6th until 10th have below 2000 orders.

INSIGHT

	customer_city	customer_state	order_id...
1.	sao paulo	SP	7.020
2.	rio de janeiro	RJ	3.590
3.	belo horizonte	MG	1.347
4.	brasilgia	DF	986
5.	porto alegre	RS	743
6.	curitiba	PR	732
7.	campinas	SP	679
8.	salvador	BA	611
9.	guarulhos	SP	542
10.	sao bernardo do campo	SP	429
1 - 10 / 3527 < >			

Sao Paulo dominate total order in Samba eCommerce with 7.020 total orders. Its almost 2 times of Rio de Janeiro in the 2nd position. While in the 3rd position is Belo Horizone with 1.347 orders. And the rest in 4th above have below 1000 orders.

INSIGHT



50-100 and 101-200 is the payment range with the most orders. Meanwhile the other range has total order below 10.000 orders.

2. Tableau Dashboard

[Link to Tableau Dashboard](#)

1. Score card.

Consists of main metrics in business such as total customers, sellers, orders, Payment per order metric, and unique item per customers

2. Average Customer per State/City

Showing the spread number of customers each state and city.

3. Filter

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

4. Top 10 Sellers

Show top 10 sellers with most contribution in Samba eCommerce

5. Total Payment vs Number of Orders

Showing the comparison between total payment and number of orders in Samba eCommerce

6. Order per Quantity

Showing how many item purchased per order id

7. Quantity to Total Payment

Showing correlation between quantity item purchased to total payment paid in Samba eCommerce



INSIGHT

Number of Customers	Number of Sellers	Total Orders	Payment per Order	Unique Item per Customers
48.022	1.771	49.544	\$ 157,70	0.001453

According the score card displayed, total customers is 48.022 meanwhile total sellers is 1.771 and the number of customers is about 27 bigger than the sellers. That amount of customers contribute 49.544 times done orders with \$157,70 order value. And unique item per customers show the number of comparing unique item and total customers

INSIGHT

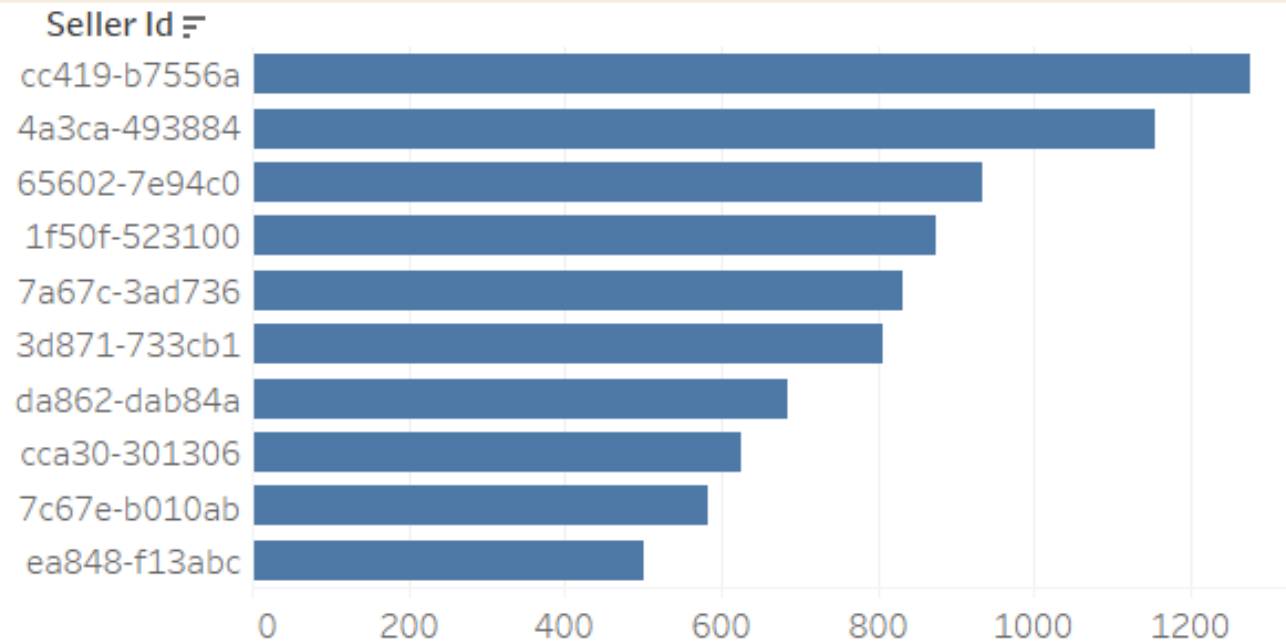
Avg Cust per State/City

Customer State	Customer City	
SP	sao paulo	7.020
	campinas	679
	guarulhos	542
	sao bernardo do c..	429
	santo andre	381
	osasco	358
	santos	325
	sao jose dos cam..	315
	sorocaba	303
	jundiai	268
	ribeirao preto	251
	mogi das cruzeis	218
	barueri	178
	piracicaba	172
	sao jose do rio pr..	166
	carapicuiaba	144
	praia grande	141
	indaiatuba	140
	taubate	138
	bauru	130
	diadema	127
	sao caetano do sul	126
	taboao da serra	126
	maua	125
	sao carlos	120
	cotia	119
	guaruja	119
	suzano	115

Average Customers per State/City help users to take decisions to each state/city according to customers number. In this visualization ST state has the most customers and Sao Paulo City is the city with the most customers among the other city

INSIGHT

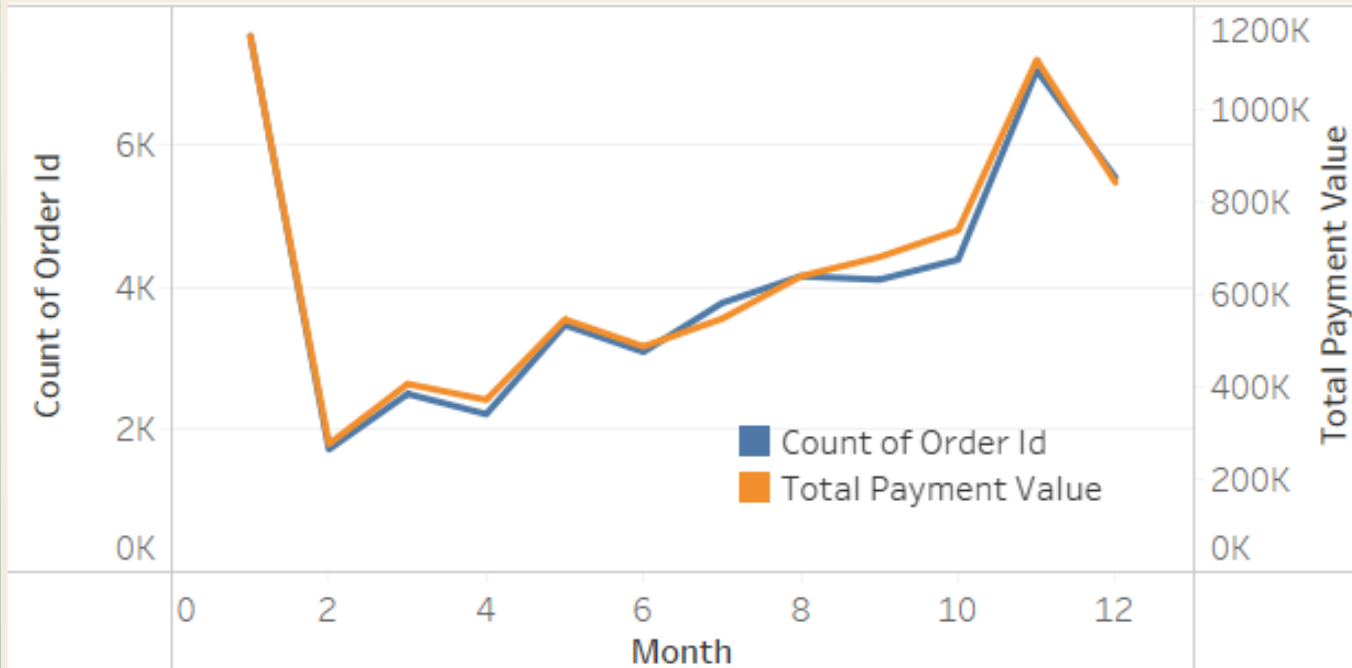
Top 10 Sellers



Graphic of total payment and number of orders has similar movement. It means number of order impact total payment significantly. The lowest was happen on february and the highest was November

INSIGHT

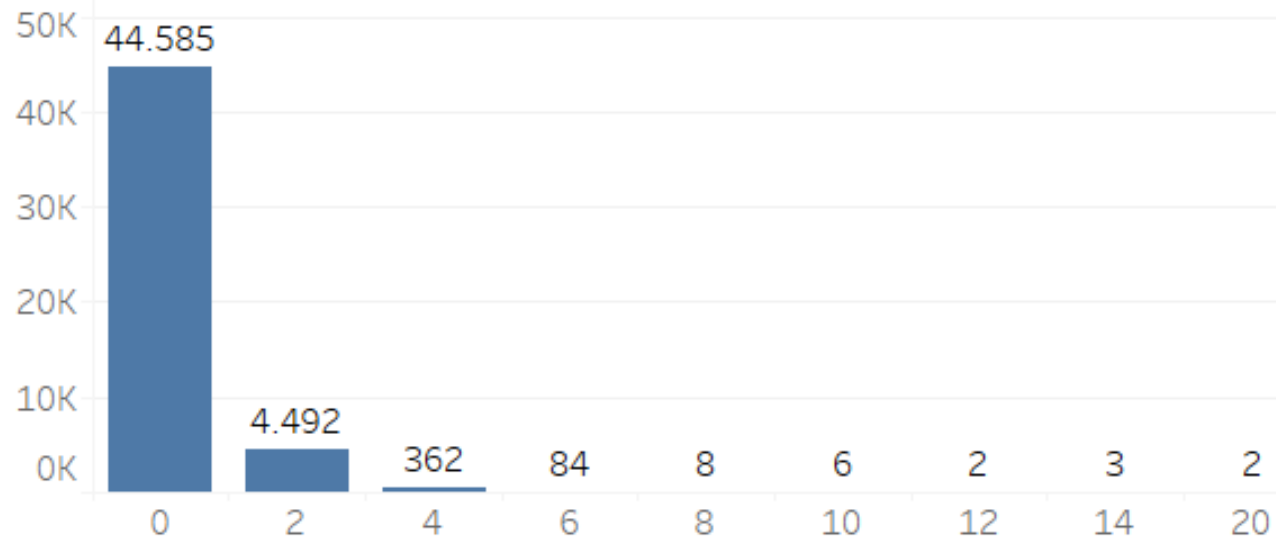
Total Payment vs Number of Orders



Graphic of total payment and number of orders has similar movement. It means number of order impact total payment significantly. The lowest was happen on february and the highest was November

INSIGHT

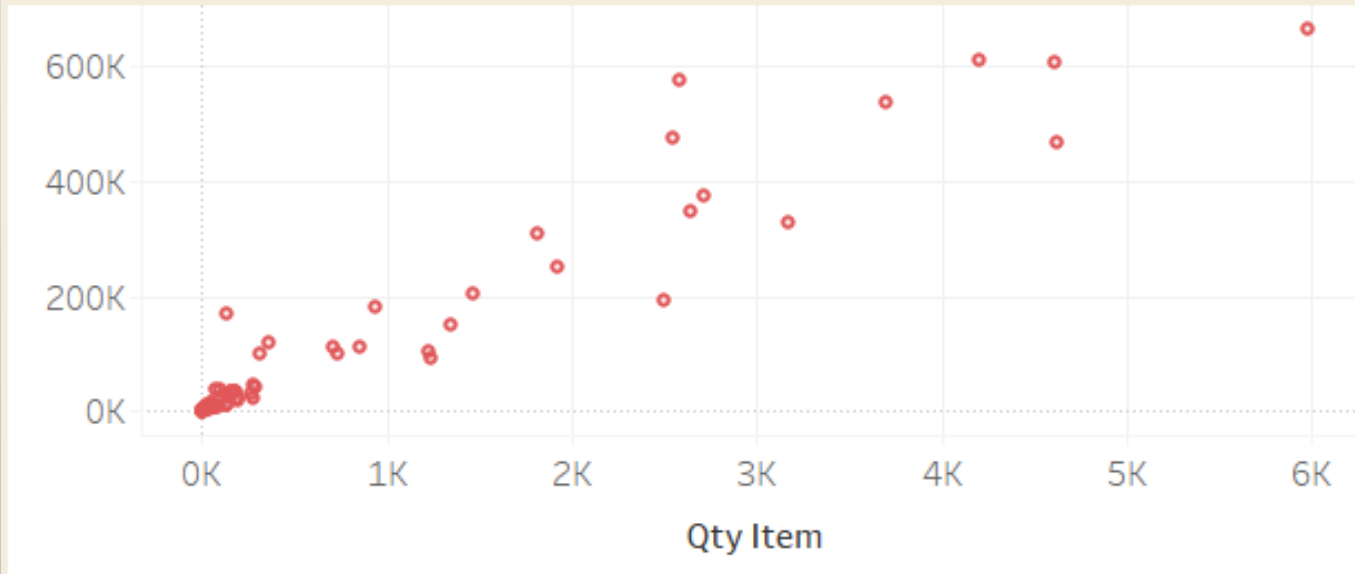
Order per Quantity



Most of the customers finished their purchasing with only one transaction.

INSIGHT

Quantity to Total Payment



Most of transactions is happened in low quantity with low price. Still the distribution of buying power is good enough



THANKYOU