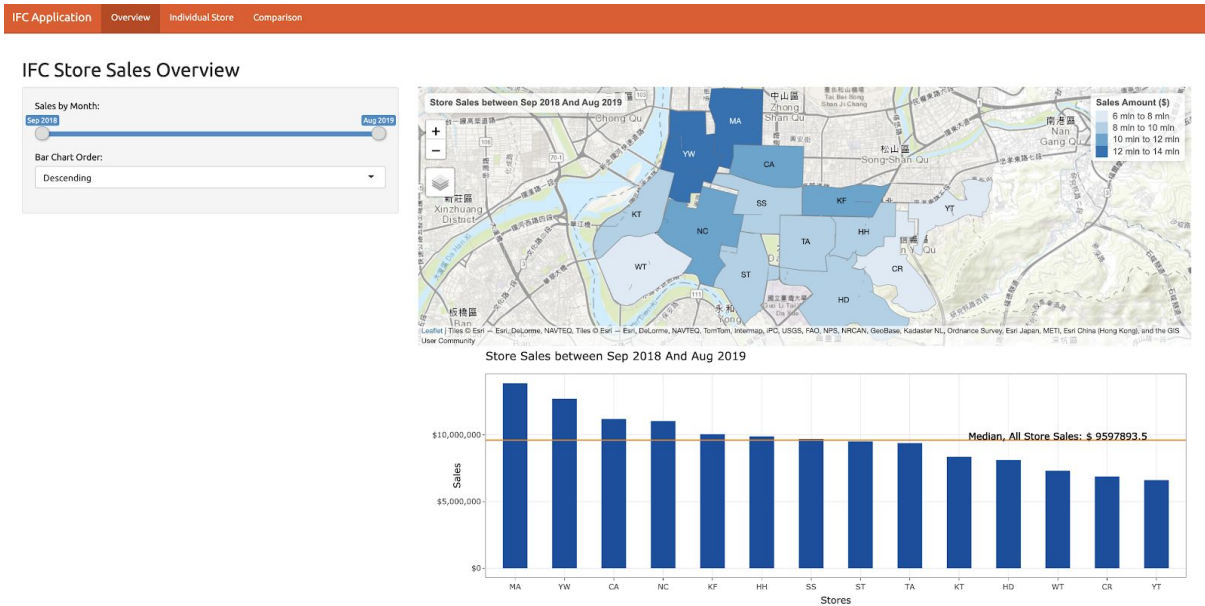Two Eyes One Pizza

USER GUIDE V1.0

IFC Application

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1. IFC Store Sales Overview

Upon entering the website, user will be greeted with the IFC Stores Sales Overview.

Trade area of all stores will be displayed on the choropleth map, along with the total sales for each store between Sep 2018 and Aug 2018. It is accompanied with a bar chart, sorted by the stores with the highest sales.
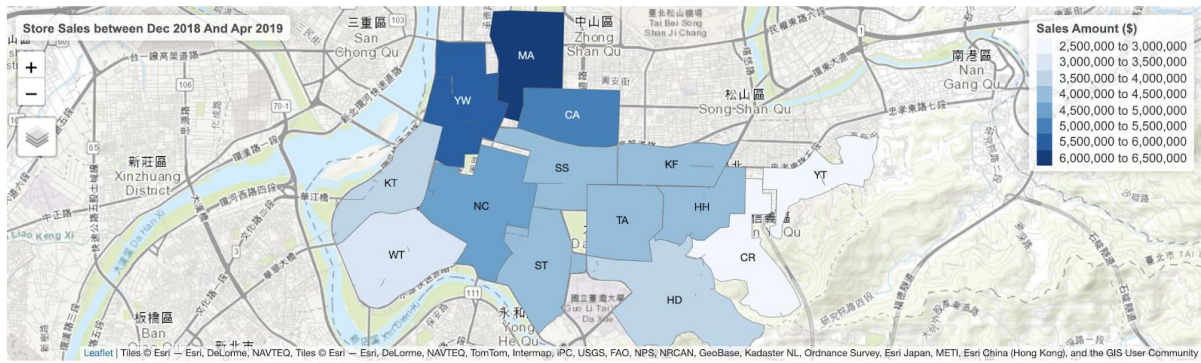
There are two filtering options available for the above dashboard:

A. Filter by Sales by Month
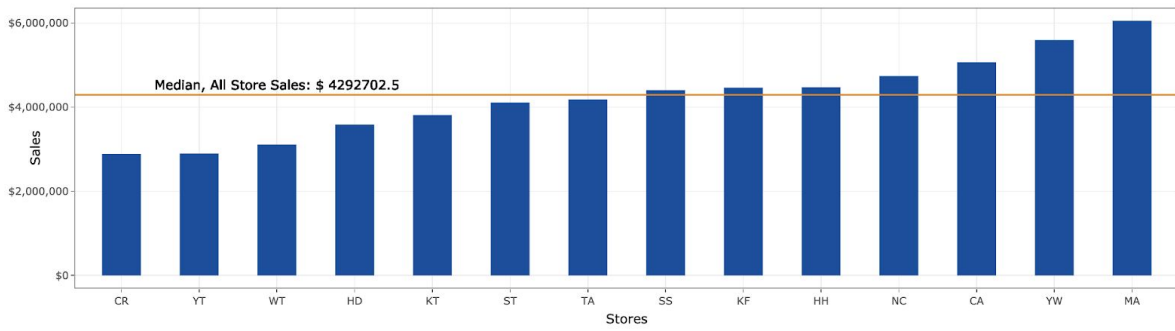B. Filter by Bar Chart Order
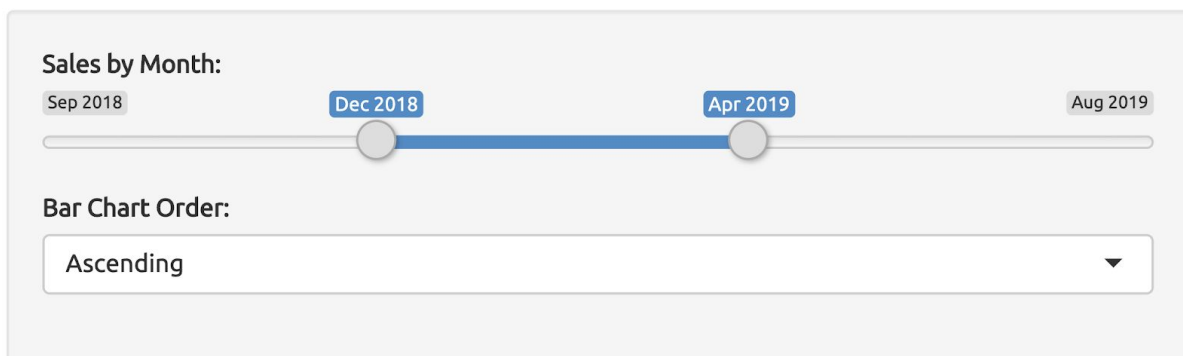
In the above selection, the month range between Dec 2018 to April 2018 is selected using the slider bar and the bar chart is sorted by ascending order.

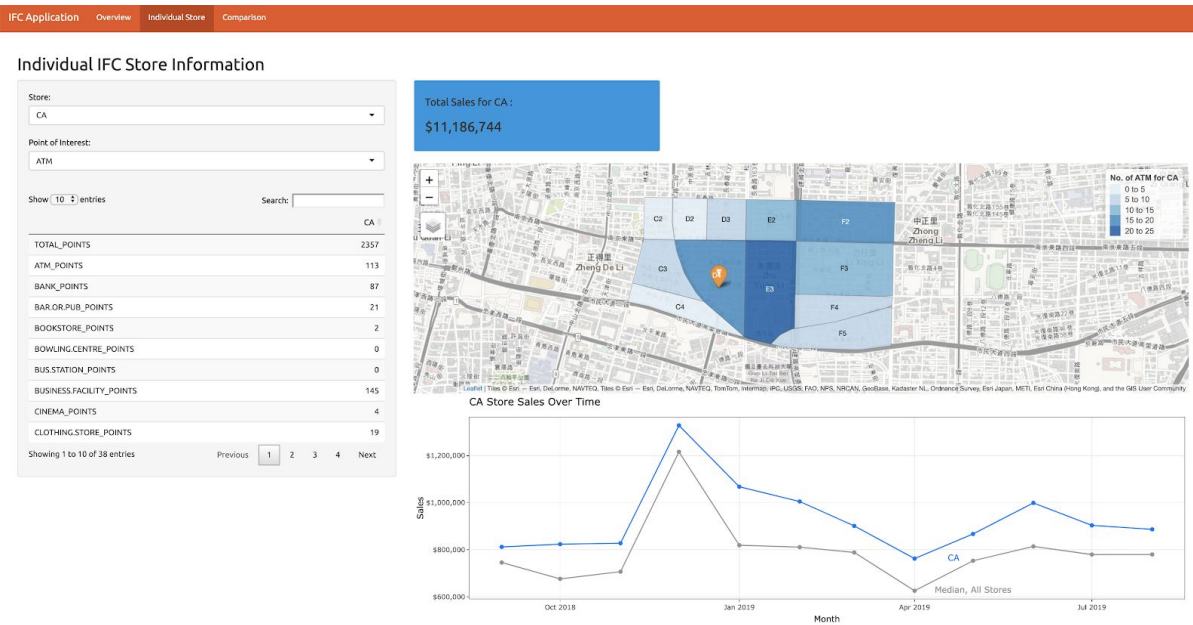It will result in the following visualisation:

Store Sales between Dec 2018 And Apr 2019

User will be able to analyse the least performing stores for the particular month range through this dashboard.
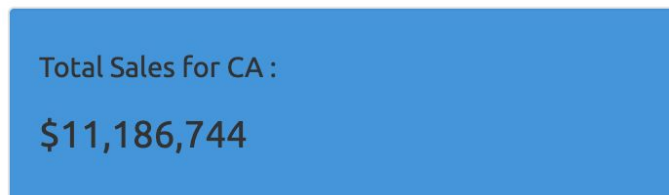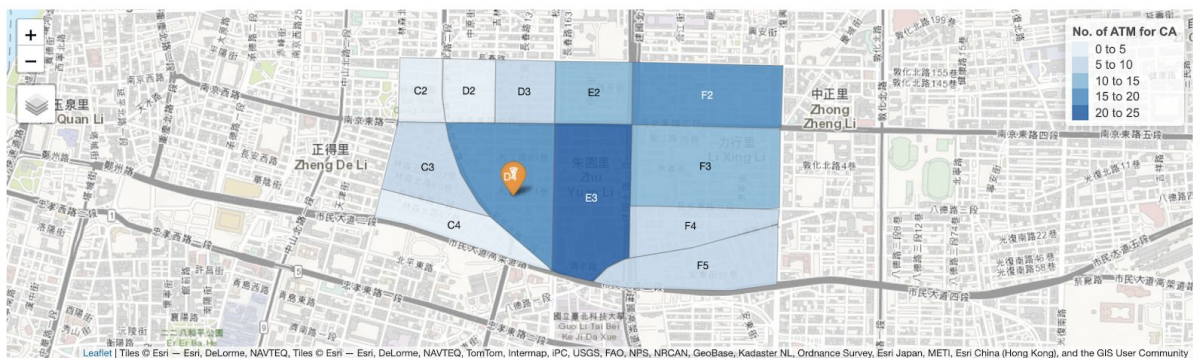
2. Individual IFC Store Information

This dashboard allows the user to inspect each individual stores to analyse its Points of Interest (POI) and Sales.

The following information is displayed in this dashboard:
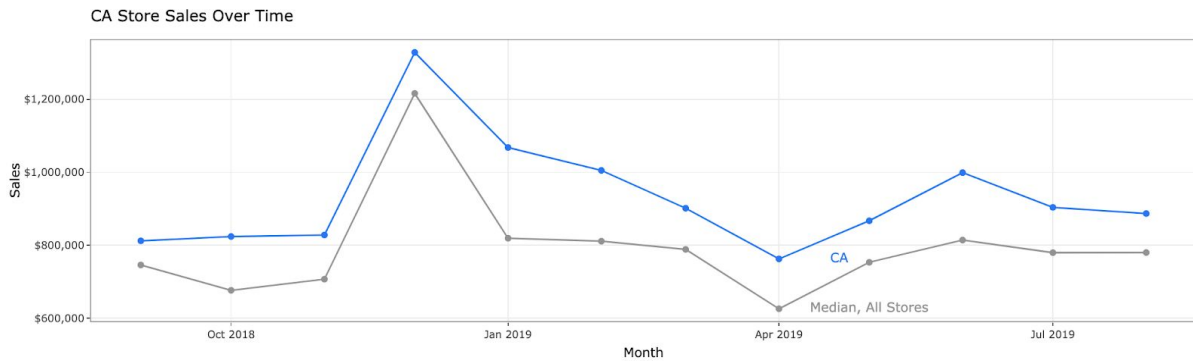
I.   Total Sales for Store X

II.   Cloropleth map of number of POIs for each subzone at Store X

It will reflect all the subzones of trade area for Store X, along with the number of selected POI in the area.

III.   Line chart displaying the sales for Store X

CA Store Sales Over Time

It is accompanied by the median sales of all stores to determine the performance of Store X.

IV.   Data table listing of each POI for Store X

Show 10 ⬍ entries	Search:	CA ⬍
TOTAL_POINTS		2357
ATM_POINTS		113
BANK_POINTS		87
BAR.OR.PUB_POINTS		21
BOOKSTORE_POINTS		2
BOWLING.CENTRE_POINTS		0
BUS.STATION_POINTS		0
BUSINESS.FACILITY_POINTS		145
CINEMA_POINTS		4
CLOTHING.STORE_POINTS		19

Showing 1 to 10 of 38 entries   Previous 1 2 3 4 Next

It provides a quick view of all the POIs pertaining to the store's trade area.

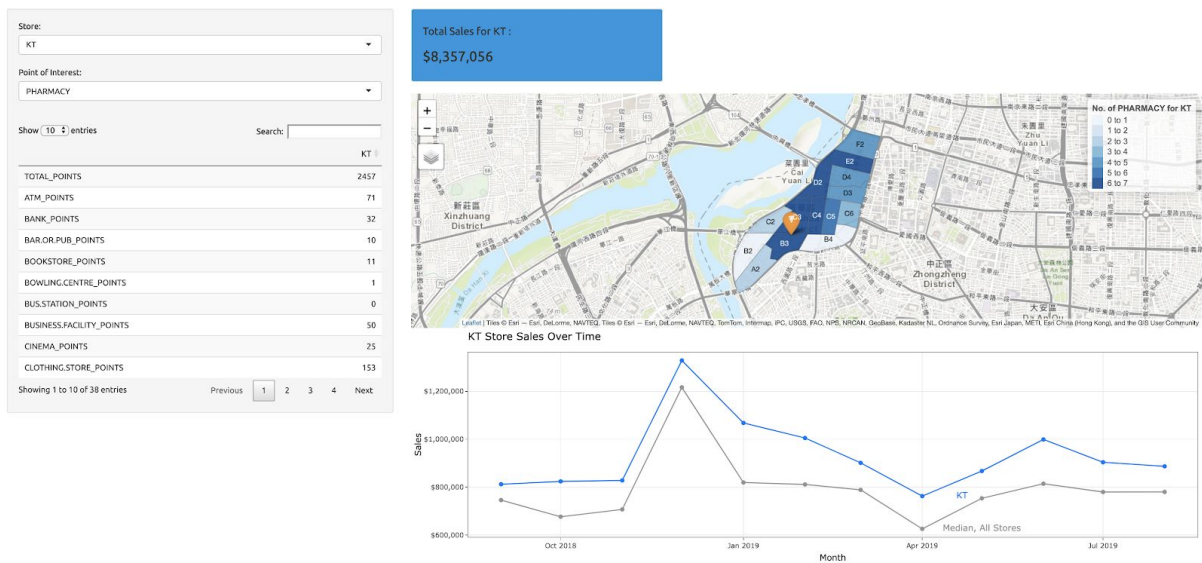There are two filtering options available for the above dashboard:

    A. Filter by Store
    B. Filter by Point of Interest

In the above selection, the store "KT" and point of interest "PHARMACY" is selected from the dropdown list.

It will result in the following visualisation:

User will be able to analyse Sales performance of Store KT and the distribution of pharmacies in each subzone.

3. Comparison Between Stores

This dashboard allows the user to compare Store X and Store Y to analyse its Points of Interest (POI), Sales and discover the differences between the two stores.

The following information is displayed in this dashboard:

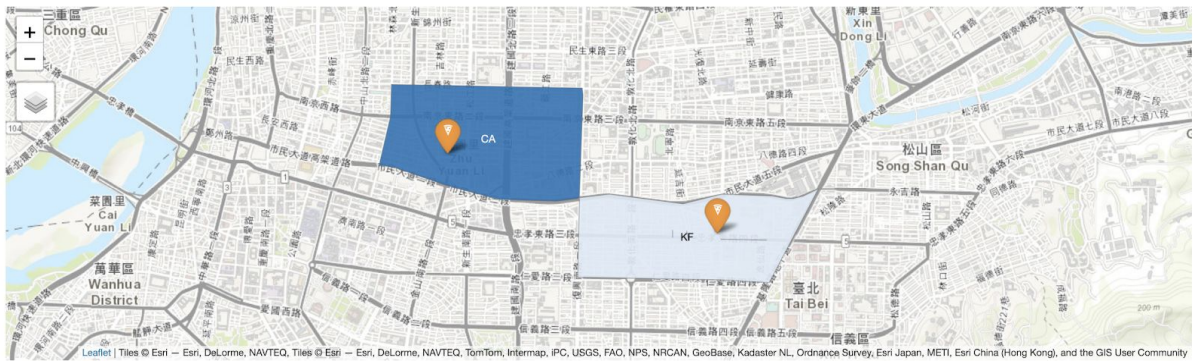I.   Total Sales for Store X, Store Y and Median for all stores
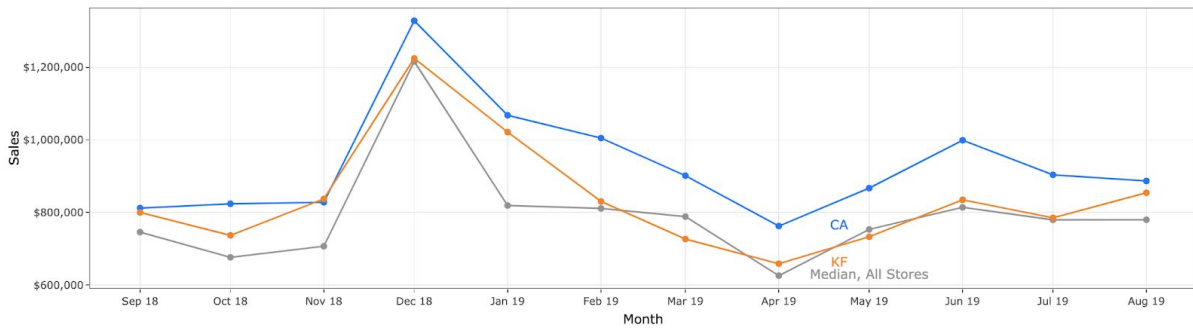

II.   Cloropleth map of number of POIs for Store X and Store Y

It will reflect the geographic location for Store X and Store Y's trade area, along with the concentration of selected POI.

III.   Line chart displaying the sales for Store X and Store Y

Comparison between stores

It is accompanied by the median sales of all stores to compare the performance between Store X, Store Y and the median of all stores.

IV.   Data table listing of each POI for Store X and Store Y

Show 10 ⇕ entries	Search:	
	CA ⇕	KF ⇕
TOTAL_POINTS	2357	3792
ATM_POINTS	113	95
BANK_POINTS	87	58
BAR.OR.PUB_POINTS	21	32
BOOKSTORE_POINTS	2	20
BOWLING.CENTRE_POINTS	0	1
BUS.STATION_POINTS	0	0
BUSINESS.FACILITY_POINTS	145	258
CINEMA_POINTS	4	0
CLOTHING.STORE_POINTS	19	374

Showing 1 to 10 of 38 entries   Previous   1   2   3   4   Next

It provides a quick view of all the POIs pertaining to the Store X and Store Y.

There are three filtering options available for the above dashboard:

    A. Filter by Store 1 and Store 2
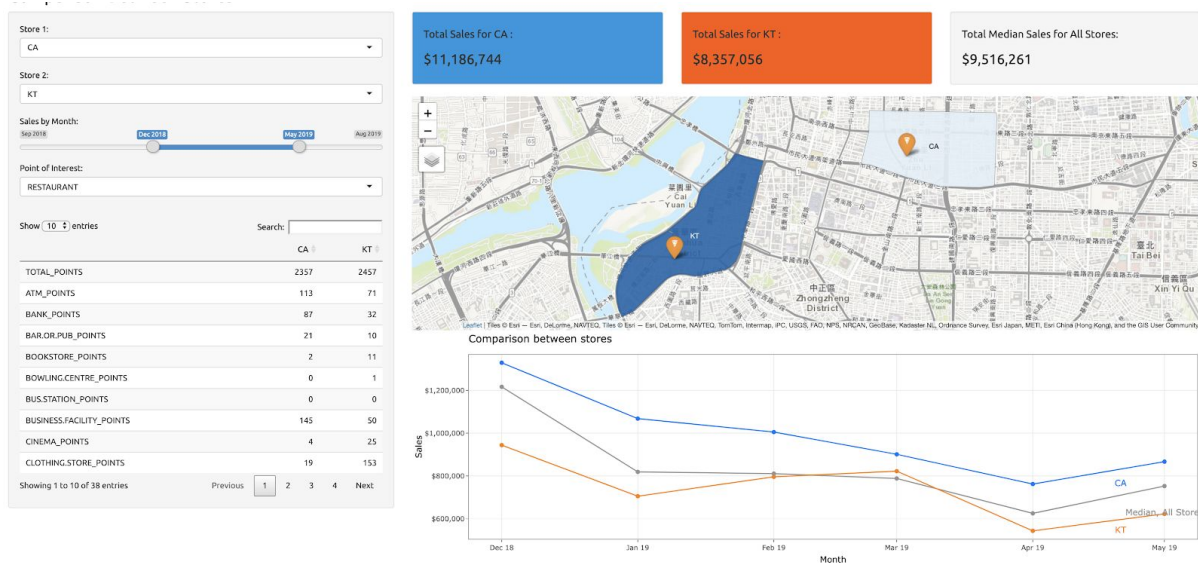   B. Filter by Sales by Month
    C. Filter by Point of Interest

In the above selection, the month range between Dec 2018 to May 2018 is selected using the slider bar, followed by the stores "CA" and "KT" and point of interest "RESTAURANT" are selected from the dropdown list.

It will result in the following visualisation:

User will be able to analyse Sales performance between Store CA and KT and the number of restaurants for these stores.