

## **ABSTRACT**

### **ADMIN DASHBOARD DEVELOPMENT IN ARTCART STARTUP**

**By**

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The development of information from time to time, the business world also experienced rapid development. This is supported by the development of increasingly advanced and adequate technology. With the development of technology today the artists are required to be more creative to increase consumer purchasing power. But the problem is with small artists who are in areas that have difficulty competing, get recognition for their work and also sell their art. This is due to the lack of places used as exhibitions or the lack of recognition from other art connoisseurs.

The ArtCart application is a marketplace application created to help art craftsmen to make it easier for them to sell their art products directly. ArtCart is a startup business in the form of a marketplace for arts that provides a variety of arts and crafts. ArtCart aims to facilitate artists who have works that sell but find it difficult to market their work. With the existence of ArtCart, it is expected to become a marketplace for art performers and art craftsmen in Indonesia, so that their artworks can be known and appreciated by the general public and can increase awareness of an art.

At this time ArtCart does not yet have a visual display to manage information on ArtCart's business performance. ArtCart requires a visual display to see managerial data that is fast, precise and organized. Therefore the media is needed to present the information needed by ArtCart to help manage the ArtCart business. One form of data visualization is to use a dashboard. The construction of the admin dashboard was done using iterative and incremental methods. This research produces admin dashboard pages that can provide revenue information, average order value, customer retention, customer acquisition, average time of delivery, number of new

products sold and total transactions to help administrators see business performance on ArtCart.

**Keywords:** Dashboard, Iterative Incremental, Marketplace