



# Sales Dashboard | 2024



2024 vs. 2023 ● Highest Month ● Lowest Month

## Total Sales

**\$733K**

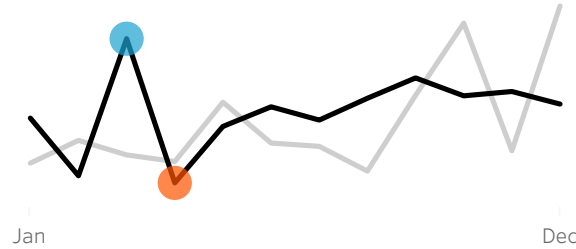
▲ 20.4% vs. PY



## Total Profit

**\$93K**

▲ 12.5% vs. PY



## Total Quantity

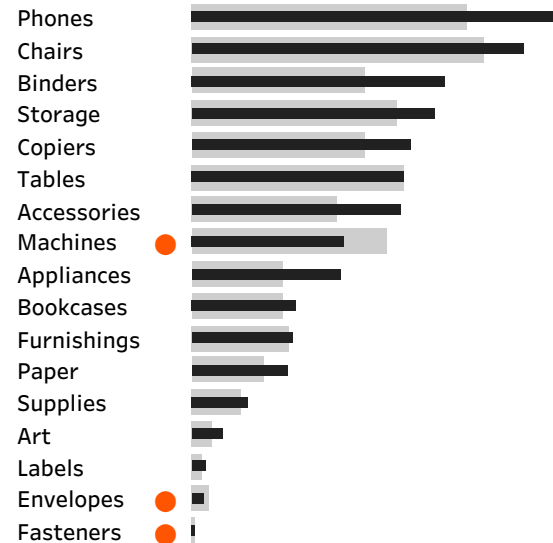
**\$12K**

▲ 26.8% vs. PY



## Sales & Profit by Subcategory

2024 Sales vs. 2023 Sales

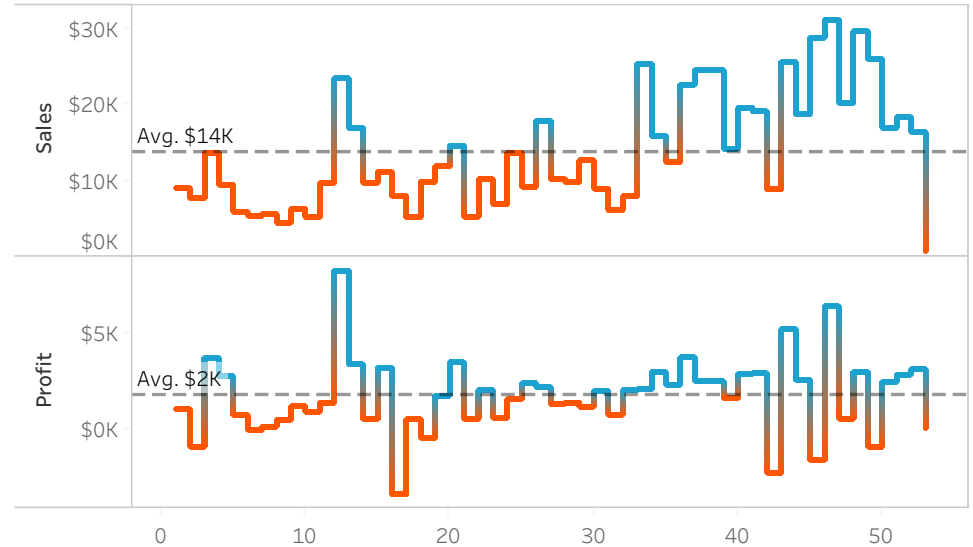


2024 ● Profit ● Loss



## Sales & Profit Trends over Time

2024 ● Above ● Below





# Customer Dashboard | 2024

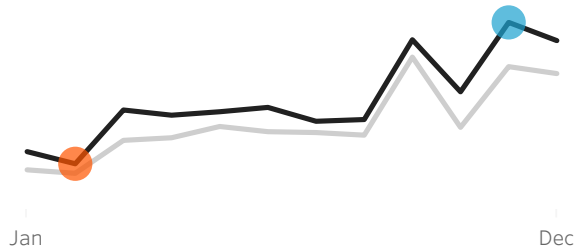


2024 vs. 2023 ● Highest Month ● Lowest Month

## Total Customers

**693**

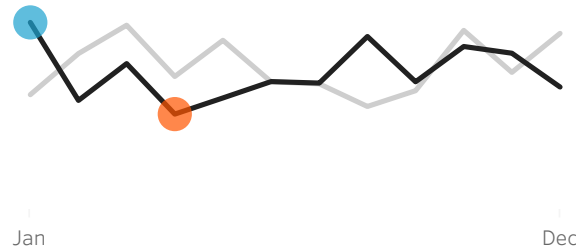
▲ 8.6% vs. PY



## Total Sales Per Customers

**\$1,058**

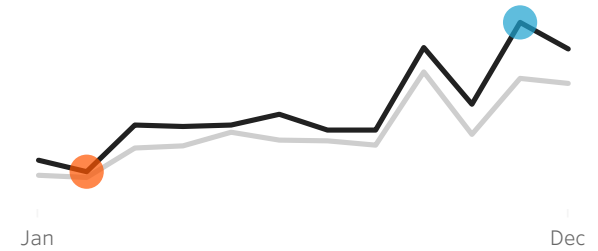
▲ 10.8% vs. PY



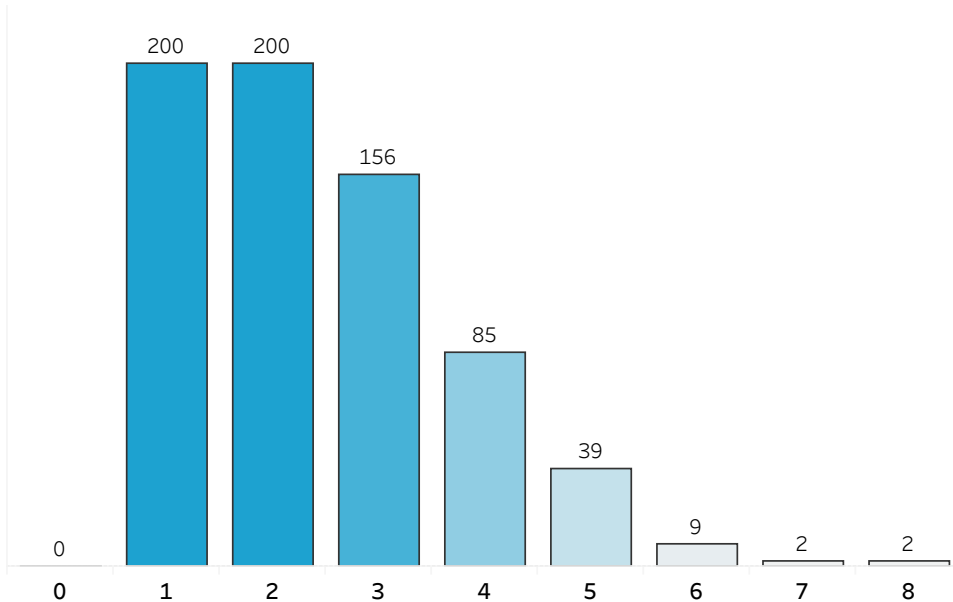
## Total Orders

**1,687**

▲ 28.3% vs. PY



## Customer Distribution by Nr. of Orders



## Top 10 Customers by Profit

Rank	Customers	Last Order	2024 Profit	2024 Sales	Orders
#1	Raymond Buch	9/25/2024	\$6,781	\$14,203	3
#2	Hunter Lopez	11/17/2024	\$5,046	\$10,523	2
#3	Tom Ashbrook	10/22/2024	\$4,599	\$13,723	2
#4	Andy Reiter	12/24/2024	\$2,608	\$5,821	2
#5	Jane Waco	11/18/2024	\$1,953	\$5,385	4
#6	Helen Wasserman	9/4/2024	\$1,947	\$8,166	5
#7	Brian Moss	11/27/2024	\$1,938	\$5,683	5
#8	Alan Dominguez	12/1/2024	\$1,867	\$5,434	4
#9	Jim Epp	11/12/2024	\$1,704	\$4,074	4
#10	Steven Roelle	6/17/2024	\$1,676	\$3,506	1