

Test KPI

Year of O..	Sales	CY Sales	PY Sales	Profit	CY Profit	PY Profit	Quantity	CY Quan..	PY Quan..	Distinct ..
2020	484,247			49,544			7,581			0
2021	470,533			61,619			7,979			0
2022	609,206		\$609K	81,795		\$82K	9,837		\$9,837	0
2023	733,215	\$733K		93,439	\$93K		12,476	\$12,476		693

Sales, CY Sales, PY Sales, Profit, CY Profit, PY Profit, Quantity, CY Quantity, PY Quantity, distinct count of CY Customers, distinct count of PY Customers, CY Sales per Customer, PY Sales per Customer, distinct count of CY Orders and distinct count of PY Orders broken down by Order Date Year. The data is filtered on Category, Sub-Category, Region, State and City. The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members.

Test KPI

Year of O..	Distinct ..	CY Sales..	PY Sales..	Distinct ..	Distinct ..
2020	0			0	0
2021	0			0	0
2022	638		\$955	0	1,315
2023	0	\$1,058		1,687	0

Sales, CY Sales, PY Sales, Profit, CY Profit, PY Profit, Quantity, CY Quantity, PY Quantity, distinct count of CY Customers, distinct count of PY Customers, CY Sales per Customer, PY Sales per Customer, distinct count of CY Orders and distinct count of PY Orders broken down by Order Date Year. The data is filtered on Category, Sub-Category, Region, State and City. The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members.

Test KPI2

CY Sales	\$733K
PY Sales	\$609K
% Diff Sales	▲ 20.4%
CY Profit	\$93K
PY Profit	\$82K
% Diff Profit	▲ 12.5%
CY Quantity	\$12,476
PY Quantity	\$9,837
% Diff Quantity	▲ 26.8%
Distinct count of CY C..	693
Distinct count of PY C..	638
% Diff Customers	▲ 8.6%
CY Sales per Customer	\$1,058
PY Sales per Customer	\$955
% Diff Sales per Cust..	▲ 10.8%
Distinct count of CY O..	1,687
Distinct count of PY O..	1,315
% Diff Orders	▲ 28.3%

CY Sales, PY Sales, % Diff Sales, CY Profit, PY Profit, % Diff Profit, CY Quantity, PY Quantity, % Diff Quantity, distinct count of CY Customers, distinct count of PY Customers, % Diff Customers, CY Sales per Customer, PY Sales per Customer, % Diff Sales per Customers, distinct count of CY Orders, distinct count of PY Orders and % Diff Orders. The data is filtered on Category, Sub-Category, Region, State and City. The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members.

Test Max Min

Month of..	CY Sales	Min/Max S..	CY Profit	Min/Max P..	CY Quantity	Min/Max ..	CY Sales p..	Min/Max S..
January	\$44K		\$7K		\$597		\$656	\$656
February	\$20K	\$20K	\$2K		\$363	\$363	\$383	
March	\$59K		\$15K	\$15K	\$885		\$512	
April	\$37K		\$1K	\$1K	\$733		\$335	\$335
May	\$44K		\$6K		\$887		\$392	
June	\$53K		\$8K		\$931		\$449	
July	\$45K		\$7K		\$840		\$444	
August	\$63K		\$9K		\$884		\$607	
Septemb..	\$88K		\$11K		\$1,660		\$448	
October	\$78K		\$9K		\$1,133		\$572	
November	\$118K	\$118K	\$10K		\$1,840	\$1,840	\$548	
December	\$84K		\$8K		\$1,723		\$430	

CY Sales, Min/Max Sales along Table (Down), CY Profit, Min/Max Profit along Table (Down), CY Quantity, Min/Max Quantity along Table (Down), CY Sales per Customer, Min/Max Sales Per Customers along Table (Down), distinct count of CY Customers and Min/Max Customers along Table (Down) broken down by Order Date Month. The data is filtered on Category, Sub-Category, Region, State and City. The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members.

Test Max Min

Month of..	Distinct co..	Min/Max C..
January	67	
February	53	53
March	115	
April	109	
May	113	
June	118	
July	102	
August	104	
Septemb..	196	
October	136	
November	216	216
December	195	

CY Sales, Min/Max Sales along Table (Down), CY Profit, Min/Max Profit along Table (Down), CY Quantity, Min/Max Quantity along Table (Down), CY Sales per Customer, Min/Max Sales Per Customers along Table (Down), distinct count of CY Customers and Min/Max Customers along Table (Down) broken down by Order Date Month. The data is filtered on Category, Sub-Category, Region, State and City. The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members.

Total Sales

\$733K

▲ 20.4% vs. PY

Measure Names

■ CY Sales

■ PY Sales

Min/Max Sales



\$20K

\$118K

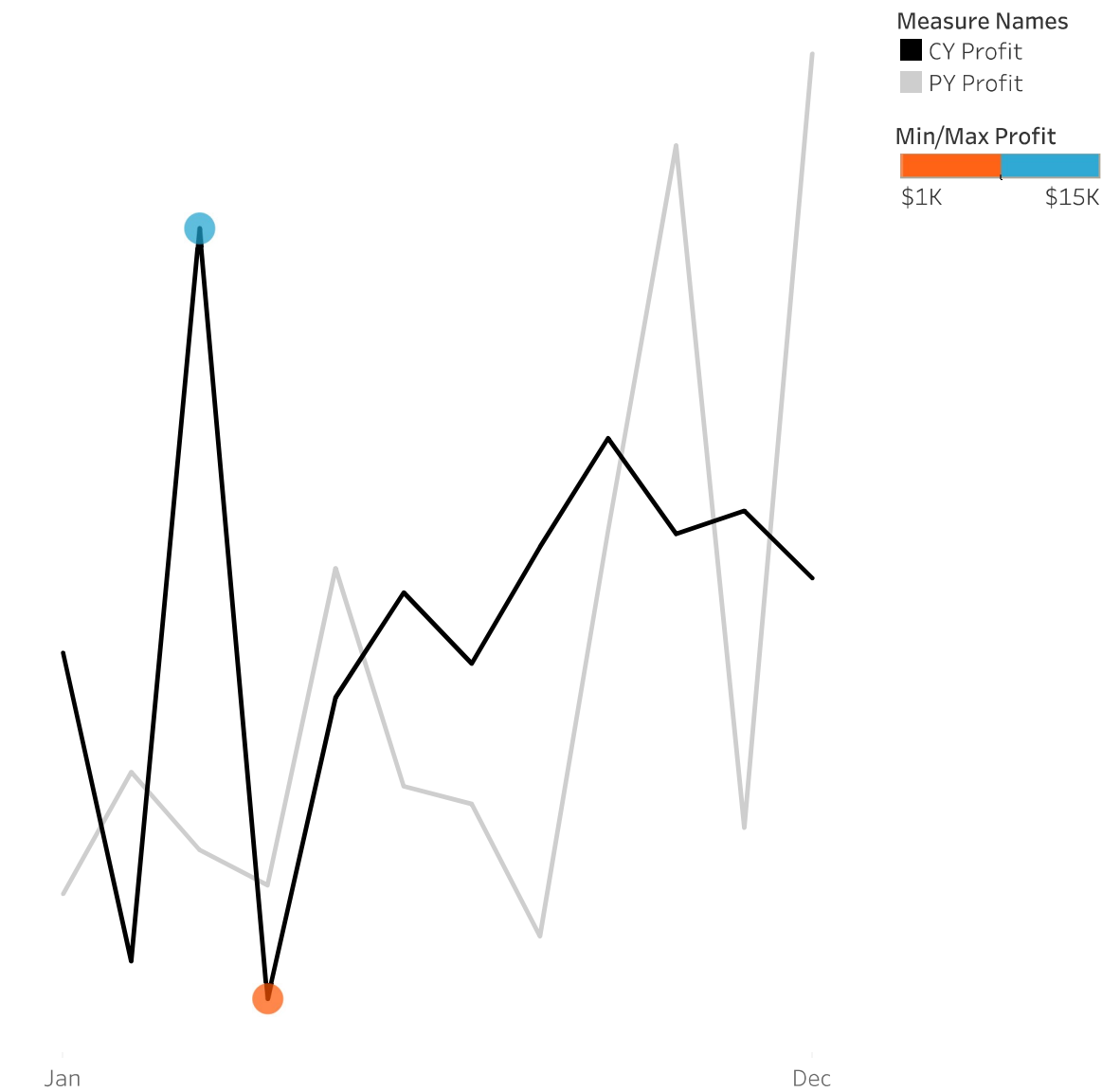


The trends of CY Sales, PY Sales and Min/Max Sales for Order Date Month. For pane Measure Values: Color shows details about CY Sales and PY Sales. For pane Min/Max Sales: Color shows Min/Max Sales. The data is filtered on Category, Sub-Category, Region, State, City, Action (Sub-Category) and Action (WEEK(Order Date)). The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members. The Action (Sub-Category) filter keeps 17 members. The Action (WEEK(Order Date)) filter keeps 53 members.

Total Profit

\$93K

▲ 12.5% vs. PY

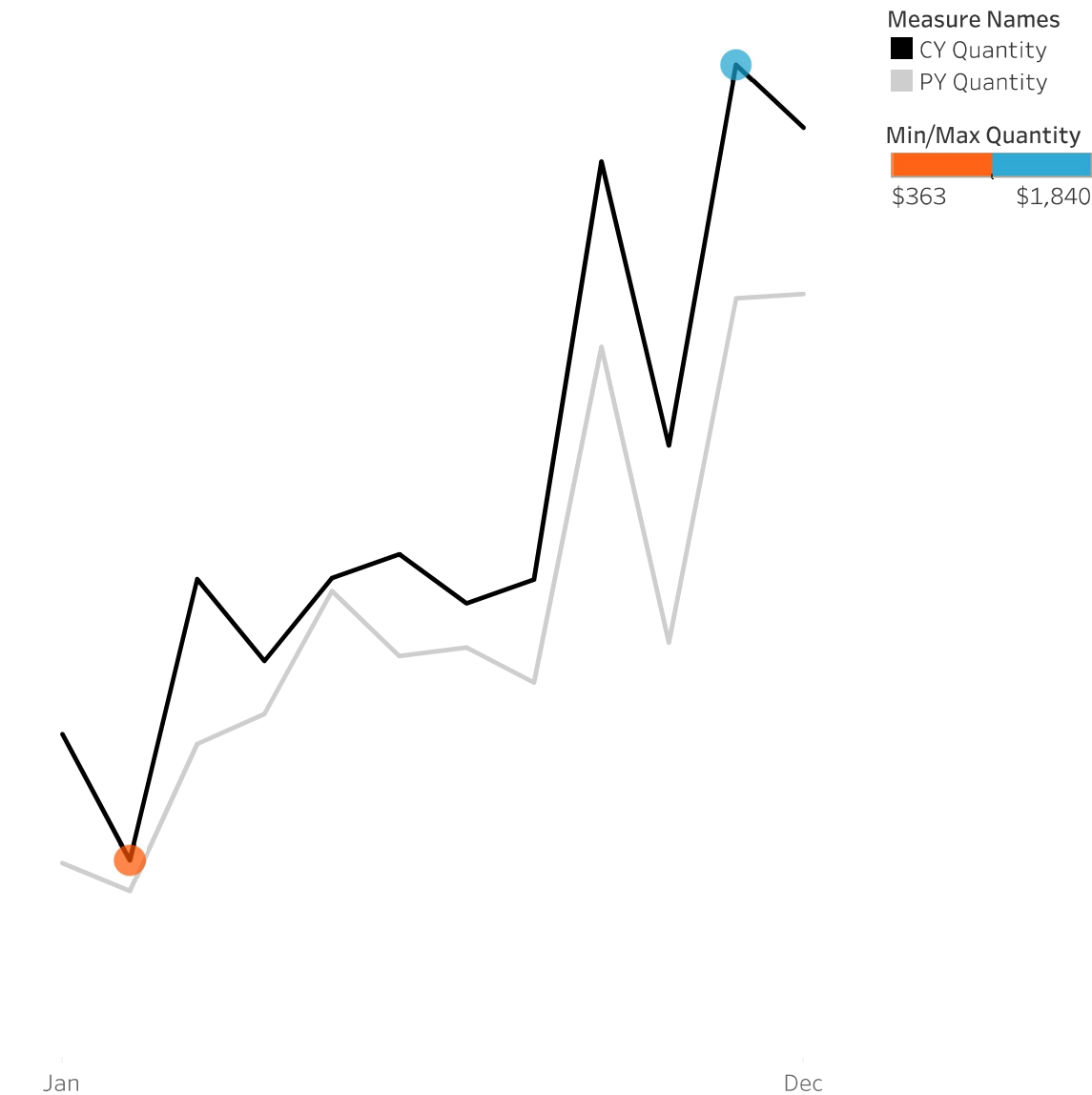


The trends of CY Profit, PY Profit and Min/Max Profit for Order Date Month. For pane Measure Values: Color shows details about CY Profit and PY Profit. For pane Min/Max Profit: Color shows Min/Max Profit. The data is filtered on Category, Sub-Category, Region, State, City, Action (Sub-Category) and Action (WEEK(Order Date)). The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members. The Action (Sub-Category) filter keeps 17 members. The Action (WEEK(Order Date)) filter keeps 53 members.

Total Quantity

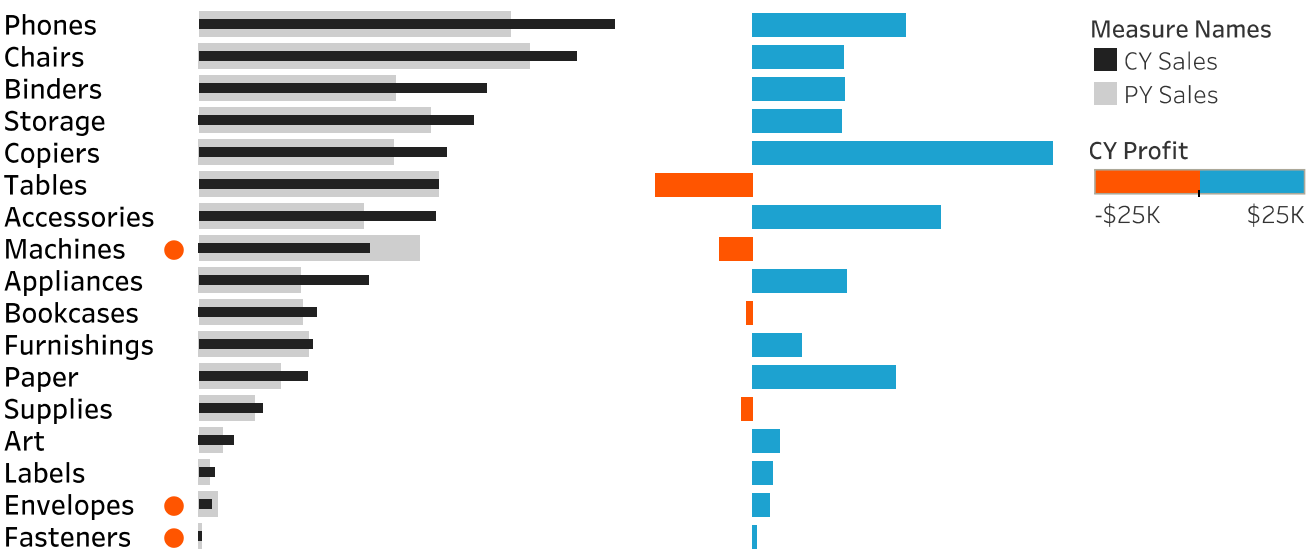
\$12K

▲ 26.8% vs. PY



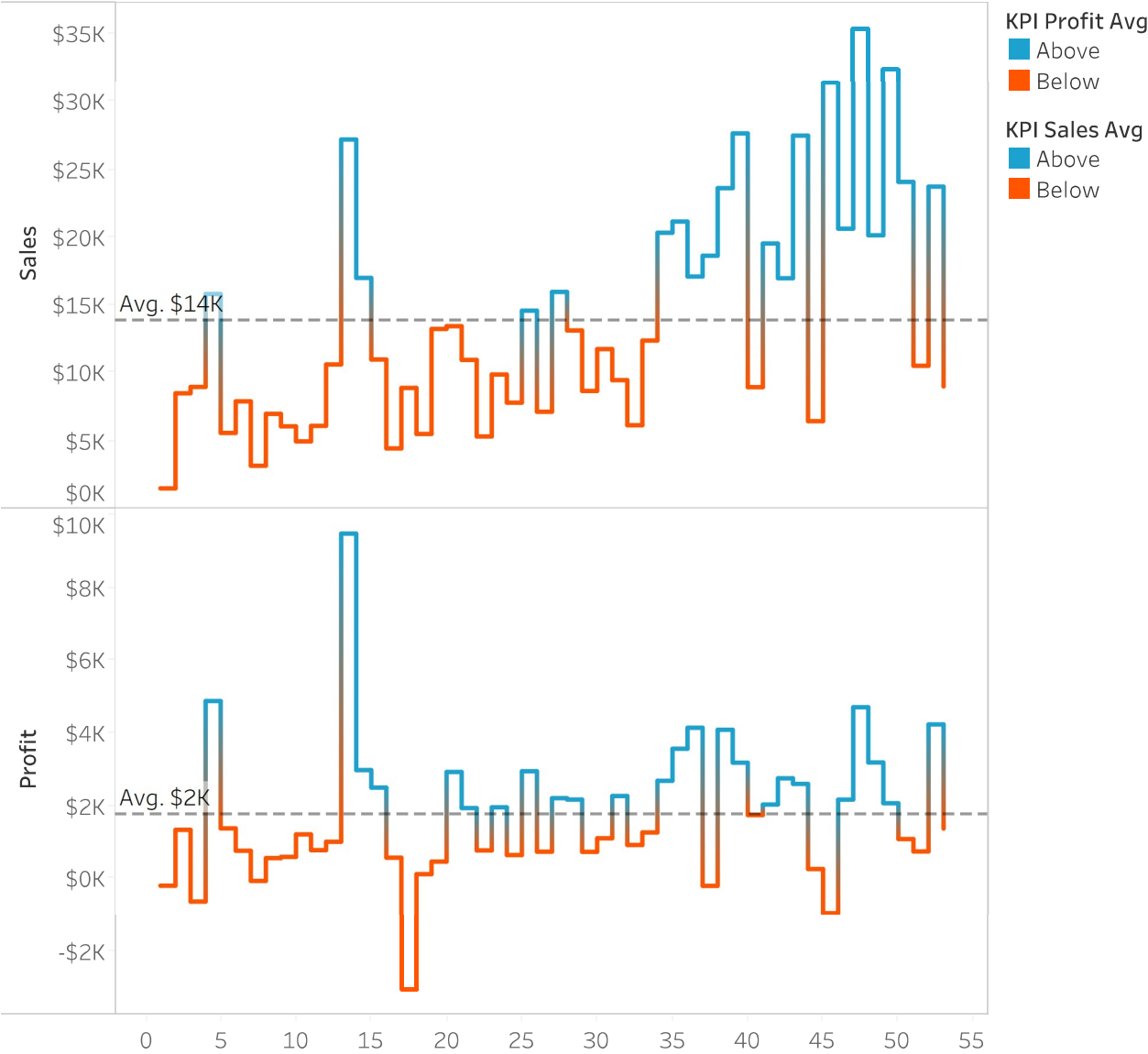
The trends of CY Quantity, PY Quantity and Min/Max Quantity for Order Date Month. For pane Measure Values: Color shows details about CY Quantity and PY Quantity. For pane Min/Max Quantity: Color shows Min/Max Quantity. The data is filtered on Category, Sub-Category, Region, State, City, Action (Sub-Category) and Action (WEEK(Order Date)). The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members. The Action (Sub-Category) filter keeps 17 members. The Action (WEEK(Order Date)) filter keeps 53 members.

Subcategory Comparison



PY Sales, CY Sales and sum of CY Profit for each KPI CY Less PY broken down by Sub-Category. For pane Sum of PY Sales: Color shows details about PY Sales and CY Sales. For pane Sum of CY Sales: Color shows details about PY Sales and CY Sales. For pane Sum of CY Profit: Color shows sum of CY Profit. The data is filtered on Category, Region, State, City and Action (WEEK(Order Date)). The Category filter keeps Furniture, Office Supplies and Technology. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members. The Action (WEEK(Order Date)) filter keeps 53 members. The view is filtered on Sub-Category, which keeps 17 of 17 members.

Weekly Trends



The trends of sum of CY Sales and sum of CY Profit for Order Date Week. For pane Sum of CY Sales: Color shows details about KPI Sales Avg. For pane Sum of CY Profit: Color shows details about KPI Profit Avg. The data is filtered on Category, Sub-Category, Region, State, City and Action (Sub-Category). The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members. The Action (Sub-Category) filter keeps 17 members.

Legend Subcategory

2023 Sales vs. 2022 Sales

Current Year and Previous Year. The data is filtered on Category, Sub-Category, Region, State, City, Action (Sub-Category) and Action (WEEK(Order Date)). The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members. The Action (Sub-Category) filter keeps 17 members. The Action (WEEK(Order Date)) filter keeps 53 members.

Legend KPI

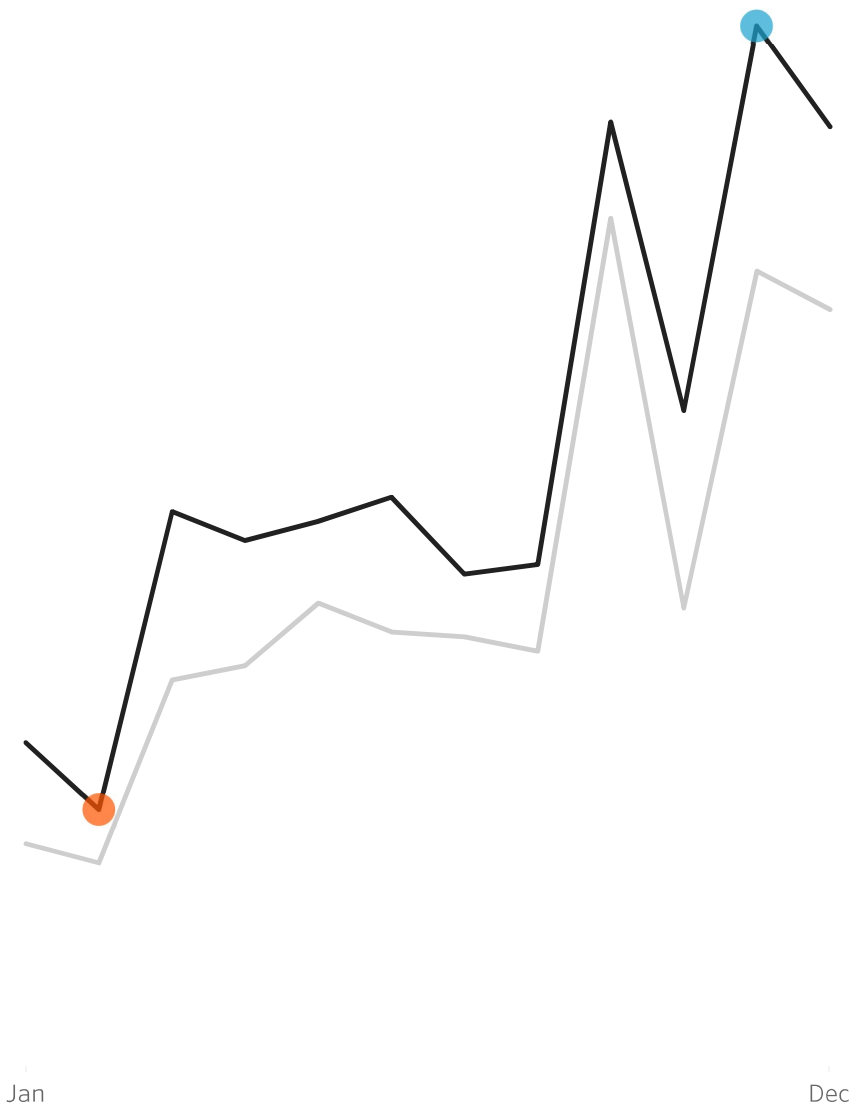
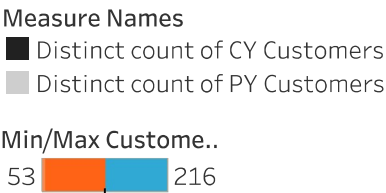
2023 vs. 2022 ● Highest Month ● Lowest Month

Current Year and Previous Year. The data is filtered on Category, Sub-Category, Region, State, City, Action (Sub-Category), Action (WEEK(Order Date)), Action (Nr of Orders per Customers) and Action (Customer Name). The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members. The Action (Sub-Category) filter keeps 17 members. The Action (WEEK(Order Date)) filter keeps 53 members. The Action (Nr of Orders per Customers) filter keeps 9 members. The Action (Customer Name) filter keeps 793 members.

Total Customers

693

▲ 8.6% vs. PY

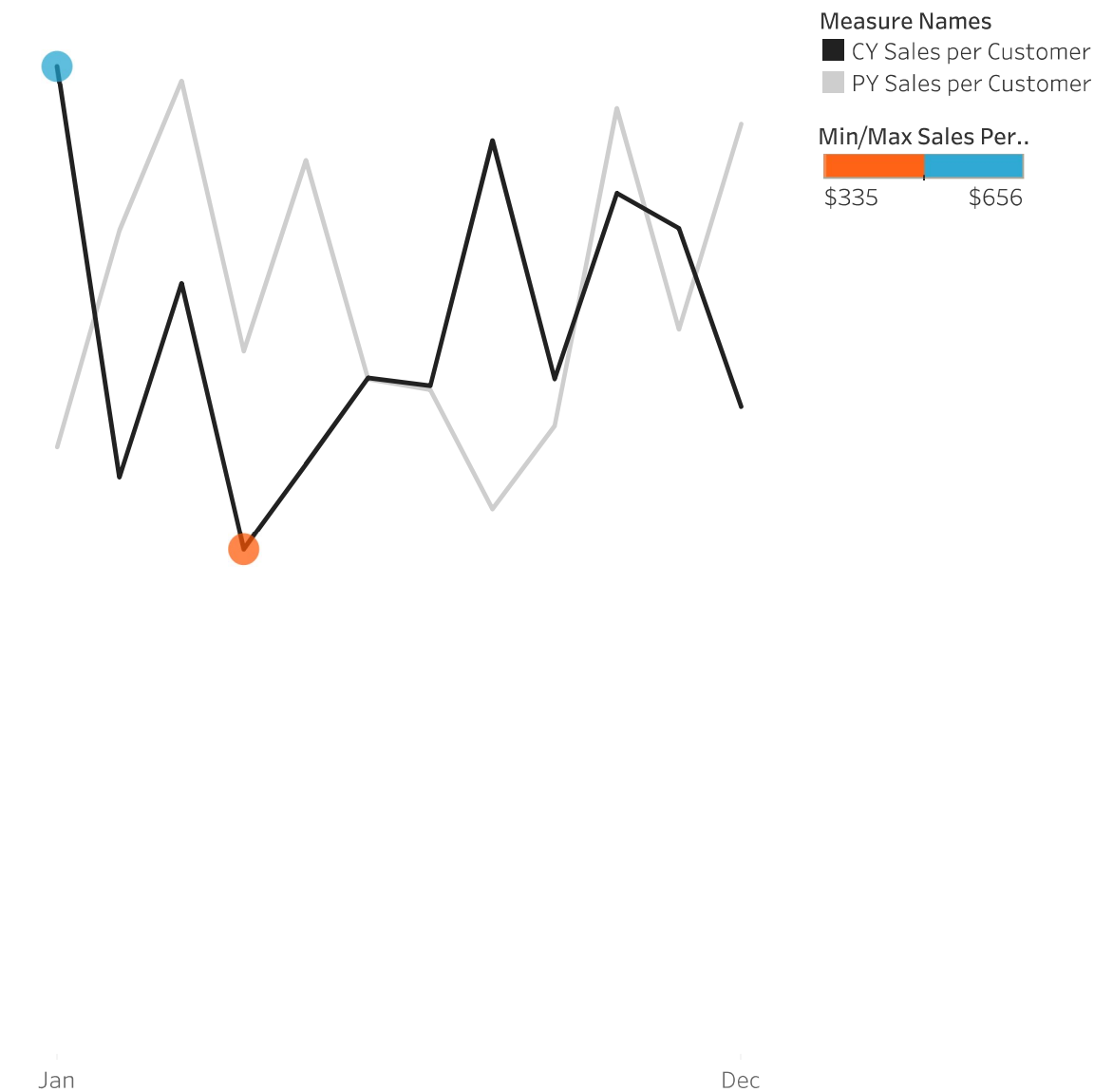


The trends of distinct count of CY Customers, distinct count of PY Customers and Min/Max Customers for Order Date Month. For pane Measure Values: Color shows details about distinct count of CY Customers and distinct count of PY Customers. For pane Min/Max Customers: Color shows Min/Max Customers. The data is filtered on Category, Sub-Category, Region, State, City, Action (WEEK(Order Date)), Action (Nr of Orders per Customers) and Action (Customer Name). The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members. The Action (WEEK(Order Date)) filter keeps 53 members. The Action (Nr of Orders per Customers) filter keeps 9 members. The Action (Customer Name) filter keeps 793 members.

Total Sales Per Customers

\$1,058

▲ 10.8% vs. PY

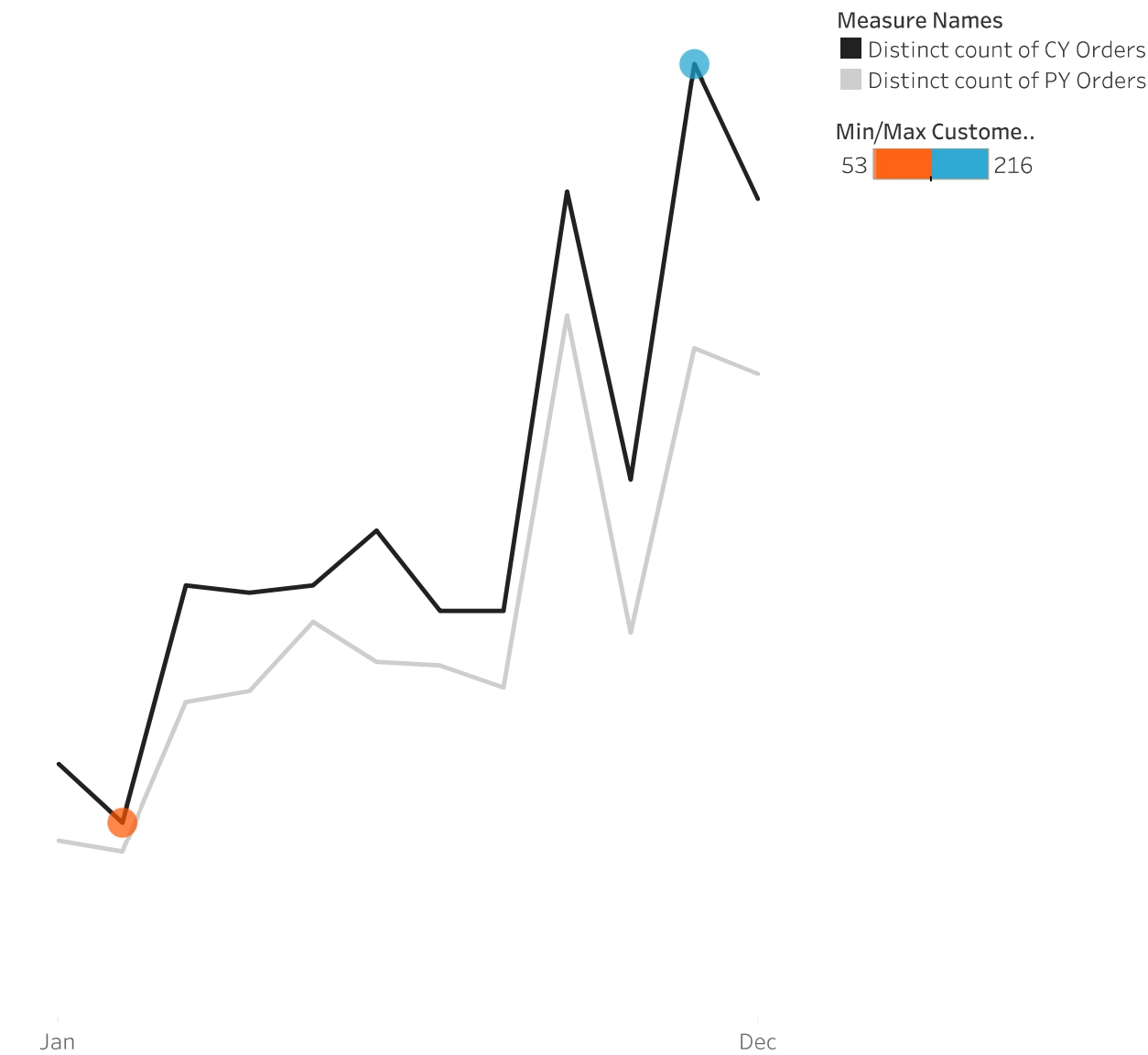


The trends of CY Sales per Customer, PY Sales per Customer and Min/Max Sales Per Customers for Order Date Month. For pane Measure Values: Color shows details about CY Sales per Customer and PY Sales per Customer. For pane Min/Max Sales Per Customers: Color shows Min/Max Sales Per Customers. The data is filtered on Category, Sub-Category, Region, State, City, Action (WEEK(Order Date)), Action (Nr of Orders per Customers) and Action (Customer Name). The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members. The Action (WEEK(Order Date)) filter keeps 53 members. The Action (Nr of Orders per Customers) filter keeps 9 members. The Action (Customer Name) filter keeps 793 members.

Total Orders

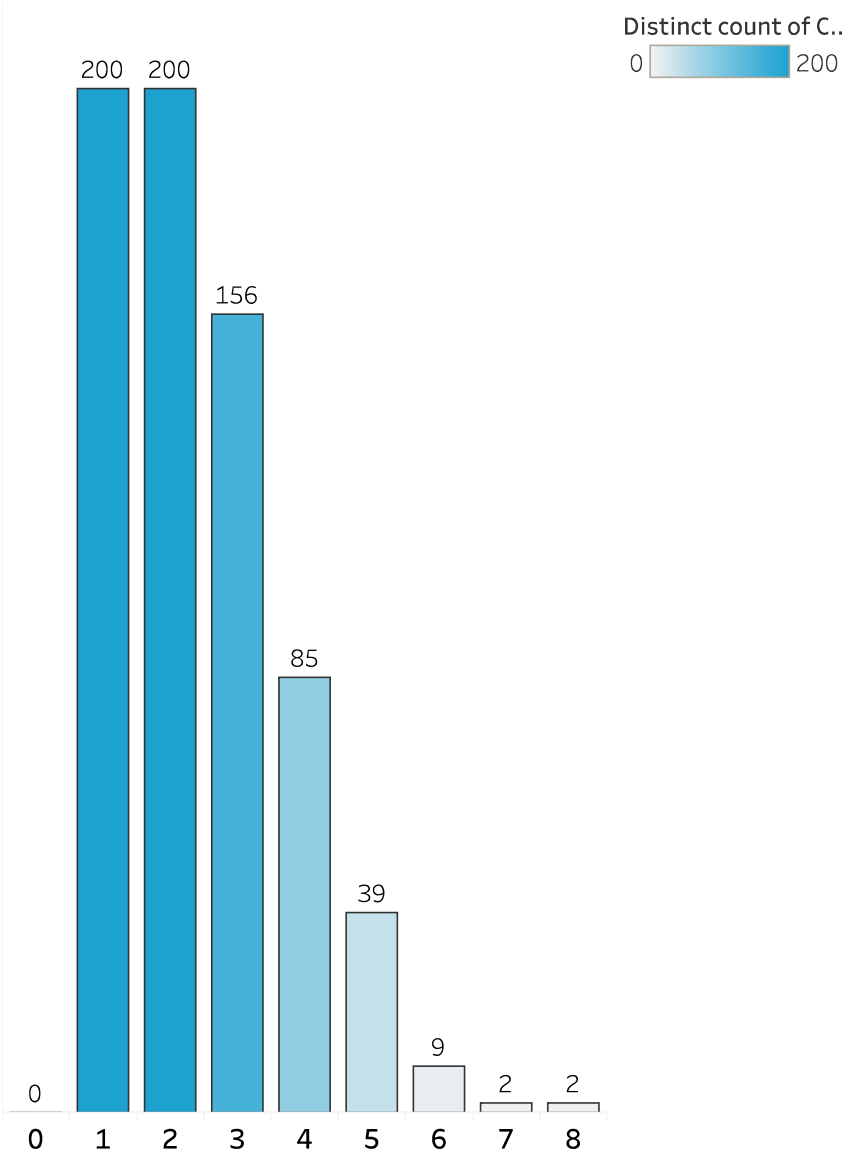
1,687

▲ 28.3% vs. PY



The trends of distinct count of CY Orders, distinct count of PY Orders and Min/Max Orders for Order Date Month. For pane Measure Values: Color shows details about distinct count of CY Orders and distinct count of PY Orders. For pane Min/Max Orders: Color shows Min/Max Customers. The data is filtered on Category, Sub-Category, Region, State, City, Action (Sub-Category), Action (WEEK(Order Date)), Action (Nr of Orders per Customers) and Action (Customer Name). The Category filter keeps Furniture, Office Supplies and Technology. The Sub-Category filter keeps 17 of 17 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The City filter keeps 531 of 531 members. The Action (Sub-Category) filter keeps 17 members. The Action (WEEK(Order Date)) filter keeps 53 members. The Action (Nr of Orders per Customers) filter keeps 9 members. The Action (Customer Name) filter keeps 793 members.

Customer Distribution



Distinct count of CY Customers for each Nr of Orders per Customers. Color shows distinct count of CY Customers. The marks are labeled by distinct count of CY Customers. The data is filtered on Category, City, Region, State, Sub-Category and Action (Customer Name). The Category filter keeps Furniture, Office Supplies and Technology. The City filter keeps 531 of 531 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The Sub-Category filter keeps 17 of 17 members. The Action (Customer Name) filter keeps 793 members.

Top Customers

#1	Raymond Buch	25-09-2023	\$6,781	\$14,203	3
#2	Hunter Lopez	17-11-2023	\$5,046	\$10,523	2
#3	Tom Ashbrook	22-10-2023	\$4,599	\$13,723	2
#4	Andy Reiter	24-12-2023	\$2,608	\$5,821	2
#5	Jane Waco	18-11-2023	\$1,953	\$5,385	4
#6	Helen Wasserm..	04-09-2023	\$1,947	\$8,166	5
#7	Brian Moss	27-11-2023	\$1,938	\$5,683	5
#8	Alan Dominguez	01-12-2023	\$1,867	\$5,434	4
#9	Jim Epp	12-11-2023	\$1,704	\$4,074	4
#10	Steven Roelle	17-06-2023	\$1,676	\$3,506	1

CY Profit, CY Sales and distinct count of CY Orders broken down by INDEX(), Customer Name and maximum of Order Date. The data is filtered on Category, City, Region, State, Sub-Category and Action (Nr of Orders per Customers). The Category filter keeps Furniture, Office Supplies and Technology. The City filter keeps 531 of 531 members. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The Sub-Category filter keeps 17 of 17 members. The Action (Nr of Orders per Customers) filter keeps 9 members. The view is filtered on Customer Name, which keeps 10 of 793 members.



Sales Dashboard | 2023



2023 vs. 2022 ● Highest Month ● Lowest Month

Total Sales

\$733K

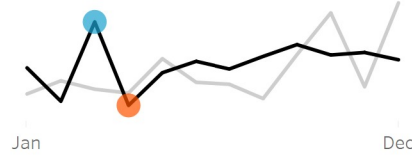
▲ 20.4% vs. PY



Total Profit

\$93K

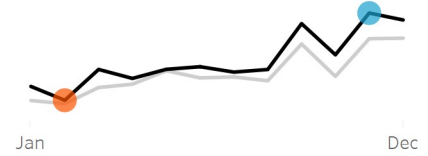
▲ 12.5% vs. PY



Total Quantity

\$12K

▲ 26.8% vs. PY



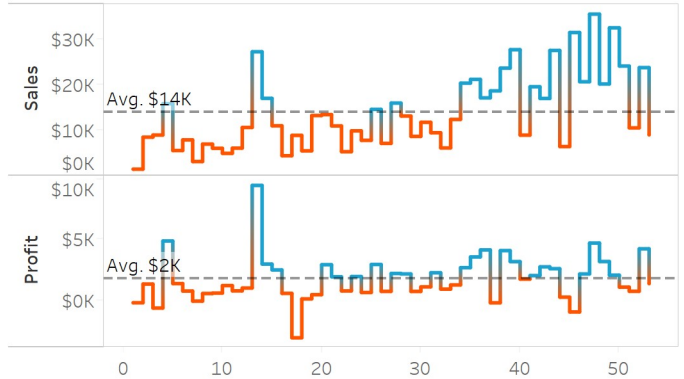
Sales & Profit By Subcategory

2023 Sales vs. 2022 Sales



Sales & Profit Trends over Time

2023 ● Above ● Below





Customer Dashboard | 2023

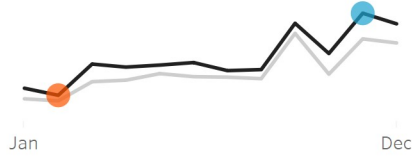


2023 vs. 2022 ● Highest Month ● Lowest Month

Total Customers

693

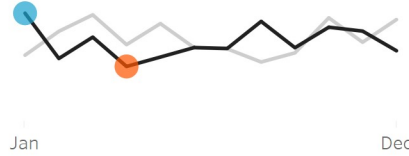
▲ 8.6% vs. PY



Total Sales Per Customers

\$1,058

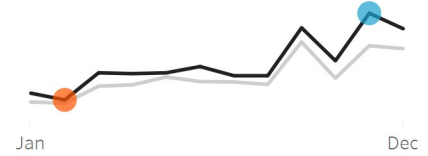
▲ 10.8% vs. PY



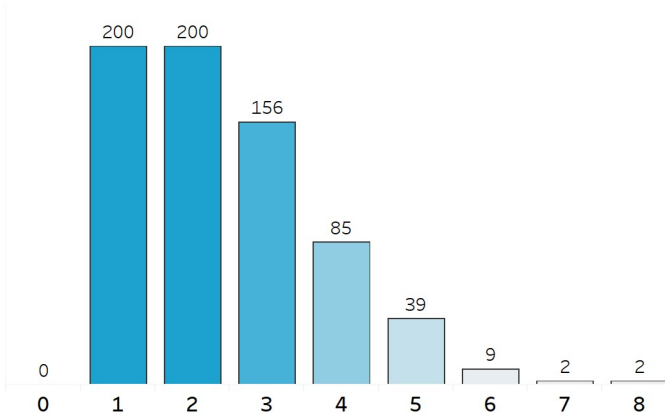
Total Orders

1,687

▲ 28.3% vs. PY



Customer Distribution by Nr. of Orders



Top 10 Customers by Profit

Rank	Customers	Last Order	2023 Profit	2023 Sales	Orde..
#1	Raymond Buch	25-09-2023	\$6,781	\$14,203	3
#2	Hunter Lopez	17-11-2023	\$5,046	\$10,523	2
#3	Tom Ashbrook	22-10-2023	\$4,599	\$13,723	2
#4	Andy Reiter	24-12-2023	\$2,608	\$5,821	2
#5	Jane Waco	18-11-2023	\$1,953	\$5,385	4
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