**Sales Dashboard**

1. Creating mockup of the dashboard

2. Creating Important Metrics/Measures (Net Sales , GM %, Net Profit %)

The **sales team** focuses on gross margin.

GM = Revenue from Sales – COGS

GM directly provides the revenue from sales by concentrating on the core activities of production and sales, while excluding other expenses such as operating costs, taxes, and interest.

3. Customer performance matrix with NS $, GM $, GM%

4. segment wise - product performance matrix with NS $, GM $, GM%

5. Donut charts showing contribution of NS$, pre-invoice discounts and post-invoice discounts on sales

To assess the overall impact of discounts on revenue. A large portion of post-invoice discounts may indicate customer dissatisfaction or returns, while significant pre-invoice discounts suggest strategies like bulk or early payment incentives.

If a significant portion of revenue is being lost to discounts (either pre- or post-invoice), it could affect the company’s profitability. The business may need to reconsider its discounting strategies.

6. Again a donut chart which visually breaks down **Net Sales** into **Gross Margin** and **COGS**, showing what portion of sales is contributing to profitability after covering the costs directly associated with production.

Net Sales = Gross Margin + COGS

If **Gross Margin** takes up a large portion of the chart, it indicates that a significant percentage of sales is retained as profit.

A high share of **COGS** may indicate inefficiencies or high costs in production, which could be an area for improvement.

7. Scatter chart/quadrant analysis showing performance of markets / customers

